



A truly cinematic experience: Bang & Olufsen introduces BeoVision Avant 85

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Watching television in a time of smartphones and tablets is all about the big picture. When you allow yourself to get comfortable at home in front of your television the visual experience better be extraordinary and the sound nothing short of immaculate.

This is why Bang & Olufsen now launches an impressive 85-inch version of the acclaimed [BeoVision Avant 55](#) that was introduced earlier this year. The majestic size of BeoVision Avant 85 sets the perfect stage for a truly cinematic movie experience with family and friends or an enthusiastic sports night with crystal clear action images and an engaging surround sound that unfolds an enthralling stadium sensation in your living room.

An extraordinary home experience

Following the successful reception of BeoVision Avant 55, Bang & Olufsen now introduces an ambitious upscale of the popular format, which magnifies

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the unique features and combines them with an impressive display size. Thus, the new flagship television displays Ultra High-Definition (4K) picture and the renowned Bang & Olufsen sound in one elegantly designed and beautifully crafted TV experience.

"BeoVision Avant 85 is a true state-of-the-art product at a competitive price for a television of this size and level of innovation. At Bang & Olufsen we are proud of introducing this grand television to a market that is demanding products offering extraordinary home experiences," explains Tue Mantoni, the CEO of Bang & Olufsen.

Smart choreography and one-touch control

The designers at Bang & Olufsen have aimed at reducing the physical presence of BeoVision Avant 85 when not in use. By offering both a motorised stand and a wall bracket option, you will be able to let this 85-inch TV stand out or blend into your interior. Once you switch it on it shows off its full potential through a carefully choreographed unfolding. Touch one button on BeoRemote One, and it finds your favourite position, your favourite channel, your favourite sound setting. When you switch it off, it folds back the speakers, and returns to its discrete resting place close up against the wall.

Cinematic sound and vision

[The 85-inch version of BeoVision Avant](#) features cutting-edge direct type LED with 2D local backlight dimming. The result is in an even more refined picture quality, bringing the true power of the cinema straight to your living room.

With eight integrated driver units and a surround sound module BeoVision Avant 85 provides sound performance unlike any other TV. The integrated 3-channel speaker solution with both centre channel and stereo at the same time, means you will get exceptionally good stereo performance with optimized speech reproduction and sufficient bass to satisfy your wishes when watching the most extreme sports or action footage with crystal sharp, dynamic precision. However, if you wish to extend the sound solution up to a full 7.1 surround solution this is possible, and even wirelessly, as the TV incorporates the [Immaculate Wireless Sound concept](#).

One remote to rule them all

The professional installation of BeoVision Avant 85 ensures that all relevant non-Bang & Olufsen equipment such as game consoles, Hard Disk recorders, Apple TV etc. can be handled by the Bang & Olufsen remote control, BeoRemote One. This new unibody aluminium remote offers one-hand and one one-touch access to a vast variety of experiences through great button feedback and personalized MyButtons.

BeoVision Avant 85 is available from September 11, 2014, and will be on sale exclusively at Bang & Olufsen stores.

For more information, please follow this link:

[Regional PR Contacts](#)

***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

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