



Bang & Olufsen puts people at the centre of technology

At Bang & Olufsen one of the core priorities in the making of products is to understand how people live with technology. Acknowledging the many choices consumers face today Bang & Olufsen is proud to team up with preferred partners such as Apple and Google to ensure the best seamless interaction with your preferred Bang & Olufsen sound system.

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“At Bang & Olufsen we not only explore new standards of high-end sound and picture from a technological aspect, we also engage in extensive field work to understand how people live with technology. Our vision is to combine inner performance with outer beauty in a product that fits naturally into relevant contexts of the home and the life of real people”, says John Mollanger, CEO at B&O PLAY.

Equally important to how people live with technology is how they access it. The user interface should be easy, perceptive and enable different choices depending on the preferred option at any given moment.

Freedom to choose

The key to enjoying music in your home today is having easy access to your favourite music providers and your preferred sound system or speakers. Today, most music is accessed and not owned, and therefore not tied down to a physical destination. This has taken music out of the record collection and into the palm of your hand via smart devices such as mobile phones or tablets – and by this manifesting convenience and domesticating the technology.

Three types of user interfaces

Bang & Olufsen will offer the consumers intuitive and easy access to great sound through numerous technological choices by:

- Touching the product, which gives you that great tactile feel of the Bang & Olufsen experience
- Enabling via music apps or streaming services, via mobile phones or tablets
- Activating of voice control, using either the Google Assistant or Siri from Apple.

Google Assistant for voice control

The next generation of wireless operation is predominantly dictated by the latest developments in voice assistants such as the Google Assistant. At Bang & Olufsen we embrace these technological advances and are conceptually working on fitting the Google Assistant into our products.

Apple AirPlay 2 for multiroom

At Bang & Olufsen we are committed to support the newest version of AirPlay in our products which will bring multiroom capabilities and voice operation via Siri on iPhone, Apple TV and HomePod. Bang & Olufsen will be at the forefront having 10 product offerings ready to update with this technology.

For more information, please contact:

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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>.*