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News Release

HP and Bang & Olufsen Partner to Bring Premium Sound to PCs

Partnership with iconic sound pioneer enhances customer experience on HP devices

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PALO ALTO, Calif. and COPENHAGEN, Denmark, March 24, 2015 — [HP](#) and [Bang & Olufsen](#) today announced a collaboration that brings the globally recognized sound of [Bang & Olufsen](#) and [B&O PLAY](#) to HP's PCs, tablets and accessories.

"Audio plays an important role in the experience customers have on their PCs, tablets and accessories whether it's watching a movie, listening to music or Skyping with friend and family," said Ron Coughlin, senior vice president, Personal Systems, HP. "With their passion and expertise, we are thrilled to work with Bang & Olufsen to create exceptional sound experiences for customers."

"Bang & Olufsen and B&O PLAY have a long heritage in delivering great music and audio experiences for people no matter where they decide to enjoy their media," said Tue Mantoni, CEO, Bang & Olufsen. "We are excited to collaborate with HP to bring our iconic sound to HP PCs."

Iconic Sound, Innovative Devices

Customers want bold, crisp and accurate audio. They expect their devices to have fantastic sound reproduction whether using headphones or built in speakers. Customers also want to enhance sound to their liking.

Bang & Olufsen is a globally recognized audio and video technology company with 90 years of experience in acoustic excellence and audio performance. Most recently, the company has launched a range of innovative products including its [BeoPlay H8 Headphones](#), [BeoPlay A2](#) music system and [BeoSound Moment](#).

HP and Bang & Olufsen will custom tune each notebook, desktop, tablet and accessory for precise sound. In all HP devices that carry the Bang & Olufsen or B&O PLAY brand, a dedicated audio island isolates the sensitive audio circuits from other signals on the motherboard. The headphone jack limits the amount of metal parts to reduce ground noise to help further perfect the audio experience on HP devices.

Because customers want the ability to customize their audio for movies, music and voice, HP devices include an audio control panel. This allows customers to customize and enhance their audio experience based on preset configurations tuned by HP and Bang & Olufsen. Customers can choose from optimized presets or manually tune the sound to their liking.

The first HP personal computing systems with Bang & Olufsen and B&O PLAY audio will be available this Spring. The Bang & Olufsen brand will appear on HP's Spectre, OMEN, ENVY and select commercial PCs. The B&O Play brand will appear on HP Pavilion PCs, tablets and PC audio accessories.

About Bang & Olufsen

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 epitomises 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.

About B&O PLAY

Firmly grounded in decades of design excellence, craftsmanship and product innovation from Bang & Olufsen, B&O PLAY interprets the same values for a new type of contemporary products aimed at design-conscious people with an active lifestyle. The B&O PLAY portfolio is made up of sound systems and stand-alone, portable products – they're all intuitive to use and easy to integrate into your daily life – whether it's at home or on the move. For more information on B&O PLAY please visit www.beoplay.com.

About HP

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