



The Future of Sound: Bang & Olufsen celebrates the first 90 years with the most innovative loudspeaker to date

BeoLab 90 is a state-of-the-art loudspeaker for the uncompromising sound enthusiast. The intelligent landmark loudspeaker from Bang & Olufsen delivers an ultimate sound experience no matter the circumstances.

Copenhagen, October 6th, 2015

[BeoLab 90](#) is a celebration of Bang & Olufsen's innovative heritage and timeless design philosophy in the year of the company's 90th anniversary.

The highly sophisticated loudspeaker contains a multitude of technologies. It is a perfect mix of world-class design and acoustics in, what may well be,

BANG & OLUFSEN

the most complete and powerful digital loudspeaker ever designed for use in the home.

BeoLab 90 is fitted with Bang & Olufsen's new Active Room Compensation technology, which makes up for the impact of your room, your furniture, the placement of the loudspeakers and the location of the listening position. By this, it is able to stage the sound so superbly you can hear precisely where the individual band members or the actors in your favourite movie are placed.

"BeoLab 90 is the future of sound. This intelligent loudspeaker measures the acoustical effects of its surroundings and directs superb sound to your favourite listening position. You do not have to be close to the speaker or even in front of it to get an excellent sound experience," says CEO Tue Mantoni.

Control the width and the direction of the sound

BeoLab 90 offers unique Beam Width Control, which enables you to change the width of the sound beam to suit different listening situations. You can easily change the listening experience from a dedicated sweet spot to a party all-over the room setting, just by the touch of a button. When family and friends are gathered for a film experience, the wide sound setting will provide a great cinematic experience.

BeoLab 90 delivers perfect sound exactly where you want it. With loudspeaker drivers placed in various directions, you can use the Beam Direction Control to steer the sound radiation to your listening location.

With these groundbreaking technologies, Bang & Olufsen has created a sound experience like no one else.

A landmark loudspeaker for the future

BeoLab 90 has a unique and impressive appearance with no apparent visual front, which substantiates the all-embracing acoustic performance of the loudspeaker.

The 360°-design is based on a complex aluminium cabinet totalling more than 65 kg of aluminium, so the structure is rock solid. The black fabric covers hover like sails in front of the speakers, and the curved wooden base lifts up the large structure from the floor, allowing the loudspeaker to fit in with the interior design anywhere in your home.

"BeoLab 90 is our most complete loudspeaker to date. It is a committed investment in excellent craftsmanship, ideal materials and superior technology. Future Bang & Olufsen products will benefit from the innovation

and know-how gained from the development of BeoLab 90 – and our customers will savour in perfect sound from the ultimate loudspeaker for their home,” says Bang & Olufsen CEO, Tue Mantoni.

BeoLab 90 can be experienced in selected Bang & Olufsen stores as of November 17th, 2015 – the 90th anniversary of Bang & Olufsen. The recommended price of BeoLab 90 is DKK 249.995/€34.995/\$38.995 /£26.995 per unit with first deliveries expected end of year.

#BeoLab90
#FutureOfSound
#likeNoOneElse
#BangOlufsen

Link to BeoLab 90 film: [BeoLab 90](#)
Link to Craftsmanship film: [Craftsmanship BeoLab90](#)

For more information, please contact:

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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 epitomizes 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. Images are available free of charge from the **Bang & Olufsen media centre**: <http://mediacenter.bang-olufsen.dk>.*