



Press Release, [Copenhagen, Month Day]
B&O PLAY by BANG & OLUFSEN

BEOPLAY S8 UPDATE: NOW WORKS WITH ALMOST ALL TV'S AND DIGITAL MUSIC SOURCES



BeoPlay S8 + Connection Hub, RCP EUR 1.349 / USD 1.399 / DKK 9.999

Introducing the B&O PLAY Connection Hub, an update to BeoPlay S8 that makes it possible to connect the powerful 2.1 speaker set to almost any TV and audio source via standard digital cables.

B&O PLAY by BANG & OLUFSEN introduces the second generation of BeoPlay S8, a 2.1 speaker set that now features a Connection Hub – thereby making it compatible with almost all televisions and audio sources via optical Toslink cables. And, no extra remotes are needed for volume adjustments, as the Connection Hub learns the IR commands from your TV remote.

The update of BeoPlay S8 also enables connection of up to 3 audio sources, so now you can hook up a TV and another audio source (e.g. an AirPort Express) at the same time. The Connection Hub automatically changes to the last audio source plays last, so if you're listening to music, and the TV is turned on, the sound of the TV will take over. It's as easy as that!

Owners of the first generation BeoPlay S8 can also enjoy the new features, as the Connection Box can be purchased individually, as an accessory item.

A quick intro to BeoPlay S8

BeoPlay S8 is a subwoofer and speaker set from B&O PLAY that gives you the Bang & Olufsen Signature Sound - to power up, enhance or even transform your television and music streaming experiences.

The conic-shaped subwoofer and compact satellite speakers are made from best-in-class materials such as aluminium – and the distinctive design offers you something truly unique, yet somehow recognisable.

The multitude of placement options offered by the stereo system makes it flexible enough to fit almost any way of living. You can place the subwoofer centrally, in a corner or behind a piece of furniture – you can place the satellite speakers on wall brackets or table stands - whatever suits your needs, preferences and lifestyle.

Sound highlights

Hand-tuned by the Bang & Olufsen acoustics department to give you sound the way the artist intended it.

The 8-inch subwoofer boasts a convincing bass performance despite its relative physical compactness - handling the frequency range from 20-150 Hz with ease. A dedicated 280 Watt class D amplifier powers the subwoofer.

The satellite speakers feature 2.5-inch full range speaker drivers, each powered by a dedicated 140 Watt class D amplifier, placed inside the subwoofer – and handling individual equalization for each driver unit making it a truly active stereo speaker system

About the designer

BeoPlay S8 was designed by Torsten Valeur, an award-winning Danish industrial designer. Valeur is the Head of the legendary David Lewis Designers – and a designer that pursues the original while aspiring to find solutions that are surprising at first glance – and then quickly accepted as obvious and intuitive.

To find out everything about BeoPlay S8, please go to: www.beoplay.com/s8

PRICING

BeoPlay S8 + B&O PLAY Connection Hub is priced at: EUR 1.349 / USD 1.399 / DKK 9.999.

The B&O PLAY Connection Hub is priced at: EUR 149 / USD 199 / DKK 999.

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

SHARE

#BeoPlayS8

FURTHER INFORMATION

To find out more about B&O PLAY go to our website at: www.beoplay.com

Follow us on Facebook for all the latest news: www.facebook.com/beoplay

To download photos go to: www.flickr.com/beoplay

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.