B&O PLAY INTRODUCES BEOPLAY P2: AMPLIFYING MOMENTS THROUGH MUSIC

Double tap on the anodized aluminium grill to play or pause music. Shake to skip track. Beoplay P2 is an intelligent and unapologetically beautiful portable speaker that easily slips into your bag or pocket to take anywhere – always ready to amplify moments with goosebump inducing Bang & Olufsen Signature Sound.

B&O PLAY continues to empower the transformation of everyday moments with the introduction of Beoplay P2. Beoplay P2 is the smallest and most intelligent member of the B&O PLAY range of wireless Bluetooth speakers and is designed by award-winning Cecilie Manz for a spontaneous and spirited approach to life. It comes in premium materials such as pearl-blasted aluminium and real leather, with customizable and intuitive control features via Beoplay App and, despite its minimal footprint, renowned Bang & Olufsen sound engineers have packed Beoplay P2 with power and stamina to punch out the rich, clear and crisp sound that you would expect from a B&O PLAY speaker.

“Music plays a big part in amplifying everyday moments, so we made a personal speaker that you don’t want to leave your home without. Beoplay P2 is a stunning piece of Danish design, a study in stupendous craftsmanship and the accumulation of 90 years in sound and acoustics with a sound quality that is second to none in this category”, says Director of Concept and Design in B&O PLAY Matthias F. Ørum-Hansen.

“We decided to remove all switches and buttons for a beautiful exterior and a simple and magical user experience that can be customized in Beoplay App. With just a double tap or shake, you can play, pause and skip track, launch your favourite personal assistant, change sound profile in ToneTouch and you can set up Beoplay App to wake you up with the same music that concluded a beautiful evening - reliving your latest goosebump moment as you wake up and get ready to chase the next“.

A highly tactile and refined appearance
Like a pebble you find on the beach, the appearance of Beoplay P2 is rounded, smooth and desirable and fits perfectly in the palm of your hand. A basic geometrical shape with a defined rim separates the pearl-blasted anodized aluminium top from the soft and warm polymer that make up the underside. The curvature of Beoplay P2 has undergone endless fine tuning to give it a highly tactile and refined appearance. The perfect shape to slip easily into a pocket or bag with a genuine leather strap to add an extra layer of portability.
“The closer a product gets to the body, the more refined and detailed it should be. Beoplay P2 is smooth and desirable, a compact with great sound and a companion wherever you go”, says designer Cecilie Manz.

Leveraging learnings from Beoplay A1
The sound character in Beoplay P2 is rich and spacious with a 360-degree dispersion that provides listeners with the same beautiful sound experience wherever they are located. Beoplay P2 builds on more than 90 years of Bang & Olufsen sound expertise and the engineers have leveraged the learnings from its award-winning bigger brother Beoplay A1 that set new standards for portable Bluetooth speakers in 2016:

- The Bang & Olufsen acoustics looked to Beoplay A1 for the reproduction of bass out of such a small product. They elaborated on Beoplay A1’s mid-woofer and designed a new one for Beoplay P2 using an anodized aluminium cone structure.
- The tweeter in Beoplay P2 is the same ¾” fabric soft dome used in Beoplay A1 assuring excellent detail and smooth reproduction of the highest frequencies.
- The DSP is advanced, highly capable and enables use of high slope filters and advanced character control to facilitate the excellent personal sound amplification experience in Beoplay P2.
- Two 15W RMD Class D Amps are used with a peak power of more than 2X50 watts do drive it all – to assure you get the beautiful sound always associated with a B&O PLAY product.

Built-in microphone
Beoplay P2 has a built-in microphone for taking calls out loud, and the rimmed design on the speaker’s bottom edge enables the microphone to provide uniform 360 speech sensitivity. This enables the person listening to recognize voices perfectly, no matter where people are speaking in proximity to the microphone.

A leather sleeve for extra protection
As an extra accessory to protect Beoplay P2, you can purchase a black lambskin leather sleeve. The Beoplay P2 sleeve provides a layer of protection to keep your Beoplay P2 safe when you are on the go, while still maintaining the beautiful and authentic B&O PLAY design.

Price and availability

ABOUT THE DESIGNER
Cecilie Manz (1972) is a Danish industrial designer considered one of the leading Danish industrial designers of her generation. In September 2014, she won the Danish Crown Prince Couple’s Culture Award for her contribution to design. Her work includes furniture, jewelry, lamps and sculptures and her Mikado table has been included in MOMA’s design collection. Cecilie Manz has designed the Beoplay A2 (2014), Beolit 15 and Beolit 17 (2015 and 2017) and Beoplay A1 (2016) for B&O PLAY.
http://www.ceciliemanz.com/
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