Bang & Olufsen today announced its next generation Beoplay E8 true wireless earphones. More compact and more powerful, the new **Beoplay E8 3rd Generation** is re-engineered to bring forward significant improvements to a product that has been celebrated as the most beautifully designed and best sounding in its category.

Beoplay E8 is addressing consumer demand for enhanced comfort, better call clarity and more battery life. The Bang & Olufsen engineers have used 3D-modelling and consumer testing to make sure that Beoplay E8 fits a larger variety of ear shapes and sizes. The size of each earphone has been reduced by 17 percent, weighing only 5,8 grams per piece, and the more compact size and optimized design allows Beoplay E8 to fit smaller ears and is even more comfortable and natural to wear.

Boasting up to 35 hours of playtime, Bang & Olufsen is optimizing battery life in Beoplay E8 with 119 percent compared to the previous model. The earphones have up to seven hours of continuous playtime and four full charges built into the premium leather wireless charging case. This means that many users can go up to several weeks before charging the case, which is done in two hours.

Bang & Olufsen has also doubled the number of microphones from two to four to achieve a beam forming technology directed towards the mouth. This makes sure that voice is delivered seamlessly, while suppressing ambient noise from the surroundings. More microphones also improve the Transparency Mode, which allows you to listen into your surroundings with a simple tap on the earphone.
“With the third generation Beoplay E8, we have made the world’s best sounding true wireless earphones even better. At Bang & Olufsen, we never stop challenging the boundaries of performance, craft and design and this obsession has led us to create the next edition of Beoplay E8, which will give our customers a more powerful true wireless experience and better sound in a compact design,” says Christoffer Østergaard Poulsen, Vice President of Product Management at Bang & Olufsen.

Beoplay E8 comes wrapped in a finely crafted leather case with wireless charging that lets you take Beoplay E8 with you all day, and the earphones fit perfectly into the leather case with a secure magnetic click.

**Optimized sound performance**
Building on 94 years of sound engineering excellence, Bang & Olufsen engineers have optimized the sound performance by implementing a new bass port that lets air flow in and out of the acoustic chamber. This allows the drivers inside Beoplay E8 to move more freely and produce a greater and more precise bass output. Users can also download Beoplay App to tweak the sound through the ToneTouch visual equalizer: drag around the dot between four areas to seamlessly change the audio experience accordingly, pitch to change the soundscape or use the presets to make quick adjustments.

**Fast setup and flawless streaming**
With the latest technology, including Bluetooth 5.1, Beoplay E8 offers a fast setup and a flawless user experience, whilst the battery consumption is kept at a minimum. ACC and aptX™ codecs ensure pure and clear wireless sound in iOS and Android devices.

**Pricing and availability**
Beoplay E8 3rd Generation (RRP 350 EUR, 350 USD, 300 GBP, 2698 CNY, 2750 DKK) comes complete with a premium leather wireless charging case, five ear tips, and a USB-C charging cable. A Bang & Olufsen Qi certified wireless charging pad (RRP 125 EUR, 125 USD, 110 GBP, 998 CNY, 950 DKK) is also available.

The earphones are launching in Black and will be available in Bang & Olufsen stores, Bang & Olufsen accounts and [www.bang-olufsen.com](http://www.bang-olufsen.com) from January 15 2020 (Greater China Region) and February 14 2020 (rest of world). The Wireless Charging Pad is available today.

Follow the conversation at @bangolufsen on Instagram, Facebook, Twitter and YouTube using #BeoplayE8

**For further information, please contact:**
Allan Fatum, Sr. Manager, Head of Global PR
Email: afa@bang-olufsen.dk
Phone: +45 2965 0996

**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 approximately 900 people and operates in more than 70 markets. Bang & Olufsen’s shares are listed on NASDAQ Copenhagen A/S.