

BEOPLAY H8i AND H9i:

B&O PLAY PRESENTS NEW FLAGSHIP HEADPHONES



Beoplay H8i and H9i are available from 25 January 2018 for a suggested retail price of 399 USD/EUR and 499 USD/EUR. More info on www.beoplay.com

CES 2018, Las Vegas – B&O PLAY today presented two new flagship headphones with the introduction of Beoplay H8i and Beoplay H9i. These two headphones bring forward a thoughtful infusion of new features to complement the way we live with sound, new streamlined aesthetics and the latest Bang & Olufsen Signature Sound designed to overwhelm you with precision, power, and detail.

Beoplay H9i - a comfortable and supreme listening experience

The wireless Beoplay H9i comes with an over-ear wearing style and is crafted in luxurious materials. The headband has a solid and lightweight aluminium frame covered with stitched cowhide leather, anodized aluminium ear cups and underneath the soft lambskin ear cushion is adaptive memory foam that adapts to the shape and curve of the ear for supreme comfort and breathability. The new Beoplay H9i brings:

- **Enhanced Design** – Beoplay H9i comes with an even slimmer ear cushion design, reshaped anodized mono arm and enlarged aluminium discs with mesmerizing touch control to give the headphones an even more elegant appearance. Moreover, the ANC microphone grill on the housing has been upgraded for a cleaner design expression, and the battery removal solution is more secure with the removal of the aluminium disc from the left ear cup.
- **Improved ANC** – The hybrid Active Noise Cancellation in Beoplay H9i has been improved to perform better between 300-800Hz meaning that the cancellation of human voices will be more effective.
- **Improved sound** – We have introduced a more balanced sound including a cleaner bass in the deep frequencies.
- **Transparency Mode** – With just one quick gesture, you can turn off the music and the ANC at the same time listen to your surroundings.
- **Proximity sensor** – A smart feature that automatically pauses your music or video streaming, when you remove the headphones. When you put the headphones back on, the music or video starts playing again.
- **Dual device connectivity** – Pair your headphones to two devices at the same time, so you don't have to disconnect from one device to connect to the other.
- **Increased playtime and call quality** – Due to a more optimal circuit design, we have been able to achieve better performance with up to 18 hours - four hours extra playtime from Beoplay H9. Also, we have added an additional microphone dedicated to improving voice quality.

Beoplay H8i – revitalizing a modern classic

B&O PLAY has streamlined the classic design to give Beoplay H8i a more contemporary and light appearance, increased playtime by more than 100% and added smart features to improve the listening experience. The new Beoplay H8i brings:

- **Enhanced design** – B&O PLAY has redesigned the classic Beoplay H8 with a more streamlined, contemporary design. The anodized aluminium discs have been streamlined to flush with the earcups, and the mono-arm has been redesigned to give a cleaner and more minimalistic expression.
- **Industry leading playtime** – We have increased playtime from Beoplay H8 to H8i by more than 100 % now sporting up to 30 hours with Bluetooth and ANC on.
- **Transparency Mode** – With just one click, you can turn off the music and the ANC at the same time to listen to your surroundings.
- **Proximity sensor** – A smart feature that automatically pauses your music or video streaming, when you remove the headphones. When you put the headphones back on, the music or video starts playing again.
- **Dual device connectivity** – Pair your headphones to two devices at the same time, so you don't have to disconnect from one device to connect to the other.
- **Improved call quality** - We have added an additional microphone dedicated to improving voice quality.

Personalizing your experience with Beoplay App

With Beoplay H8i and H9i you can fine tune your listening experience by using Beoplay App for Android, iPhone and Apple Watch. You can adjust the tonality and sound staging with the intuitive B&O PLAY ToneTouch, choose between a variety of sound profiles specifically for Beoplay H8i and Beoplay H9i to match different types of activities such as working out, commuting or listening to podcasts and you can activate Transparency Mode.

Pricing and availability

Beoplay H8i and Beoplay H9i will be available in Bang & Olufsen stores, on www.beoplay.com/h8i and www.beoplay.com/h9i and select third-party retailers beginning 25 January 2018. They launch in Natural and Black and will be available for a suggested retail price of 399 USD/EUR for Beoplay H8i and 499 USD/EUR for Beoplay H9i. Included with the headphones is a carrying bag, a 1.25m USB-C charging cable and an audio cable.

If you want to upgrade on accessories for your headphones, you can buy a black cowhide leather carrying bag for a recommended retail price of 99 USD/EUR or a grey fabric carrying bag for 69 USD/EUR starting Q1 2018.

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ABOUT B&O PLAY

B&O PLAY was founded in 2012 as a separate business unit to world renowned Bang & Olufsen, which is considered one of the leading global audio lifestyle brands. As such, 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