

BEOPLAY A2: BACK IN BLACK AND COPPER



BeoPlay A2 Black Copper, RCP EUR 349 / USD 399 / DKK 2499

BeoPlay A2 is the fastest selling product in the 90 years of Bang & Olufsen existence – and now it is available in a Black Copper edition that features a delicate and warm aluminium core with a touch of copper.

B&O PLAY by BANG & OLUFSEN today introduced an exciting new Black Copper edition of the ultra portable BeoPlay A2 Bluetooth speaker. It joins the already existing Grey, Black and Green Editions that made Bang & Olufsen history by becoming the fastest sellers in the history of the company.

BeoPlay A2 was designed by Cecilie Manz, an award-winning Danish industrial designer, and it has hit the mark with both consumers and media worldwide thanks to its clean Scandinavian aesthetics, an innovative, patented True360 omni-directional sound experience, a modest weight of only 1.1 kg and a battery life that gives you up to 24 hours of continuous playtime – and the freedom to take the music with you wherever, whenever.

BeoPlay A2 Black Copper has a more delicate dimension to it, highlighted by the visual focus put on the solid aluminium core that binds the speaker together and ensures its acoustic stability and overall rigidity.

“The golden tint of the copper-coloured aluminium brings a warm contrast to the black housing,” says Jakob Kahlen, Creative Director of B&O PLAY, and continues “we feel it represents a contemporary expression that complements almost any use case and showcases the genuine craftsmanship of the speaker.”

To find out everything about BeoPlay A2, please go to: www.beoplay.com/a2

PRICING

BeoPlay A2 Black Copper is priced at EUR 349 / USD 399 / DKK 2499

Available at Bang & Olufsen stores, the B&O PLAY online store (www.beoplay.com) and selected design and department stores from May 2015.

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#BlackCopper

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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 urbanites with an active lifestyle.

The B&O PLAY portfolio is made up of products, that are intuitive to use and easy to integrate into your daily life - at home or on the move.