

The logo for Bang & Olufsen, consisting of the brand name in a white, bold, sans-serif font centered on a solid black rectangular background.

BANG & OLUFSEN

Bang & Olufsen announces voice control with the integration of the Google Assistant

Bang & Olufsen puts people at the centre of technology and we take pride combining inner performance with outer beauty and intuitive functionality. In 2018, we will take this philosophy one step further by integrating intuitive voice assistance in selected products.

Struer, Denmark, January 9th, 2018

Putting people at the centre of technology for Bang & Olufsen means offering the freedom to choose. It is about being agnostic as to how your favourite music is accessed and played in an ecosystem that includes Bang & Olufsen products.

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, direct access via the Google Assistant

Google Assistant for voice control

Today, you can voice control certain Bang & Olufsen speakers and TV audio using the Google Assistant on Google Home or Google Home Mini, as voice enabling devices.

The next step is talking directly to your Bang & Olufsen products. This development will be implemented in 2018 through updates in selected product lines and in collaboration with the Google Assistant.

“The user interface of our products should be easy, intuitive and enable different choices of access depending on the preferred option at any given moment. That is why, as a high-end brand, we embrace the latest technological advances by co-operating with the strongest partners in the field,” says John Mollanger, CEO at B&O PLAY.

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>.*