

Magic unfolds:

Bang & Olufsen debuts Beovision Harmony at Milan Design Week



Like a butterfly opening its wings, two meticulously crafted oak and aluminium fronts fan out, and a thin screen rises to perfect viewing height. Beovision Harmony is a stunning piece of design that once again demonstrates Bang & Olufsen's uncompromising approach to design, craftsmanship and sound performance.

Bang & Olufsen today unveiled Beovision Harmony — a TV experience that elevates the design of any living space and fills it with spectacular sound. When Beovision Harmony is turned off or just playing music, the thin screen rests close to the floor, partially covered by two meticulously crafted oak and aluminium fronts, which house the powerful sound centre. When Beovision Harmony is turned on, the two fronts fan out — like a butterfly opening its wings — and the screen rises to the perfect viewing height. Turn off the TV, and the finely choreographed sequence plays out in reverse.

“Pristine picture performance combined with truly immersive sound ensures a mesmerizing viewing experience. But the presence of a big screen is rarely a welcoming addition to living spaces. With Beovision Harmony, we wanted to

create a meaningful object for interior that reduces the visual presence of the TV and transforms it into something that people will develop an emotional attachment to”, says John Mollanger, Bang & Olufsen’s Executive Vice President of Brand and Markets.

The crafted oak and aluminium fronts house sublime technical instruments, delicately tuned by hand and ear to reveal all details of music and sound. The intricate grading pattern is carefully designed to maximize acoustic performance of the three-channel, fully active DSP-based sound centre. Paired with LG’s top-class 77” OLED screen — featuring brighter, self-illuminating pixels and stunning colour — this paragon of home décor and luxury entertainment brings new life to movies, sporting events and must-see shows.

Standing on the shoulders of giants

The concept behind Beovision Harmony builds on some of Bang & Olufsen’s most cherished products. The Capri series, introduced in 1959, was designed to fully integrate with the living room. Hence the TV was built in teak, which was the preferred wood for furniture at the time. The 1964 Beovision Capri 611 FM SJ TV even integrated both a TV and a radio into a single cabinet, allowing people to hide the electronics completely when not in use.

“We have been sharing an obsessive passion for almost 100 years, and it has been a mission of ours to perfect the techniques used to reproduce sound and vision and to embody it in a design that people are proud to have in their homes. Wood has always been an important aspect of Nordic architecture and furniture design because of its individual character, robustness and versatility, and we are proud to carry this forward in our Beovision Harmony”, says John Mollanger.

Home-filling entertainment

Beovision Harmony is designed as a centrepiece for home entertainment. Boasting a robust speaker system with serious sound capabilities, Beovision Harmony offers impressive music streaming with integrated music services like Tune-In and Deezer. You can also stream directly from your smartphone via Apple Airplay 2, Chromecast built-in or Bluetooth. Beovision Harmony also comes with LG’s most recent webOS 4.5 platform, which allows you to access your favourite media service providers such as Netflix, Amazon and YouTube.

Beovision Harmony also integrates seamlessly with Bang & Olufsen’s growing collection of multiroom products. For those looking to immerse themselves in first-class surround sound, Beovision Harmony comes with a built-in 7.1 surround sound decoder, making it possible to connect up to eight Beolab speakers such as Beolab 18, Beolab 50 and Beolab 90.

All sources and connected devices are can be controlled with the Beoremote One — a beautiful piece of technology that has been ergonomically designed and crafted from a single piece of extruded aluminium.

Debuting at Milan Design Week 2019

Beovision Harmony will be on display at Milan Design Week from April 9 to 14 as part of the exhibition *93 years of Magic: a dialogue between past and present*. Bang & Olufsen has worked closely with museums and collectors to curate an exhibition of products that have shaped the brand’s unrivalled reputation for matching innovation with beautiful sound.

A walk through the atmospheric installation displays a diverse, yet characteristic body of work, ranging from 1930s brand classics such as the Hyperbo 5G Steel and Beolit 39 bakelite radio, to the design darlings of the 70s and 80s with among others the Beogram 4000 record player and Beosound 9000 sound system. The Capri TV will also be on display as part of the exhibition.

Pricing and availability

Beovision Harmony, including the LG OLED C9 77" TV optimized for Bang & Olufsen, is estimated to retail from 18,500 EUR and will be available in Bang & Olufsen stores starting October 2019. Beovision Harmony will be available with a combined oak wood/aluminium front or a combined Grey Melange two-tone fabric/aluminium front and comes with two placement options: floor stand and wall bracket.

Follow the conversation at @bangolufsen on [Instagram](#), [Facebook](#), [Twitter](#) and [YouTube](#) using #beovisionharmony

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ABOUT BANG & OLUFSEN

Bang & Olufsen is a global luxury lifestyle brand founded in 1925 in Struer, Denmark, by Peter Bang and Svend Olufsen whose devotion and vision remain the foundation for the company.

The rich heritage built around the relentless determination to create products that push the boundaries of audio technology continues to place the company at the forefront of audio innovation. Today, every Bang & Olufsen product is still characterized by the unique combination of beautiful sound, timeless design, and unrivalled craftsmanship.

The company's innovative and progressive audio products are sold worldwide in Bang & Olufsen monobrand stores, online, and in multibrand stores. The company employs over 1,000 people and operates in more than 70 markets. Bang & Olufsen's shares are listed on NAS DAQ Copenhagen A/S.