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## INTRODUCING BEOPLAY P6: CRAFTED FOR POWER. MADE FOR PORTABILITY.

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*Beoplay P6 is available globally from April 23, 2018. More info at [www.beoplay.com](http://www.beoplay.com)*

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**Copenhagen, Denmark** – B&O PLAY today introduced a new member to its family of portable speakers, Beoplay P6. The new speaker is designed by award-winning Cecilie Manz to ensure 360-degree dispersion of the rich and powerful Bang & Olufsen Signature Sound in any room, while also boasting beautiful Scandinavian design that will add to any interior and can easily be moved around the home.

The attention to detail in the design of Beoplay P6 is prominent. The shape of the speaker allows for safe and stable standing, and with its smooth aluminium surface it can be easily gripped from any angle. The anodized and pearl blasted aluminium shell comes with the characteristic hole pattern that shapes elegantly around the corners to give the 360-degree sound dispersion, while the double layered premium leather strap adds a warm contrast and provides a touch of exclusivity and reliability. Moreover, the splash and dust resistant design makes it possible to use the speaker in any room around the home.

The determination to constantly challenge existing production techniques has ensured the characteristic hole pattern design that defines the speaker range, says designer Cecilie Manz.

“With Beoplay P6, we redefined the archetype of working with aluminium by pushing the physical limits of the material, highlighting the three-dimensional shells and its hole pattern as much as possible. This detail gives a distinctive character, such that the sound is spread evenly and shared with people around you in all directions. The shape caters to the two main ways Beoplay P6 can be used – standing in that special spot in your home, and portability when bringing it with you,” says Cecilie Manz, who was recently named Designer of the Year for Maison&Objet’s 2018 edition.

### **Designed with subtle heritage references**

The simple and user-friendly interface is designed with references to the iconic Bang & Olufsen Beomaster 6000 sound system. Beoplay P6 comes with integrated flex buttons milled into the aluminium casing, underlining the overall pre-eminence of craftsmanship. The flexible characteristics of the material and the fine cuts between the buttons ensure a soft tactile feeling when a button is pressed down, and an effortless return to its original position.

As part of the interface is a OneTouch Button to enable the smart features. Access Siri or Google Assistant on your phone, accept calls, or switch through ToneTouch presets via Beoplay App for a personalised music experience.

### **A powerful and rich sound experience**

Beoplay P6 is a great choice for people wanting to experience the renowned Bang & Olufsen Signature Sound anywhere in the home – or around it as Beoplay P6 has a play time of up to 16 hours. The speaker is finely tuned by the highly-acclaimed Bang & Olufsen sound engineers and delivers full bandwidth, high-quality sound at an impressive volume level relative to its size.

The heart of the speaker is three amplifier channels delivering as much as 1 x 36W Class D for woofer, 2 x 30W Class D for full tones for a total of 215W peak power ensuring that the system never comes to a situation lacking energy. The brain of the system is an advanced Digital Signal Processing setup that utilizes unique Bang & Olufsen designed algorithms adapted for efficient power management to offer as much playtime out of the battery as possible, while advanced protection systems make sure that no parts of the system can be damaged by overload no matter what the speaker is subjected to.

### **Pricing and availability**

Beoplay P6 launches in two colours, Black and Natural. It comes with a USB-C charging cable in the box and retails for a suggested price of EUR 399 / USD 399 / GBP 349 / DKK 2999 / SEK 3999 / NOK 3999 / CNY 2998 / AUD 599 / HKD 3588 / PLN 1699. Both colours will be available in Bang & Olufsen stores, on [www.beoplay.com/p6](http://www.beoplay.com/p6) and in selected third-party retailers from April 23, 2018.

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### **INFORMATION AND CONTACT:**

Find out more about B&O PLAY at: [www.beoplay.com](http://www.beoplay.com)

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### **ABOUT B&O PLAY**

B&O PLAY is considered one of the leading global audio lifestyle brands. Founded in 2012 as a sister company to world renowned Bang & Olufsen, 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](http://www.beoplay.com)