

## Introducing exciting new colours for BeoPlay H2, the headphone that is always on

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*BeoPlay H2 is introduced in 2 new colours: Deep Red and Shaded Rosa. RCP EUR 199 / USD 199 / DKK 1499.*

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B&O PLAY by Bang & Olufsen today unveiled two exciting new colours for BeoPlay H2 - the ultra flexible, on-ear headphone that merges easily with your daily life. The new colours introduced, Deep Red and Shaded Rosa, give you a beautiful way of enjoying your music while adding a sleek and contemporary feel to your headphones.

BeoPlay H2 Deep Red has an almost passionate dimension to it, while still remaining subtle and cool and suitable for both men and women. BeoPlay H2 Shaded Rosa is delicate and graceful in its appearance, and the perfect choice for fashion-conscious music lovers longing for that extra bit of coolness.

"Today headphones are considered personal style objects," says Jakob Kahlen, Creative Director of B&O PLAY, and continues, "We are extremely conscious and meticulous in our choice of colours and materials, and the products released today reflect that. We look to fashion and interior trends, without letting us dictate by them and create our colour palettes to be both contemporary, long-lasting and aligned across the different categories. Last but not least, we aim to make products that appeal to both men and women."

BeoPlay H2 is now available in 5 different variants across the colour palette – so there's something to match any style and any mood. Whether you're on the way to school or work, out exercising, chilling at home enjoying a new album from your favourite band, there's an H2 for just that occasion!

- **A true music experience**  
Acoustically fine-tuned for a life on the move – and featuring the acclaimed Bang & Olufsen Signature Sound that gives you an honest, powerful and passionate sound experience.
- **Light yet strong**  
Incredibly lightweight (150g) yet very strong and wear-resistant thanks to durable composites and rugged textiles - and lambskin that ensures a comfortable listening experience.
- **Always on**

Thanks to its adaptive design, you can wear the headphones effortlessly for extended periods of time – both when you are enjoying music and when you are using them as a fashion accessory by hanging them around your neck.

- **Fits everyone**

The headband is adaptive too, which means that after you've worn your BeoPlay H2s a couple of minutes the headband conveniently adjusts to fit the size of your head. After you take off the headphones they return to their original size.

- **Always in character**

The material of choice on the headband and ear cup is textile – and that is to give the product a more “clothing-like appeal” as opposed to using a material like plastic.

- **Hassle-free control**

Includes a three-button inline remote and microphone, conveniently placed next to your cheek to easily let you control both your music and device. You can answer and end calls with a single touch, turn the music up and down – and change the songs too, right from the cord, as easy as that!

To experience BeoPlay H2 go to: [www.beoplay.com/h2](http://www.beoplay.com/h2)

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## **ABOUT THE DESIGNER**

BeoPlay H2 is designed by Jakob Wagner, the Danish industrial designer who is also behind the designs of BeoPlay H6 and BeoPlay H3.

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## **PRICING & VARIANTS**

BeoPlay H2 is priced at EUR 199 / USD 199 / DKK 1499

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 H2 is available in 5 colours: Shaded Rosa, Deep Red, Carbon Blue, Silver Cloud and Feldspar Green.

For more information: [www.beoplay.com/h2](http://www.beoplay.com/h2)

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#BeoPlayH2

#AlwaysOn

#AlwaysInCharacter

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## **FURTHER INFORMATION**

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

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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 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.*