



Press Release, [Copenhagen, August 21st]
B&O PLAY by BANG & OLUFSEN

INTRODUCING BEOPLAY S8 – A POWERFUL SPEAKER THAT WILL BOOST YOUR MUSIC STREAMING EXPERIENCE



B&O PLAY by BANG & OLUFSEN proudly introduces BeoPlay S8 – a highly flexible and compact stereo system that will bring a whole new and invigorating life to your music streaming experiences. And the best thing – you can connect to it any way you want!

Stunning, goose bump inducing sound meets cool elegance with BeoPlay S8 – a new subwoofer and speaker set from B&O PLAY that gives you the Bang & Olufsen Signature Sound - to power up, enhance or even transform your music streaming experiences.

BeoPlay S8 is inspired by the popular Beolab 14 from Bang & Olufsen – and it is definitely in a class of its own, when it comes to stereo speakers. The visual design of both the satellite speakers and the sculptural subwoofer is recognizable, cool Scandinavian subtlety topped with that distinctive edge that makes it a perfect choice for design-oriented customers.

The craftsmanship of BeoPlay S8 is best in class – with premium quality materials like pearl-blasted aluminium, crafted from single pieces of aluminium to bring you acoustic stability and precision, overall solidity and last but not least a sleek uninterrupted finish.

The multitude of placement options offered by the stereo system makes it flexible enough to fit into the mobile lives of the youthful B&O PLAY audience. 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.

And, if you combine the above-mentioned qualities like outstanding sound, exceptional design and a wealth of ways to place S8 with its easy and hassle-free setup, you've got an exclusive package that both fits and stands out while being attractive to all ages and genders.

It's all about the sound!

The sound profile of BeoPlay S8 is the Bang & Olufsen Signature Sound; designed to bring you sound the way the artist intended it – no tweaks and no over-emphasized elements. Just clean, honest sound that will make you go: Wow!

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.

Connect it any way you want!

Connect your BeoPlay S8 to streaming hubs like Apple's AirPort Express, Sonos Connect or almost any other streaming device out there – or hook it up to your "regular" audio amplifier or receiver for a real blast of B&O PLAY. On top of that, you can even connect BeoPlay S8 to your BeoPlay V1 or any Bang & Olufsen television – and bring even more life to your television experiences.

When you buy BeoPlay S8 everything is in the box; table stands, wall brackets and all the cables needed – you've just got to plug it into the source and you're good to go.

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.

PRICING

BeoPlay S8 will be priced at: EUR 1199 / USD 1199 / DKK 8.999.

Available at Bang & Olufsen stores, the B&O PLAY online store (beoplay.com) and selected design and department stores from August 2014.

SHARE

#beoplayS8

FURTHER INFORMATION

To find out more about B&O PLAY go to our website at: www.beoplay.com/S8

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

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

For more information please contact:

Tina Banzhaf, Regional PR Manager

Email: tbf@bang-olufsen.dk

Phone: + 45 96 84 58 43

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 youthful, design-conscious urbanites with an active lifestyle.

The B&O PLAY portfolio is made up of stand-alone, portable products such as headphones and audio systems. The products are intuitive to use and easy to integrate into your daily life - at home or on the move.