

Bang & Olufsen Unveils new BeoVision Eclipse and BeoLab 50 in Brass Tone and Smoked Oak



BeoVision Eclipse and BeoLab 50 in Brass and Smoked Oak is available from May 15.

Copenhagen, May 15th - Bang & Olufsen today introduced BeoVision Eclipse and BeoLab 50 in a new Brass Tone and Smoked Oak colourway, which adds an element of luxury, timelessness and artisanship to two of the most prestigious products in the Bang & Olufsen range.

The **BeoVision Eclipse** Brass Tone and Smoked Oak OLED TV is designed by award-winning Torsten Valeur, David Lewis Designers. It boasts brass-tone aluminium on the motorized floor stand, as well as the side and back of the sound centre, making the TV beautiful from all angles. To complete the experience, the BeoRemote One BT Netflix version has been designed in brass-tone also, while the speaker cover on the front is handmade in smoked oak wood.

BeoVision Eclipse combines Bang & Olufsen's design, craftsmanship and acoustic capabilities with LG Electronics' leading OLED TV technology, including the brand's webOS Smart TV platform and 4K video processing capabilities. The TV's integrated, 450 watt 3-channel SoundCentre offers stereo performance and centre channel control, surpassing most integrated solutions and soundbars on the market. And with built-in internet radio and music streaming services, BeoVision Eclipse becomes a music system in its own right.

The **BeoLab 50** Brass Tone and Smoked Oak speaker is designed by André Poulheim, Noto. It has been carefully anodized in a brass-tone including the motorized acoustic lens, which appears when the loudspeaker is switched on, and the unique beam width control, which decides if you are having a sweet spot moment or going for a wider sound dispersion. The brass-tone is complemented by the smoked oak wood lamellas on the side of the speaker.

BeoLab 50 is a high-end active loudspeaker blending radical audio technology, elegant aesthetics and meticulous craftsmanship. It is the first loudspeaker from Bang & Olufsen that emerges directly from the prestigious and innovative BeoLab 90 - which set an entirely new standard for state-of-the-art loudspeakers - and is tailored for all the ways to enjoy sound in the home, such as sweet spot listening, unforgettable house parties and cinematic experiences.

Pricing and availability

BeoVision Eclipse Brass Tone and Smoked Oak is available for a recommended retail price of DKK 68,995 / USD 10,995 / EUR 9,095 / GBP 8,195 for the 55" version and DKK 95,995 / USD 15,995 / EUR 12,795 / GBP 11,495 for the 65" version. BeoLab 50 Brass Tone and Smoked Oak is available for a recommended price of DKK 99,995 / USD

19,584 / EUR 13,295 / GBP 11,465 for a single speaker, and current BeoVision Eclipse and BeoLab 50 owners can buy a smoked oak cover and speaker lamellas separately from the local Bang & Olufsen dealers.

BeoLab 50 Brass Tone and Smoked Oak will be available in Bang & Olufsen stores starting May 15, 2018, while BeoVision Eclipse Brass Tone and Smoked Oak will be available end of May 2018.

For further information, please contact:

Allan Fatum, Global Product PR Manager

Email: afa@bang-olufsen.dk

Phone: +45 2965 0996

SHARE:

#bangolufsen

#beolab50

#beovisioneclipse

INFORMATION, SOCIAL MEDIA AND IMAGES:

More information about Bang & Olufsen: www.bang-olufsen.com

Download High Res images: <http://mediacenter.bang-olufsen.com>

Connect on Facebook: /bangolufsen

Connect on Instagram: @bangolufsen

ABOUT BANG & OLUFSEN

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.