BeoSound Shape: Off the wall music

Bang & Olufsen introduces a wireless speaker system that combines superb sound with customizable design and soothing indoor acoustics. BeoSound Shape is a unique wireless speaker system that contributes to the improvement of the indoor acoustic even when switched off.

Struer, Denmark, April 4th, 2017

BeoSound Shape is a wall-mounted, modular speaker system based on hexagonal tiles that can be placed creatively on the wall in every imaginable size and pattern. This way, interior aficionados are free to fully endorse and balance the visual presence of BeoSound Shape in the design of a room.

As a real-life wall of sound with an immersive music staging BeoSound Shape is the perfect mood setter – while at the same time offering unique resonance dampening features, ideal for large multipurpose rooms in our homes as well as in shops, studios, showrooms, offices and hotel lobbies.
“Auditory indoor climate is essential for our physical and mental well-being, just like natural lighting, fresh air and ergonomics. BeoSound Shape forms an excellent answer to the challenges of interior acoustics through its intelligent sound distribution and resonance absorbing effects.”, says Marie Kristine Schmidt, Vice President Brand, Design & Marketing.

**Unlimited set-up**

BeoSound Shape consists of a combination of speakers, amplifiers and acoustic damper tiles that scale the sound performance and visual design of the system. Based on your individual design BeoSound Shape can go from six to practically an unlimited number of tiles in one set-up.

**Choose colour!**

Not only is the layout of BeoSound Shape completely customizable – the speaker system also offers an array of colours and textiles to choose from. The Bang & Olufsen colour-palet includes Parisian Night Blue, Purple Heart, Infantry Green, Brazilian Clay, Wild Dove Grey and the classic Black.

A collaboration with the renowned Danish manufacturer of design textiles Kvadrat adds the following exclusive options in terms of wool fabrics and colours: Brown by Kvadrat, Moss Green by Kvadrat, Pink by Kvadrat and Dark Blue by Kvadrat. Mix and match as you wish.

**A band on the wall**

The unique Bang & Olufsen upmixing algorithm is designed to create a crisp and precise soundscape with the vocal performer in the centre and the instruments to the sides. We call this the ‘Band on the wall’. The ambition is to produce a sound experience as if the band was literally placed up against the wall doing a live performance allowing the audience to move freely around a room.

An online design tool from Bang & Olufsen will be made available to both visually mix and match tiles and provides acoustic recommendations for optimal placement of the speaker tiles.
Streaming features
The BeoSound Core connectivity hub, hidden behind a hexagonal tile, enables wireless streaming of high quality music from your mobile device via streaming technologies such as AirPlay\(^1\), Chromecast built-in\(^2\) or Bluetooth. BeoSound Core also includes multiroom functionality making it part of the family of Bang & Olufsen and B&O PLAY products that can play different music in different rooms or let one tune flow throughout your home.

BeoSound Shape will be available in Bang & Olufsen stores in August 2017. The price of the BeoSound Shape depends on the size, acoustical performance, and fabric choice. Pricing will be confirmed when launched in stores – depending on your choices the price is expected to be from approx. 4000 EUR, for a standard setup, and up.

#BangOlufsen
#LikeNoOneElse
#BeoSoundShape

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Bang & Olufsen was founded in Struer, Denmark, in 1925 by Peter Bang and Svend Olufsen, two innovative, young engineers devoted to high quality audio reproduction. Since then, the brand has become an icon of performance and design excellence through its long-standing craftsmanship tradition and the strongest possible commitment to high-tech research and development.

Still at the forefront of domestic technology, Bang & Olufsen has extended its comprehensive experience with integrated audio and video solutions for the home to other areas such as the hospitality and automotive industries in recent years. Consequently, its current product range epitomizes seamless media experiences in the home as well as in the car and on the move. For more information on Bang & Olufsen, please visit www.bang-olufsen.com. Images are available free of charge from the Bang & Olufsen media centre: http://mediacenter.bang-olufsen.dk.

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\(^1\) Pending approval
\(^2\) Pending approval