

The new Beolit 15: portable Bluetooth power for the entire home



Beolit 15 is available in 3 colours: Polar Blue, Natural Champagne and Shaded Rosa. RCP EUR 499 / USD 599 / DKK 3699

Today B&O PLAY by Bang & Olufsen unveiled Beolit 15 – a powerful portable Bluetooth speaker with True360 omni-directional sound, up to 24 hours of continuous playtime from a single battery charge, the acclaimed Bang & Olufsen Signature Sound and featuring premium quality materials such as anodised aluminium and full grain leather. Designed by award-winning Danish designer Cecilie Manz.

Shortly after introducing the ultra portable BeoPlay A2, B&O PLAY introduces Beolit 15, an even more powerful Bluetooth speaker that will fit every room of your home. Standing on the shoulders of its legendary Beolit predecessors (the first Beolits were introduced in the 1930s) Beolit 15 packs the best of modern technology with acclaimed acoustics, premium materials and clean Scandinavian design.

Beolit 15 fills up every room with music - and does it with a clarity that reveals all the details your music has to offer. Thanks to the innovative True360 sound solution everyone gets to enjoy the same music experience no matter where they are placed in the room. The built-in battery with up to 24 hours of playtime on a single charge allows for total flexibility, so you can bring Beolit 15 with you wherever you want.

"At B&O PLAY we constantly push ourselves to innovate – but also to constantly refine the best to be even better" says Henrik Taudorf Lorensen, Head of B&O PLAY and continues, "Beolit 12 was released in 2012 and is a great and iconic product. With Beolit 15, we have taken that product and refined it even further – completely redesigning the acoustic structure and bringing in many of our recent innovations like True360 sound and great battery life. We believe it is the best music system of its kind in the market."

- **Powerful music all around you**
The True360 omni-directional sound gives you music all the way around the speaker – and with 240 Watts of peak power there's enough under the hood to fill even larger rooms.
- **Play it all day**
Adaptive Power Management technology minimizes battery consumption and provides up to 24 hours of playtime per charge.
- **Bang & Olufsen Signature Sound**

The acclaimed Bang & Olufsen Signature Sound is designed to give an honest, forceful and clean sound reproduction. You will experience your music the way the artists intended it – with no tweaks and no added elements.

- **Easy and smooth setup**

Bluetooth 4.0 technology makes it easy and fast to connect and play music from any Bluetooth device. A touch of a single button and a matter of seconds – and you're ready to enjoy your music.

"Beolit 15 stands out with its anodised aluminium grill smoothly wrapped around the speaker and its full grain leather strap that lets you carry it around your home easily - yet it blends in with its clean lines and cool colours", says Cecilie Manz, the Danish designer behind Beolit 15 and continues, "The speaker body is made from strong and durable polymer and there is a non-slip rubber tray on top of the speaker for your mobile devices. It's a product built to last – all over the house. You could call it a strong little workhorse – dependable and unspoiled."

For more information go to www.beoplay.com/beolit15

PRICING & VARIANTS

Beolit 15 is priced at EUR 499 / USD 599 / DKK 3699

Available at Bang & Olufsen stores, the B&O PLAY online store (www.beoplay.com) and selected third party retailers from February 2015. Launch dates may differ across regions. Contact your regional PR representatives for specific launch dates.

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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.