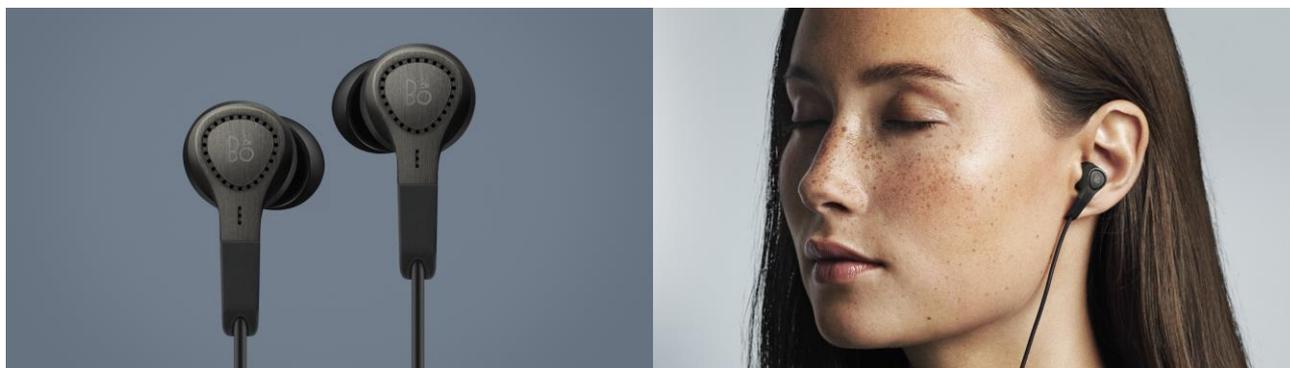


NEW BEOPLAY H3 ANC: A MUSIC LOVER'S TAKE ON ACTIVE NOISE CANCELLATION



BeoPlay H3 ANC, RCP EUR 249 / USD 249 / DKK 1999

Introducing BeoPlay H3 ANC, a rock solid, Active Noise Cancellation in-ear headphone featuring a perfectly tuned balance between sound and noise, an unparalleled level of comfort and a sturdy, lightweight design that makes it a perfect work and travel companion.

B&O PLAY by BANG & OLUFSEN today introduced BeoPlay H3 ANC, a flexible Active Noise Cancellation in-ear headphone that lets you enjoy the acclaimed Bang & Olufsen Signature Sound whether the ANC is turned on or off. The sound you will experience is direct, precise and powerful – and it is the result of extensive and delicate tuning.

BeoPlay H3 ANC is designed for music lovers, so the emphasis of the tuning process was to strike a perfect balance between sound, noise and silence, where you are able to enjoy all the beautiful details your music has to offer even in noisy environments, without having to crank up the volume and without the Active Noise Cancellation interfering with the fidelity of the sound.

Microphones mounted on the earpieces measure incoming ambient noise from the outside, and send it to the processing unit placed near the phone connector.

The processing unit then deciphers the information, and generates a reverse sound pattern that effectively cancels out critical parts of the outside noise. All of this is happening in real-time.

Thanks to the low weight, the comfort and the functionality of BeoPlay H3 ANC, it easily blends into your daily life, becoming an integral part of your routines, while commuting, relaxing at home or out exercising. Whether you're listening to music or talking on the phone from the in-line microphone the experience is both intuitive and hassle-free.

- Ultra light, yet extremely robust
Crafted from lightweight metal to make it both incredibly robust and scratch-resistant but also to keep the weight at a level so low it seems almost unreal.

- Unparalleled comfort, perfect fit with exchangeable ear tips
To ensure a both tight and comfortable fit, significant studies in the shapes and curves of the human ear were carried out to obtain the most suitable geometry. Super soft ear tips in different sizes are included with the headphones to guarantee a near-perfect fit for almost any shape and size of ear – and to optimize the acoustic performance.
- Up to 20 hours battery life
The rechargeable battery inside the Active Noise Cancellation unit gives you up to 20 hours of continuous playtime with Active Noise Cancellation turned on. If the unthinkable should happen and you run out of battery it doesn't mean the music stops – you will still be able to enjoy the signature sound, just mixed with your surroundings.

Story behind the product

BeoPlay H3 ANC was designed by Jakob Wagner, an award-winning Danish industrial designer.

As human ears are very complex and diverse, Jakob Wagner and the design team did a careful study of ears in 3D. Wagner refined the ear fit through more than 30 models that were meticulously tested and improved to get exactly what he wanted.

“When designing a headphone to wear inside the inner ear for many hours, comfort is the most important factor,” says Jakob Wagner. “The human ear is a delicate and fascinating part of the body. I wanted to honour that and care for it, to make H3 sit beautifully in the outer ear - as a piece of jewellery. The triangular form picks up the curves of the ear and blends in naturally. Soft and yet precise.”

To find out everything about BeoPlay H3 ANC, please go to: www.beoplay.com/H3ANC

PRICING

BeoPlay H3 ANC is priced at EUR 249 / USD 249 / DKK 1999

Available at Bang & Olufsen stores, the B&O PLAY online store (www.beoplay.com) and selected design and department stores from XYZ.

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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.