



The Bang & Olufsen Sound System in the new Audi R8 will debut at the 2015 Geneva International Motor Show

At the Geneva International Motor Show, attendees will finally get the chance to see and hear the most highly anticipated debut of the year, the all new Audi R8 featuring a state of the art Bang & Olufsen Sound System.

Struer, March 2015

From 5 - 15 March, 2015, the Palexpo Centre in Geneva, Switzerland will be the site of the Geneva International Motor Show (GIMS). As the show enters its 85th year, it is among the top five automotive exhibitions in the world, drawing in over 250 vendors, over 11,000 members of the media and nearly 700,000 attendees from over 150 countries.

Since entering the automotive audio systems sector in 2005, Bang & Olufsen has worked to forge lasting partnerships with brands that share the same dedication to excellence and innovation. In the case of the Audi R8, this meant a committed design and engineering team, capable of producing breath-taking premium in-car sound quality, within the relatively small confines of a vehicle built for incredible speed. Attendees visiting Geneva will get to appreciate the remarkable partnership between Bang & Olufsen, Audi and Fraunhofer IIS worthy to the challenge.

Designed for the Ear

The new Audi R8 Coupé features 13 active speakers, each with their own dedicated amplifier channel, including a subwoofer innovatively placed into the cavity of the front wheel liner. An impressive combination that ensures the system is able to produce 550 watts of pure, crisp sound.

Cutting-edge technology defines the Bang & Olufsen Sound System for the new Audi R8. With its Class D amplifier technology and Digital Signal Processing, Vehicle Noise Compensation, Digital Transmission Content Protection, CosCone midrange drivers, Fraunhofer Symphoria surround sound algorithm. This culminates to deliver an outstanding stereo and Surround Sound presence in the challenging automotive environment, resulting in a distinctively clear well balanced sound reproduction. Music as the artist intended, never compromised.

In addition to such a pure dedicated audio presence, using the MOST 150 console, being the next generation of automotive infotainment interface, passengers have the choice of two different audio settings, one capable of enveloping the entire car and another precisely focused on the front stage.



Designed for the Eye

Visually integrated into the car's interior design, the system maintains the Bang & Olufsen identity, being both subtle and distinct. Bang & Olufsen achieves such a flawless execution, as every system is custom-built for the specific model requirements – ensuring the acoustics are perfectly matched, complementing the in-car environment.

The renowned Bang & Olufsen trademark of precision milled and anodized aluminium details, including laser-etched logos are present throughout. A focus on a new Dynamic Lines grille design, allows sharp designer styling, but importantly promotes greater acoustical transparency.

Designed for the Heart

The Bang & Olufsen sound system in the new Audi R8 is the product of some of the most gifted minds in the audio and automotive industry. Highly skilled engineers from Bang & Olufsen, Audi and Fraunhofer have spent thousands of combined hours refining the audio system, setting new standards for excellence in the automotive audio sector.

“Working with Audi, Bang & Olufsen have proven that an outstanding surround sound experience can be created in limited cockpit environments. It is an exciting innovation and this show is the perfect place to unveil our efforts to the world,” says Jens Peter Zinck, Senior Vice President and Head of Automotive at Bang & Olufsen.

In addition to the Audi R8, attendees will also have the chance to experience a number of Audi models featuring Bang & Olufsen systems, including the Car Connectivity award-winning Bang & Olufsen audio system in the Audi S3.

Press Days: Tuesday 3rd and Wednesday 4th March 2015

Technical Specifications

Speakers

Drivers 13 active speakers (one dedicated amplifier channel per speaker)
CosCone midrange drivers
Subwoofer is positioned in the unused cavity of the front wheel liner

Amplifier

Features Digital Signal Processing (DSP)
Class D amplifier
MOST150

Amplifier 13 amplifier channels with a total output power of 550 watt in 13 channels used
All amplifiers implemented with Class D technology

DSP features Vehicle Noise Compensation (Road EQ)
Fraunhofer Symphoria® surround sound algorithm
Digital Transmission Content Protection (DTCP)
5.1 multichannel support

Sound settings ALL and FRONT
The FRONT setting is more precise where ALL is more enveloping

“Dynamic Lines” Design Elements

Door grills Precision milled and anodized aluminum details
Laser marked Bang & Olufsen logo
Platinum aluminum color

Instrument Panel Center grille in plastic
IP tweeter grille (close to A-pillar) in plastic with precision milled and anodized aluminum details
Laser marked Bang & Olufsen logo
Black anodized color

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***Bang & Olufsen** was founded in Struer, Denmark, in 1925 by Peter Bang and Svend Olufsen, two innovative, young engineers devoted to high quality audio reproduction. Since then, the brand has become an icon of performance and design excellence through its long-standing craftsmanship tradition and the strongest possible commitment to high-tech research and development. Still at the forefront of domestic technology, Bang & Olufsen has extended its comprehensive experience with integrated audio and video solutions for the home to other areas such as the hospitality and automotive industries in recent years. Consequently, its current product range epitomises seamless media experiences in the home as well as in the car and on the move. For more information on Bang & Olufsen, please visit www.bang-olufsen.com*

***Bang & Olufsen Automotive** offers its partners car audio systems with unprecedented sound quality and listening pleasure for the driver and passengers. In addition to the company's traditional craft skills within manufacturing and aluminium finishing, the systems incorporate the radical synthesis of emotional appeal and technological performance that has long been the hallmark of Bang & Olufsen. Bang & Olufsen Automotive launched its first car audio system in 2005, and will continue to innovate and refine together with its partners within the automotive industry. For more information on Bang & Olufsen, please visit www.bang-olufsen.com/en/car-audio*

*Images are available free of charge from the **Bang & Olufsen media centre**. If you are a first-time visitor, please follow the instructions and register as a new user.
<http://mediacenter.bang-olufsen.dk>*