

Magic Evolves:

Bang & Olufsen Unveils Beovision Harmony 65"



Bang & Olufsen today announced the evolution of its Beovision Harmony TV that folds down to a sculptural shape, when not in use. Featuring a smaller screen than the original, Beovision Harmony 65" comes with the same active DSP-based sound centre as the Beovision Harmony 77", where two crafted oak and aluminium wings house the sublime sonic instruments, delicately tuned to deliver a powerful stereo performance.

When Beovision Harmony is turned off or just playing music, the thin screen rests close to the floor, partially covered by the two oak and aluminium speakers. Turning Beovision Harmony on prompts the two wings to fan out — like a butterfly taking flight — and the screen rises to the perfect viewing height. Turn off the TV, and the finely choreographed sequence plays out in reverse.

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 integrated music streaming services such as Tune-In and Deezer. Music can be streamed directly from a smartphone via Apple Airplay 2, Bluetooth, or Chromecast built-in. Beovision Harmony also comes with LG's most recent webOS platform, which allows users to access their 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 can be controlled with the Beoremove One — a beautiful piece of technology that has been ergonomically designed and crafted from a single piece of extruded aluminium.

Pricing and availability

Beovision Harmony, including the LG OLED C9 65" TV optimized for Bang & Olufsen, is estimated to retail from 13,500 EUR and will be available in Bang & Olufsen stores starting November 15, 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.