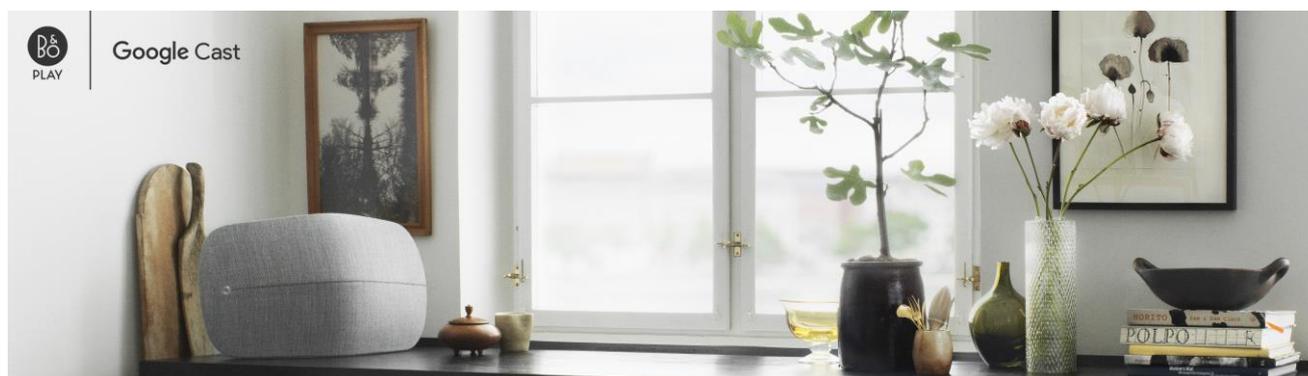


B&O PLAY teams up with Google to introduce Google Cast™ to network speakers



B&O PLAY announces a partnership with Google to bring Google Cast™ to B&O PLAY's in-market and future range of network speakers. All network speakers will have Google Cast built-in and will be available at the end of Q1 2016.

Google Cast lets you enjoy music streaming services such as Spotify, Deezer and TuneIn on your network speakers. You simply tap the Cast button on your favorite mobile music app to start playing music from your B&O PLAY network speakers.

"Having the ability to connect music seamlessly to speakers has always been integral to B&O PLAY's success. With Google Cast, you can enjoy music directly from the cloud instead of playing music from your device, which gives premium audio quality and ensures that incoming calls or texts do not disrupt the music listening experience. We believe that freedom of choice in streaming technologies is increasingly important to consumers, so we are proud to bring Google Cast to our network speakers", says Corporate VP of B&O PLAY Henrik Taudorf Lorensen.

In-market B&O PLAY speakers are Google Cast-ready

The two in-market network speakers from B&O PLAY, the BeoPlay A6 and the second-generation BeoPlay A9, are already compatible with the Google Cast technology. Google Cast will be available via a software update at the end of Q1 2016.

Besides Google Cast, B&O PLAY's network speakers support Apple AirPlay and Bluetooth, making it possible to choose between various streaming technologies.

For a full introduction of B&O PLAY and Google Cast, please visit www.beoplay.com/googlecast

* In markets where the Google Cast technology is available. Google Cast is a trademark of Google Inc.

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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 urbanites with an active lifestyle. The B&O PLAY portfolio is made up of products, that are intuitive to use and easy to integrate into your daily life - at home or on the move.