

58th Venice Biennale:

Bang & Olufsen Announces new Voice Controlled Beoplay A9



Bang & Olufsen today unveiled the new **Beoplay A9** (2019) - the latest edition of Bang & Olufsen's iconic speaker, which is widely recognized as one of the most distinctive and successful integrations of sound and beauty to date.

Beoplay A9 was designed in 2012 as a wireless home speaker that can blend in beautifully or stand out convincingly. It can either stand on three wooden legs or hang on a wall to fill any living space with rich and spacious sound. To control the speaker, gently slide your hand across its surface to adjust the volume and simply tap to skip, play and pause.

The new Beoplay A9 comes with a range of new innovations and design updates:

- With the introduction of Google Assistant, Beoplay A9 is among the most powerful speakers that allows users to instruct the speaker by the sound of their voice.
- Active Room Compensation optimizes sound performance based on the surroundings and gives you the best possible sound in every room of your house.
- Two additional full range drivers on the back of Beoplay A9 (now seven drivers in total) provide a much broader and impressive soundscape.
- A new and stronger streaming engine for faster performance in connectivity to e.g. Chromecast and Apple Airplay 2.
- With an emphasis on detail, the new Beoplay A9 comes with a stylish, refined fabric cord¹.

¹ A plastic cord will be included in India and China.

Pricing and availability

Beoplay A9 will be available in white with oak legs, black with black walnut legs, a bronze tone special edition and a brass tone special edition. However, you can easily create your own look with a variety of textile covers by the renowned Danish textile company Kvadrat and different wooden legs. Beoplay A9 is available in Bang & Olufsen stores, in selected retailers and online on www.bang-olufsen.com/speakers/beoplay-a9 from 14 May 2019 from a suggested retail price of USD 3,000 / EUR 2,500 / CNY 19,880 / DKK 18,500. To find out more, please visit and follow the conversation at @bangolufsen on [Instagram](#), [Facebook](#), [Twitter](#) and [YouTube](#) using **#beoplayA9**

Event: Announced at the 58th Venice Biennale

Throughout the four-story Ca' d'Oro palazzo built in 1430, Bang & Olufsen have carefully curated a selection of the new Beoplay A9 speakers, which will be on view and provide the sound throughout the exhibition *Dysfunctional* by Carpenter's Workshop Gallery². The exhibition breaks the boundaries between art and design, showcasing over 30 artworks that combine artistic expression with functionality and extraordinary craftsmanship. 17 artists have been invited to initiate a dialogue between the historical architecture of Ca' d'Oro, its impressive collection of Italian and Flemish masters, and the best of contemporary collectible design. To name a few, **Rick Owens**, Atelier Van Lieshout, **Studio Drift**, Maarten Baas, Nacho Carbonell, Vincent Dubourg, Verhoeven Twins and **Virgil Abloh** will be showcasing works.

Ca' d'Oro, Fondamenta Trapolin, 3932, 30121 Venice

8 May - 24 November 2019

Monday 9am – 2pm, Tuesday-Sunday 9am – 7pm



² Carpenters Workshop Gallery is recognized as a leading gallery for contemporary collectible design with galleries in New York, San Francisco, London and Paris.

Design Talk: Cutting-Edge Design and the New Technologies

Bang & Olufsen **Creative Director Mads Heje Fuglsang** will be in conversation with **Studio Drift, Random International, Mathieu Lehanneur** and **Verhoeven Twins** about how new technologies have transformed the practices and stimulated the imaginations of contemporary designers. The talk is moderated by the journalists **Caroline Roux** and **Emma Crichton-Miller**.

Ca' d'Oro, Fondamenta Trapolin, 3932, 30121 Venezia

Wednesday 8 May 2019

11am



For further information and participation at events in Venice, please contact

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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.