

Bang & Olufsen launches Sound and Design Classics in Hues of Pink



Bang & Olufsen today introduces its continuously popular Beolit17, Beoplay H8i, Beoplay E8 2.0 and Beoplay Charging Pad in a new pink colourway. Carefully selected to reflect the gem like qualities found in each of the products, the range highlights the meticulous craftsmanship inherent in the designs, adding a hint of glamour and desirability to these masterpieces of sound.

Beolit17

Beolit17 is a portable Bluetooth speaker that delivers on power, clarity and style. With authentic and highly precise Bang & Olufsen Signature Sound, Beolit17 is the only music system you'll need in or out of the house. The speaker is made from materials for strength and beauty, with anodized aluminium paired with tough polymer to withstand the rigours of everyday life and a full grain leather handle – so you can carry it easily and with style wherever you go. Beolit17 comes with True360 sound, USB-C and up to 24 hours of continuous playtime.



Beoplay E8 2.0 and Beoplay Charging Pad

Cord free, truly wireless earphones with wireless charging case, Bang & Olufsen Signature Sound and an intuitive touch interface that gives you control over music, calls and voice commands. Designed to fit snugly and comfortably in your ear, Beoplay E8 2.0 comes in a premium, leather wireless charging case so you can recharge the earphones on the go. With up to 16 hours of playtime, you can easily take Beoplay E8 2.0 with you all day and with Transparency Mode, you can tune into your surroundings with one quick gesture.

For charging in style, Bang & Olufsen is also releasing the Beoplay Charging Pad in a pink colourway. The charging pad is crafted from luxurious materials including brushed aluminium and cowhide leather and supports both regular charging (5W) and fast charging (10W).

Beoplay H8i

Immerse yourself in your music with premium, wireless, on-ear ANC headphones with Bang & Olufsen Signature Sound, luxurious materials and a streamlined, lightweight design – ideal for your daily commute or longer journeys. Bang & Olufsen has updated the classic headphones with a new contemporary colour, which comes with the most recent features such as proximity sensor and Transparency Mode so you can tune into your surroundings. With an impressive battery life of up to 30 hours of playtime, you can enjoy your music all day. The perfect match of style and function, Beoplay H8i is one of the lightest in its class, giving you optimal comfort.

Pricing and availability

Beolit17 (recommended retail price DKK 4000, EUR 500, GBP 450, USD 500, CNY 3988, JPY 59900), Beoplay E8 2.0 (recommended retail price DKK 2750, EUR 350, GBP 300, USD 350, CNY 2698, JPY 38000), Beoplay Charging Pad (recommended retail price DKK 950, EUR 125, GBP 110, USD 125, CNY 998, JPY 12800) and Beoplay H8i (recommended retail price DKK 3000, EUR 400, GBP 350, USD 400, CNY 3198, JPY 49900) is available online, in Bang & Olufsen stores and selected retailers from May 23, 2019. To find out more, please visit www.bang-olufsen.com

Follow the conversation at @bangolufsen on [Instagram](#), [Facebook](#), [Twitter](#) and [YouTube](#) using #Beolit17, #BeoplayE8 and #BeoplayH8i

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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.