



## **Bang & Olufsen introduces BeoVision Eclipse – and merges the best of two worlds**

***Bang & Olufsen is renowned for its design, acoustics and craftsmanship. [BeoVision Eclipse](#), the first TV developed by Bang & Olufsen and LG Electronics in partnership, builds on these capabilities, while merging LG Electronics' OLED TV technology for delivering absolute black and infinite contrast ratio with high dynamic range. "The ultimate TV experience", says Stefan K. Persson – Executive Vice President, at Bang & Olufsen Home.***

Struer, Denmark, August 30th, 2017

"Sound is more than half the picture". These words are at the heart of Bang & Olufsen's identity and the BeoVision Eclipse is a reflection of the design and supreme acoustics associated with Bang & Olufsen. The new TV integrates a 3-channel SoundCentre and a visual appearance that mixes glass with coloured fabric or aluminium. And for the first time it merges LG Electronics' OLED TV technology, which is renowned for the ability to reproduce the most lifelike images with its revolutionary pixel dimming control technology that renders perfect blacks, infinite contrast and an expanded colour gamut.

“By merging LG Electronics’ OLED TV technology to the Bang & Olufsen experience, we have reached an even higher level and created the ultimate TV experience. That is why we have chosen the name 'Eclipse' – two outstanding objects meet and create something even more spectacular and beautiful,” says Stefan K. Persson.

### **Bang & Olufsen acoustics, design and craftsmanship**

BeoVision Eclipse is both a television and a music system presented in one comprehensive solution. The TV’s integrated and 450 watt powerful 3-channel SoundCentre offers both stereo performance and centre channel, surpassing most integrated solutions and soundbars on the market. By also integrating internet radio and music streaming services, BeoVision Eclipse becomes a music system in its own right.

If you opt to use additional speakers via the integrated surround sound decoder, the centre channel performance of the TV matches any of the Bang & Olufsen high-end BeoLab loudspeakers. In other words, this enables an immersive cinematic experience in your own home.

The design draws on the classic Bang & Olufsen ideal of aesthetic simplicity, highlighting the importance of sound; The slim glass surface continues beneath the SoundCentre, which in turn expands beyond the screen on both sides. This makes for some exciting contrasts – between image and sound, slimness and volume. However, at the same time, the design naturally integrates all elements in an appealing design.

The motorized floor stand sets BeoVision Eclipse further apart. With a push of a button, you can make the TV move soundlessly across the floor, as if it were floating towards you. No matter where you are seated, the TV can always be adjusted to your position, modifying not only the viewing experience, but the entire decoration of the room.

In addition to the floor stand, BeoVision Eclipse can be placed on a motorized or manual wall bracket.

You can leave a personal mark on the design, as it is possible to customise the speaker front by choosing either aluminium or coloured fabrics. The TV can draw attention to itself or smoothly blend into its surroundings, depending on the owner’s choice.

**More than a TV**

BeoVision Eclipse functions as a highly flexible A/V-center. The TV includes 4K video processing technology and comes with LG Electronics' most recent webOS 3.5 platform. The platform allows you to access and customise your favourite content, apps and devices; Music streaming services like Spotify, content providers such as Netflix, Amazon and YouTube, Blu-ray players of any brand, as well as your personal content. The audio streaming part includes TuneIn radio, Spotify Connect, Deezer, Chromecast built-in for audio, audio AirPlay and Bluetooth streaming. By bringing it all together in one place, BeoVision Eclipse dramatically reduces the complexity of our digital lives.

Everything is controlled with a single remote, the BeoRemote One BT, and allows for a great degree of personalisation; By pushing one of the 'MyButton' for three seconds, it is possible to store access to a source, creating a shortcut to content or devices – e.g. streaming services, personal content or a Blu-Ray player.

"At Bang & Olufsen, we strive to evolve alongside our customers and deliver products that fit into their lives. BeoVision Eclipse is in many ways a flexible solution for the modern consumer, and it represents another leap forward in the way we make TV's. It is what you want it to be at any given time," says Stefan K. Persson.

**The first result of the LG Electronics and Bang & Olufsen partnership**

BeoVision Eclipse is the first result of the strategic partnership between Bang & Olufsen and LG Electronics regarding development and production of Bang & Olufsen's TV line-up for the future. The partnership will enable Bang & Olufsen to focus on its core capabilities of design, craftsmanship and acoustics, and combine this with LG Electronics' technological leadership in OLED TV technology including their webOS and 4K video processing capabilities.

BeoVision Eclipse will be available in two sizes – a 55" and a 65" version. It will be available in Bang & Olufsen European retailers in September at a recommended price from:

BeoVision Eclipse 55" incl. Wallbracket, fabric speaker cover and BeoRemote One: € 9.120/ DKK 69.490/U\$ 10.990/£ 8.290

BeoVision Eclipse 65": incl. Wallbracket, fabric speaker cover and BeoRemote One: € 12.820/ DKK 96.490/U\$ 15.990/£ 11.590

**For more information, please contact:**

Tina Banzhaf, Sr. Global PR Manager

Bang & Olufsen Danmark a/s

Phone: +45 96 84 58 43

Email: [tbf@bang-olufsen.dk](mailto:tbf@bang-olufsen.dk)

***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](http://www.bang-olufsen.com). Images are available free of charge from the Bang & Olufsen media center: <http://mediacenter.bang-olufsen.dk/>*

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