

IT BLENDS IN, BLASTS OUT – THE NEW BEOPLAY S3 BLUETOOTH SPEAKER



BeoPlay S3, RCP EUR 399 / USD 399 / DKK 2999

Introducing BeoPlay S3, an ultra flexible Bluetooth speaker that fills your life, and home, with clean and natural sound. You start with one speaker – and add more later to get as much sound as you need. The customisable design of the speaker allows you to make its appearance match your mood, the time of year, or your interior décor.

B&O PLAY by BANG & OLUFSEN today introduced BeoPlay S3, a flexible Bluetooth speaker for the home that employs a modular approach to sound: one speaker gets you going, two speakers give you more perspective and substance, while three and four speakers will fill your home with music and really get the party going.

One BeoPlay S3 speaker is all you need, and it covers the basic music needs, so you can place it in the kitchen, in the study accompanying your computer or on the nightstand, and you will get beautiful atmospheric ambiance. But, you can build on from there, by adding more S3's.

With two BeoPlay S3 speakers you can form a wireless stereo pair – and take your music to the next level with both power and clarity.

And, if you want to go all in, you can wire up to three or four BeoPlay S3's, fill the entire home with beautiful ambiance – and really get the party going.

- BeoPlay S3 has been fine tuned by the Bang & Olufsen sound engineers to deliver a music experience that stays true to what the artists intended.
- Crafted from rigid polymer to ensure optimal acoustic stability and eliminate resonance.
- Bluetooth 4.0 connectivity guarantees high quality audio streaming plus easy and hassle-free playback and setup from all Bluetooth devices.
- Change the speaker covers in a snap and make the appearance of the S3 match exactly your style. Choose from a variety of exciting colours!

Story behind the product

BeoPlay S3 was designed by Jakob Wagner, the man behind the design of the award-winning BeoPlay H6 and BeoPlay H3 headphones,

Throughout history Bang & Olufsen has been known for a very tight geometric mode of expression – and BeoPlay S3 is a contemporary “B&O PLAY take” on that legacy.

The characteristic shape of S3 is new and surprising, yet somehow familiar – and that is the clear intended goal of Jakob Wagner.

The inspiration and shape originates from two objects: the dodecahedron, a geometric form with twelve pentagonal faces, and a tennis ball, with two identical parts joining each other in an embrace.

Jakob Wagner has squeezed and stretched the dodecahedron shape, cut of and pieced together parts of it - to get a speaker that can stand naturally on one of the surfaces and send out sounds from one of the other surfaces.

To find out everything about BeoPlay S3, please go to: www.beoplay.com/s3

PRICING

BeoPlay S3 is priced at EUR 399 / USD 399 / DKK 2999

Available at Bang & Olufsen stores, the B&O PLAY online store (www.beoplay.com) and department stores from September 10, 2015.

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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.