



B&O PLAY, Copenhagen, 2 May 2018

B&O PLAY PRESENTS EARSET: THE EVOLUTION OF A DESIGN ICON



Earset is available from 2nd May 2018 in Graphite Brown and White.

B&O PLAY today presents Earset, the evolution of a Bang & Olufsen design icon. Earset comes with state-of-the-art wireless audio technology, world-class Bang & Olufsen Signature Sound and a fresh look for the next generation, while preserving the flexible design aspects that led to the success of the original.

The original lines for the design were drawn by Anders Hermansen in the '90s with a strong focus on making a set of earphones flexible enough to adapt to any ear. The adjustment system on the earphones lets you modify the angle of the earbud, the height of the piston, and the curve of the earhook individually to ensure a perfect fit. Rotating and stretching in three different dimensions. An example of how expert engineering and design goes hand in hand to create an object that is as beautiful as it is useful.

“We are extremely proud of our design heritage, and the original Earset has been a long-lasting favourite due to their flexible, yet precise industrial design and acoustic brilliance. We are excited to bring forward the new Earset that has been updated with wireless technology and a classic updated hue and satin”, says B&O PLAY Concept and Design Manager Jakob Kristoffersen.

Crafted with premium materials

In the spirit of the Bang & Olufsen legacy, Earset is crafted from premium materials made to last. The aluminium used for the telescopic piston has been precision-forged for fluid movement, ensuring a hydraulic-like feel. To deliver a comfortable and secure fit behind the ear, the iconic earhook has sections of soft rubber, and a hex screw attaches the piston to the hook, underlining the mechanical ideals that once inspired the original design.

The anodization process of aluminium allows colours to be deeply integrated into the core of the material, providing more depth and durability, while the aluminium on the housing has a diamond cut-edge and a radially polished surface to catch and reflect light.

Design that lets the world in

The construction of the new Earset earphones has a different starting point than most models on the market. Rather than a deeper in-ear fit, Earset allows the speaker house to fit comfortably just inside the inner ear without blocking it. Apart from a more comfortable feel, this style allows ambient sounds to be heard while still maintaining the audio

performance that you would expect from a set of B&O PLAY earphones, says Bang & Olufsen Executive Sound Engineer Knud-Erik Lauridsen, who also tuned the original Earset.

“The challenges we faced with the acoustics back then are the same challenges we face today – ergonomics. We wanted to adapt the earphone closer to the shape of the ear, so the tip would sit in the concha of the ear with the housing supported by an earhook. As the earbud does not feel ‘enclosed’ in the ear, the sound is perceived as clearer, while allowing elements of the surrounding environment to intervene. One of the main reasons why it has been preferred by musicians and biking athletes,” says Knud-Erik Lauridsen, and mentions that the angle of the ear bud housing design has been adapted to determine the optimal angle for sound performance, with the speaker housing now tilted slightly towards the ear to ensure better sound delivery and reduce sound leakage.

The acoustics of the new earphones is built around a 14.2mm speaker unit with a neodymium magnet. The cabinet behind the speaker unit has two acoustic vents and a bass port to optimize the sound performance. Digital equalizers inside the Bluetooth chipset are used to fine tune the final sound performance, and the grill on the earbuds is designed with inspiration from the hole pattern on the Beoplay A1, ensuring optimal sound dispersion.

With up to five hours of battery life, Earset is a great companion for your daily activities. The in-line anodized aluminium remote with three buttons and built-in microphone lets you control your music, take calls, and activate Siri or Google Assistant on your smartphone via Bluetooth.

Pricing and availability

Earset is available in Graphite Brown and White and retails for EUR 299 / USD 299 / GBP 269 / CNY 2,498 / DKK 2,299. When not being used, the earphones can be stored in the included pouch for optimal scratch-protection. Earset Graphite Brown is available at www.beoplay.com/earset, Bang & Olufsen stores and third-party retailers from 2nd May 2018 and White from June 1st.

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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