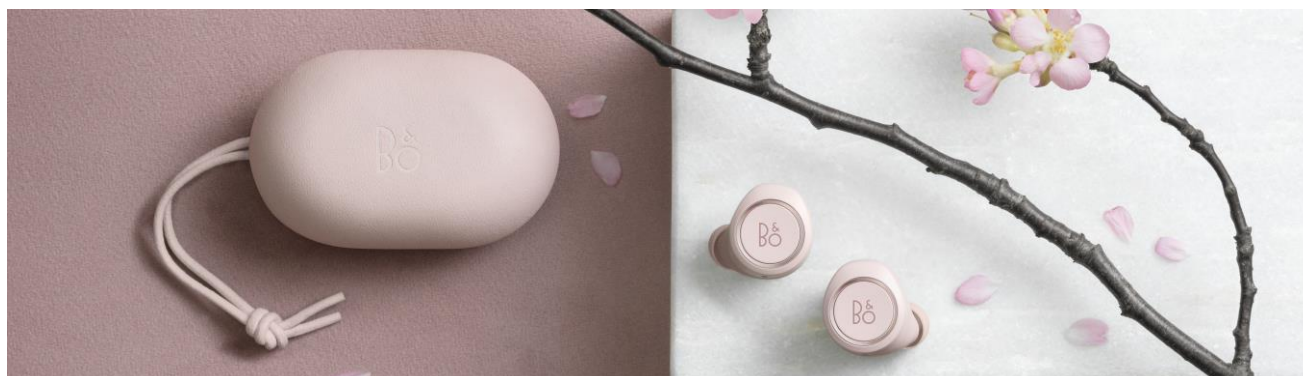


B&O PLAY CELEBRATES SPRING WITH NEW BEOPLAY E8 SPECIAL EDITION



Beoplay E8 Powder Pink Special Edition will be available from end April 2018. More info at www.beoplay.com

Copenhagen, Denmark – Each year between March and May, Japan bursts into hues of pink with the arrival of the Sakura season. Honouring the centuries-old tradition of *hanami*, the viewing of cherry blossoms, families and friends gather under the blushing trees to welcome the new season, appreciate the temporal beauty of nature and transience of life.

To celebrate Japanese culture, the arrival of spring and the beautiful colours of the Sakura season, B&O PLAY is now unveiling its third product in the company's Special Edition Collection called Beoplay E8 Powder Pink. The colour is inspired by the pale pink blooms of the yoshino cherry tree, and it elegantly underlines the harmonious design of the earphones while softening the anodized aluminium and leather details. Just as Beoplay E8 create beautiful experiences that enrich people's lives, so the Sakura season sees people coming together for a special moment in time against a breathtaking backdrop of beautifully natural colours and textures.

More than a beautiful design, Beoplay E8 Powder Pink delivers industry-leading sound and a seamless listening experience on the move. It delivers up to four hours of music on one charge, and two additional charges on the move from the pocket-friendly leather charging case. As Beoplay E8 has small magnets built into each earphone, clicking them into the charging case will automatically power down the earphones and start to charge them, so they are ready for your next move.

The earphones come tuned by acclaimed Bang & Olufsen sound engineers for a rich, full-bodied and precise soundstage. For a personalized listening experience, you can use Beoplay App for Android, iPhone and Apple Watch to control the tonality and sound staging of Beoplay E8 as well as finding the right predefined profile to match the sound to different types of activities.

Pricing and availability

Beoplay E8 Powder Pink Special Edition comes with a premium leather charging case, five eartips and a charging cable. They are sold in very limited quantities and are available globally at www.beoplay.com/e8specialedition, in Bang & Olufsen stores as well as selected retailers in Tokyo, Kyoto, Shanghai, Beijing, Hong Kong, Taiwan, Korea, Singapore and Australia from end April 2018.

Beoplay E8 Powder Pink Special Edition retails for EUR 299 / USD 299 / GBP 259.

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#e8specialedition

#sakura

INFORMATION AND CONTACT:

Find out more about B&O PLAY at: www.beoplay.com

Download High Res images: www.flickr.com/beoplay

Connect on Facebook: /beoplay

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For further press, tech, or design inquiries, please contact:

Allan Fatum

Global Product PR Manager, Global Marketing

Email: afa@bang-olufsen.dk

Phone: +45 29650996

ABOUT B&O PLAY

B&O PLAY is considered one of the leading global audio lifestyle brands. Founded in 2012 as a sister company to world renowned Bang & Olufsen, B&O PLAY is firmly grounded in 90 years of design excellence, craftsmanship and product innovation. We don't just make headphones, we don't just design speakers and we are not simply in the business of electronics. We are in the business of goosebumps. Get yours at www.beoplay.com