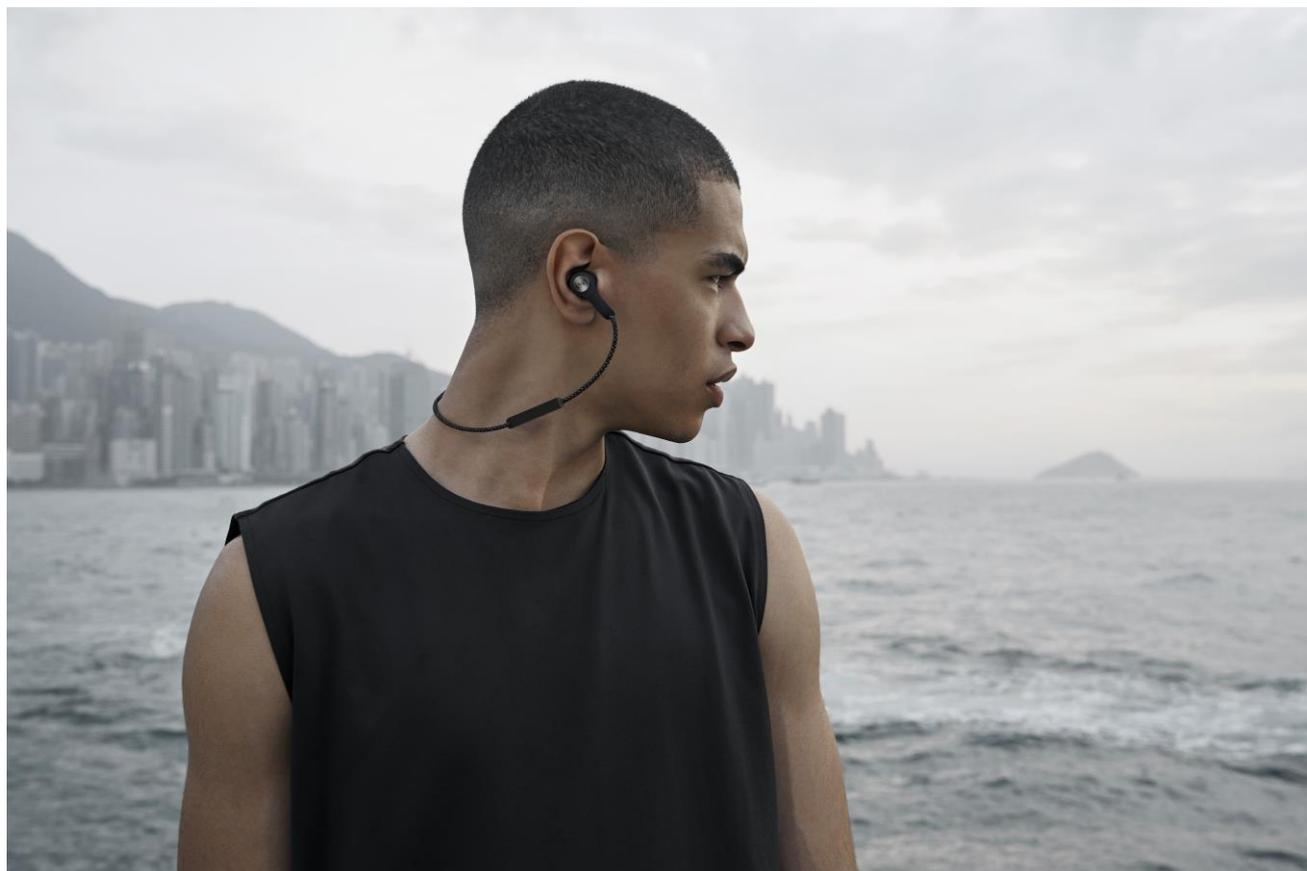




## Designed for an active lifestyle: Introducing new Beoplay E6 earphones



**Copenhagen, August 29, 2018** – Bang & Olufsen launches new wireless earphones for those who demand the best in sound and style for everyday wear.

Designed as an urban lifestyle essential, **Beoplay E6** delivers a consistent high sound performance in challenging environments and brings forward some of Bang & Olufsen's latest design innovations. The cord has been braided for a lightweight, playful statement and the housing has been designed to resist tear, sweat and moisture. Bang & Olufsen's mission to add magic to the music experience has been accomplished by embedding small magnets in the earpiece design. When you are done listening to music, simply click the earphones around your neck for effortless wear. Clicking the earphones together will automatically power down Beoplay E6 to save precious battery life.

Beoplay E6 builds on the success of Bang & Olufsen's first wireless earphones Beoplay H5 and presents updates requested by the Bang & Olufsen community:

- New snap on charger enables in-use charging.
- New secure fit for active, everyday use.
- New silicone ear fins in different sizes for full customization.
- Even weight distribution on the cord for added comfort.
- In-line remote with three aluminium buttons and microphone for easy tactile control.

Beoplay E6 (RRP EUR 299) comes in the colours black and sand is available online, in Bang & Olufsen stores and selected retailers from August 29 2018. To find out more, please visit [www.beoplay.com/e6](http://www.beoplay.com/e6)

Follow the conversation at @bangolufsen on [Instagram](#), [Facebook](#), [Twitter](#) and [YouTube](#) using **#beoplaye6**

Download **hires images** on <http://mediacenter.bang-olufsen.com>

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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.