

## Updating a modern classic: Expanding the innovative user interface and integrating more digital services

---



*BeoPlay A9 is available in 2 colours: Black and White. RCP EUR 1999 / USD 2699 / DKK 14999.*

---

**The critically acclaimed BeoPlay A9 music system from B&O PLAY by BANG & OLUFSEN just received a technological update that will make it even easier and more convenient to use in daily life. It now features Bluetooth 4.0 streaming, built-in access to Spotify Connect, Deezer and TuneIn and their millions of songs, playlists and radio stations – and an improved magic touch interface.**

Thanks to the update the iconic BeoPlay A9 now lets you stream music from all your digital devices. Whether you want to use Bluetooth, AirPlay or DLNA the A9 will handle it. As always, the user experience is hassle-free, intuitive and designed to let you focus on one thing; enjoying great music.

Controlling the music system is easy as well; simple gestures on its updated touch sensor will not only let you change songs or volume, you can also skip back and forward on your playlists or among your favourite Internet radio stations by tapping the magic sensor. If you prefer to do the controlling from a distance, you can just use your smartphone or tablet. As easy as that.

Hidden beneath the exterior you will still find an engine that delivers a hefty 480 watts of raw but refined power through a digital Class D amplifier system with separate amps for each of the 5 built-in speaker units including an imposing 8-inch woofer that guarantees you will feel the bass once it kicks in.

Visually speaking BeoPlay A9 fits in and stands out. The choice is yours by using the changeable wooden legs to place it on the floor or the wall bracket to mount it on the wall. The front cover is easy to change, so whatever your mood or interior, the A9 can be colour customised to either complement or enhance.

“BeoPlay A9 has been a critical and commercial success - in many ways you could call it a modern classic” says Henrik Taudorf Lorensen, Head of B&O PLAY and continues, “but as a company we always try to improve. The technological updates we have added today make it an even greater product, one we are extremely proud of as it highlights our commitment to design and sound excellence as well as technological progression.”

- **Made for any device**  
Connect using AirPlay, DLNA or Bluetooth 4.0 and you will be playing your music in a matter of seconds.
- **Improved magic controls**  
Just tap or swipe your hand across the touch sensor placed along the top of the sound system for full control of volume, track selection and choice of Internet radio stations.
- **Easy music access**  
Built-in access to music streaming services like Spotify Connect and Deezer and the Internet radio TuneIn means easy access to millions of songs, playlists and radio stations.
- **Fits any room**  
Thanks to the room adaptation feature the A9 will optimise its sound according to its placement in your room.
- **Future proof**  
Automatically updated with new features and services

For more information go to [www.beoplay.com/A9](http://www.beoplay.com/A9)

---

## ABOUT BEOPLAY A9

BeoPlay A9 is designed by Øivind Alexander Slaatto, a young award-winning Danish designer known for his emphasis on clean lines, elegant functionality and expert use of materials. It was launched in November 2012.

---

## PRICING & VARIANTS

BeoPlay A9 is priced at EUR 1,999 / USD 2,699 / DKK 14.999

Available at Bang & Olufsen stores, the B&O PLAY online store ([www.beoplay.com](http://www.beoplay.com)) and selected third party retailers from January 2015.

BeoPlay A9 is available in two colours: Black and White. Extra front covers are available in a range of colours.

---

## SHARE

#BeoPlayA9

---

## FURTHER INFORMATION

To find out more about B&O PLAY go to our website at: [www.beoplay.com](http://www.beoplay.com)

Follow us on Facebook for all the latest news: [www.facebook.com/beoplay](http://www.facebook.com/beoplay)

To download photos go to: [www.flickr.com/beoplay](http://www.flickr.com/beoplay)

Anton Greiffenberg  
B&O PLAY Global PR & Communication Manager  
Email: [agb@bang-olufsen.dk](mailto:agb@bang-olufsen.dk)  
Phone: +45 21 34 22 87

---

**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.*