

D&BO

# B&O

## BANG & OLUFSEN

Started out of a Danish farmhouse in 1925 by Peter Bang and Sven Olufsen, B&O has created iconic and high-quality audio and home entertainments products through 3 simple principles.

- High Quality Acoustics
- Design (Rich Minimalism)
- Craftmanship.

Bang and Olufsen is now one of the premier luxury audio brands in the market, continuously working to innovate and improve their design.



# BANG & OLUFSEN

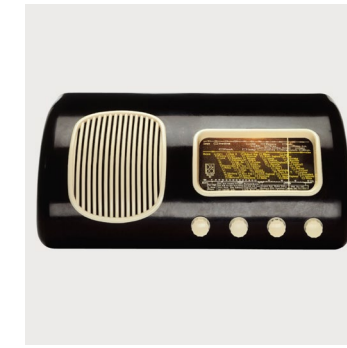
## PRODUCT TIMELINE

1934



Hyperbo 5 RG Steel

1939



Beolit 39

1959



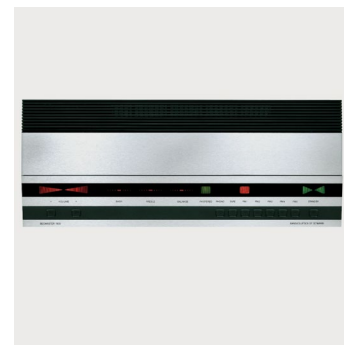
Beovision Capri TV

1972



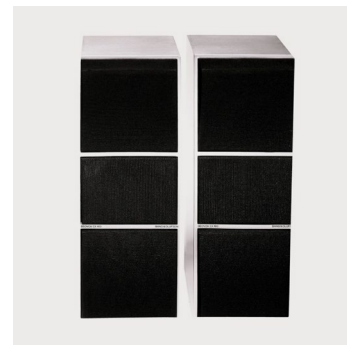
Beogram 4000

1976



Beomaster 1900

1984



Beovox CX 100

1985



Beovision MX 2000

1986



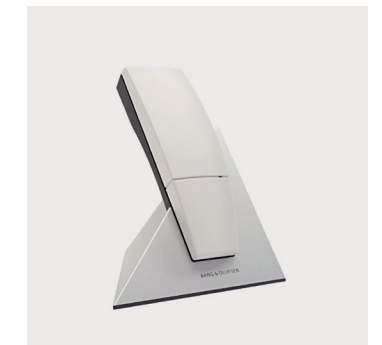
Beocenter 9000

1996



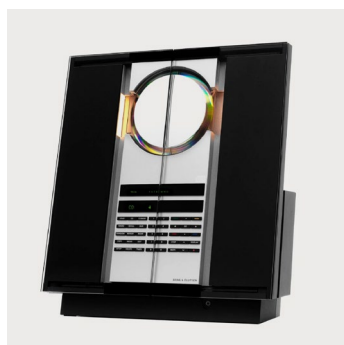
BeoSound 9000

1998



BeoCom 6000

2003



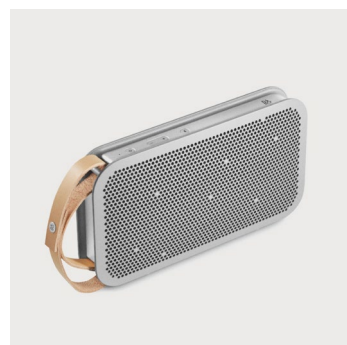
BeoSound 3200

2012



Beoplay A9

2015



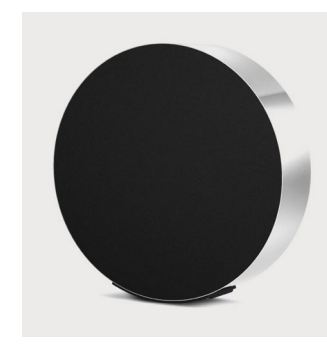
Beoplay A2

2016



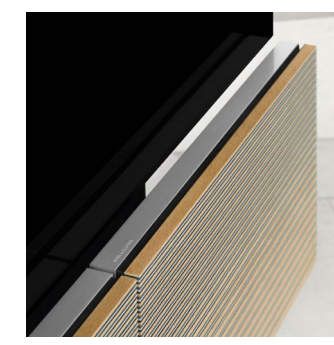
Beoplay A1

2018



Beosound EDGE

2019



Beovision Harmony

2020



Beoplay H95

## **VISION**

To be the most desired audio brand in the world.

## **PURPOSE**

We exist to create timelessly distinctive products that challenge conventions and engage imaginations.

We exist to create: Freedom, Movements, Stories, Communications and Culture.



# BRAND POSITIONING

---



## Luxury Lifestyle Segment

Marketed as “luxury lifestyle products” Bang and Olufsen targets their products at middle to upper-class, well-educated customers who are highly individualistic and self-motivated.

- Exclusive
- Not made for everyone

**Audience** – People who value Inspiration and the power of imagination

# BRAND PLATFORM

---

## **Why we do it**

Change how we all hear,  
see and feel the world

## **How we do it**

We liberate the moment by  
enabling all our senses

## **Who we do it for**

We're here for design  
and music lovers.

## **What we do**

We design sound  
and vision experiences.



# SUSTAINABILITY

Bang and Olufsen strives to be sustainable both in their materials and manufacturing. Thy focus on longevity and the design of cradle-to-cradle products.

## Sustainability Highlights

- 1<sup>st</sup> cradle to cradle consumer speaker
- Ecosystem that allows use of vintage B&O products
- Higher electrical efficiency in production
- High employer retention rate
- 20,000 repairs and refurbishments
- Commitment to science-base climate action



# BRAND PERSONALITY

---

## The Original Thinker

Bang & Olufsen embodies The Original Thinker. We are a free spirit. We have an eclectic presence when we walk into a room, and a magnetic ability to draw people into every moment.

We have a natural intuition for people and their emotions and show genuine empathy. We can read a room and elevate every situation.

We are self-assured but never cocky. Confident and passionate, but never shows off or shouts. We love experiences and good conversations. We're excellent storytellers.

We have eclectic taste in music and are well-connected and in tune with culture. We take our time to enjoy things – we never rush. Because above all else, The Original thinker is present in every moment.



# BRAND CHARACTER

---

## Visionary

We're here to design the future, not reinvent the past. We use innovation and creativity to help the world be present through music and entertainment experiences.

Our products define the times by leading the way into the future. From the first ever radio receivers that could be plugged into your home's mains – eliminating batteries as a primary source of power.

## Genuine

We stay true to ourselves, even if it means going against the grain. Because it's only then we will be truly present. But we're never provocative for the sake of it: we know when to shout, and when to whisper.

Bang & Olufsen is a Danish company with a heart-on-sleeve sensibility of Western Jutland. Everyone has the freedom to follow their own talents – with a strong spirit of collaboration and mutual respect.

## Unconventional

We don't care about fitting in – we're different and we're proud. It's our eclectic mix of cultures, inspirations and musical references that makes us stand out, and keeps us relevant.

We zigged when they zagged: among our numerous innovations Bang & Olufsen pioneered the creation of universal remote controls, as well as the precursor to today's connected home speaker setups, back when no other company could even imagine doing it.

# MANIFESTO

---

We live in a noisy world. Overstimulated. Overloaded.

Listening without pleasure. And feeling our senses under pressure.

At Bang & Olufsen, we're here to liberate our world from sensory overload and homogeny.

To liberate the moment and reclaim sound and imagination for the eyes and ears of humanity.

So listeners can hear with sonic freedom.

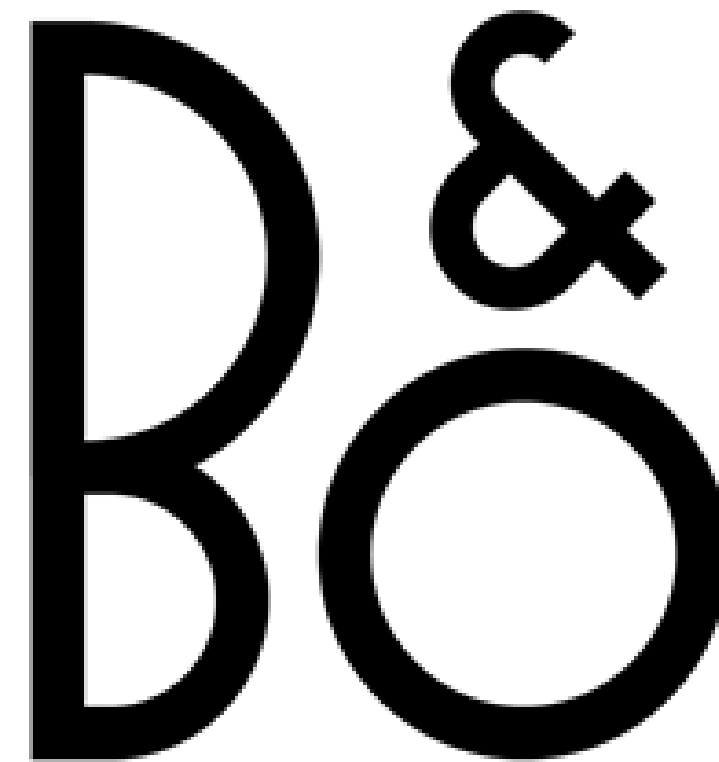
So viewers can see with absolute fidelity.

So music and visual artists are appreciated at their best.

Because when we hear, see and feel every moment, we live in that moment.



**ATTENTION  
LOGO**



**SIGNATURE  
LOGO**

**BANG & OLUFSEN**

**BANG & OLUFSEN**

# LOGO



Attention Logo

Signature Logo should be used on all communications

It has a vital role in establishing brand awareness in new markets. It has equal weighting and a clear, guided relationship with attention logo.

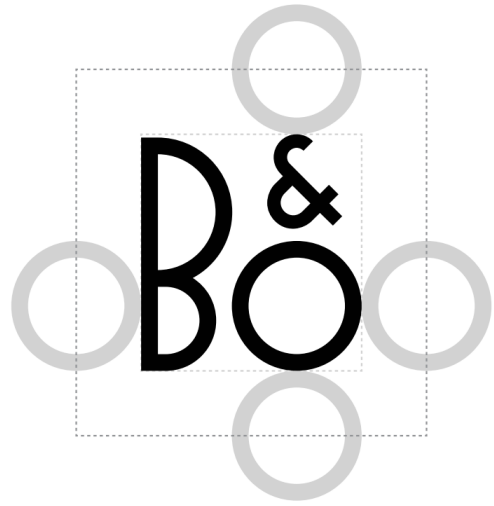
Attention logo should be used in all communications allowing to convey narrative in an instant.

From left to right, top to bottom the order of information is: Attention Logo, Content, Signature Logo.

When content can be split across multiple canvasses or different side of a single object, the logos can be separated.

**Analysis** – bang and Olufsen stands out mainly from elongated B with reversed style, where the heavy part of the letter sits at the top, This is balanced by a perfectly circular O sitting lower than the B, The space is filled out with the & symbol.

# SIZING & SPACING



## ATTENTION LOGO

For legibility and impact, avoid putting any graphics within half of one 'o' distance on all sides.

In print uses, the Attention Logo must never be smaller than 10mm wide.



## SIGNATURE LOGO

The minimum amount of space around the logo must be the same as the height of the logotype.

In print uses, the Signature Logo must never be smaller than 20mm wide.



## DEFAULT RELATIONSHIP

Width is equal to 3.5 x Attention Logo. This is the default and preferred relationship.



## ALTERNATIVE RELATIONSHIPS

Under certain exceptions width can equate 2 x and 1 x Attention Logo. These exceptions include larger external signage usages including exterior store POS, outdoor advertising, billboards.



# T Y P E F A C E

---

**BeoSupreme Bold**

**BeoSupreme Medium**

**BeoSupreme Regular**

BeoSupreme Light

## BEOSUPREME BOLD

Alternative for headlines and display texts.  
In most cases default to Medium instead of Bold  
Use bold for emphasis in Regular body copy.

## BEOSUPREME MEDIUM

Used for most headlines and display texts.  
In rare cases, Bold or Regular can be used for  
headlines and display texts as well.

## BEOSUPREME REGULAR

The default for most body text and smaller texts.  
Can be used for headlines combined with Light  
body copy.

## BEOSUPREME LIGHT

Alternative use for body text and smaller texts.  
Be aware of readability in some cases.  
Can be combined with Regular headlines.

# T Y P E F A C E

---

## Accessibility Statement

UPDATE: Version 1.2

PUBLISHED: February 2021

**BANG & OLUFSEN** is committed to making our websites accessible to all users, including those with disabilities. We are continuously evaluating and updating our sites to improve accessibility for persons with disabilities using the Web Content Accessibility Guidelines (WCAG) 2.1 AA Level guidance standard. If you experience any difficulty in accessing content on any of our websites, please contact us via the below:

[accessibility-bang-olufsen.dk](mailto:accessibility-bang-olufsen.dk)

**BANG & OLUFSEN WEBSITE URL:**

<https://www.bang-olufsen.com/en>

## Beoplay A9

One-point music system and contemporary design icon with powerful sound and customisable design.

6H 43M 7S TIME REMAINING FOR SHIPPING TODAY

\$ 3,199

THE GIFT OF MUSIC

## Make it a season to remember

Explore our range of audio gifts and make it a season to remember with free premium gift wrapping and 100 days free return.

- This typeface should be used for all official communications and applications both digitally and printed
- Headlines should be kept short and to the point.
- Written in lower case or title case
- Left aligned and in rare cases centered
- Sizing should be adjusted to fit the medium

This typeface fits B&O design and visual language thanks to its elegant use of circular curves and straight lines.































































# I C O N S

ON THE GO											
	BEOPLAY H3	BEOPLAY E4	BEOPLAY E6 BEOPLAY E6 MOTION	BEOPLAY E6 BEOPLAY E6 MOTION	BEOPLAY H4	BEOPLAY H81	BEOPLAY H91				
	BEOPLAY P2	BEOPLAY A1	BEOPLAY P6	BELOIT 17	BEOSOUND 1						
FLEXIBLE											
	BEOPLAY M3	BEOPLAY M5	BEOPLAY A9	BEOSOUND 2	BEOSOUND EDGE	BEOSOUND SHAPE					
STAGED											
	BEOLAB 18	BEOLAB 20	BEOLAB 50	BEOLAB 90	BEOVISION HORIZON	BEOVISION ECLIPSE	BEOVISION HARMONY - ON	BEOVISION HARMONY - OFF			
GENERAL											
	POWER	WIRELESS	SOUND SIGNATURE	BATTERY	SEARCH	DESIGN	PHONE	SUPPORT	QUOTE	EMAIL	LIGHTNING
	MAGAZINE	TRUE360	CALENDAR	MANUAL	LOCATION	FREEDOM	QUESTION	HOTLINE	PRIVACY	WARNING	HOME
	DELETE / BIN	FEEDBACK	CLOUD	REPAIR	SEE MORE	AWARD	STAR	LOVE	CONNECTED AUDIO	LOADING	CAMERA
	INFORMATION	MOTION	(VIRTUAL) WALL								

Our icons are clear and easily recognizable. Their shapes are hyper geometric, with clean lines and simple detailing. They are harmonious both alone and as a family. Most importantly they are iconic. All our products have an associated icon.

Icons can be white on dark background, dark on light background - and without a circle on a clean calm background.

# I C O N S

TECH SPECS											
	DIMENSIONS	WEIGHT	CORD	DIAMETER	ANC	DESIGNER	COLOURS	BOX	LEATHER	WIRELESS STEREO PARRING	COMPATIBLE BAO APP
											
	REMOTE	TONETOUCH	MATERIAL	ROBUST	POWER	SETUP	LIGHT WEIGHT	MICROPHONE	FREQUENCY	BLUETOOTH	BASS
											
	ALARM	SMART CHARGING	AVAILABILITY MODE	TRANSPARENCY MODE	SPEAKER VOL	MINT	GLOBAL	GVA			
E-COM											
	UPLOAD	DOWNLOAD	LOGIN	LOGOUT	DOWNLOAD FILE	CART	CHECKMARK	SECURE			
INTERACTION											
	PLAY	PAUSE	PREVIOUS	NEXT	DRAG	TAP/TOUCH	CONTROL/REMOTE	PLAYBACK	VOLUME UP	VOLUME DOWN	SHARE
											
	SHARE	CONTROL	CLONE	MOVE AROUND							
REASONS TO BUY											
	FREE DELIVERY	FREE RETURN	EXTRA WARRANTY	SECURE	HANDLED WITH CARE	3 STEPS	PERSONAL PICKUP				

Unique design language Minimal strokes Scalable Geometric (as products) Works with our font Gotham

Display friendly and always in a circle. Positive or negative.

## Analysis:

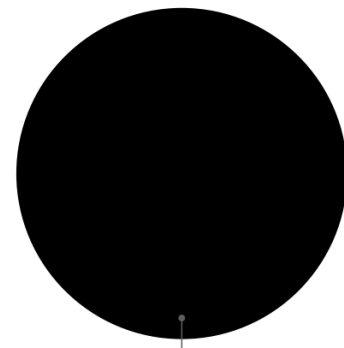
Bang and Olufsen thin and equal line weights on all their icons, this gives it uniformity. The Interaction Icons are simple and clear as to not draw too much attention from the overall design, but still make the user experience simple.

# PRIMARY COLORS

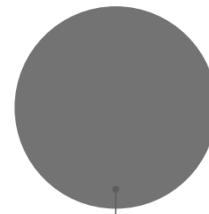
---



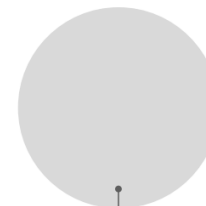
WHITE  
CMYK - 0 0 0 0  
RGB - 255 255 255  
HEX - #FFFFFF



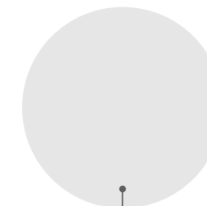
BLACK  
CMYK - 0 0 0 100  
RGB - 0 0 0  
HEX - #000000



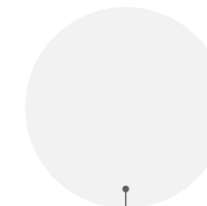
GREY 55  
CMYK - 0 0 0 55  
RGB - 115 115 115  
HEX #737373



GREY 15  
CMYK 0 0 0 15  
RGB 217 217 217  
HEX #D9D9D9



GREY 10  
CMYK 0 0 0 10  
RGB 229 229 229  
HEX #E5E5E5





GREY 5  
CMYK 0 0 0 5  
RGB 242 242 242  
HEX #F2F2F2

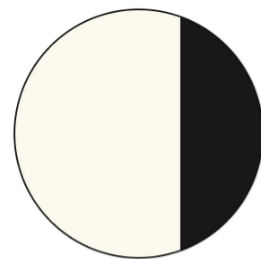
Our corporate, core colors are black, white and specific tones of grey. White and black are both used as neutral colors.

Text and graphics are to appear black or dark grey.

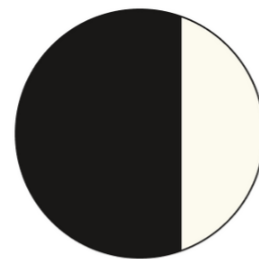
**BLACK. WHITE. GREY.**  
Minimalistic and elegant.

# OFFICIAL B&O PRIMARY COLORS

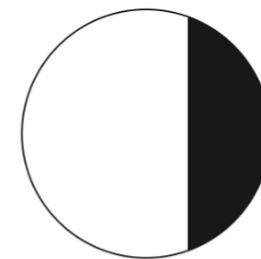
	<b>BeoBlack</b>	HEX #191817	RGB 25, 24, 23	CMYK 0, 4, 8, 90
		PMS Black 7 C/U		
	<b>BeoWhite</b>	HEX #FCFAEE	RGB 252, 250, 238	CMYK 1, 1, 6, 0
		PMS No match		
	<b>BeoYellow</b>	HEX #FFC356	RGB 255, 195, 86	CMYK 0, 25, 76, 0
		PMS 141 C / 141 U		
	<b>White</b>	HEX #FFFFFF	RGB 255, 255, 255	CMYK 0, 0, 0, 0
		PMS No match		



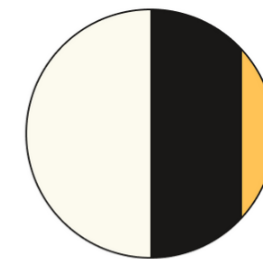
BeoWhite background  
BeoBlack graphics and text



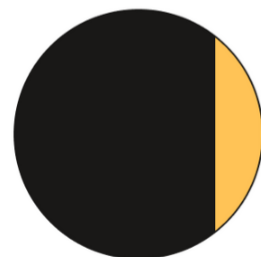
BeoBlack background  
BeoWhite graphics and text



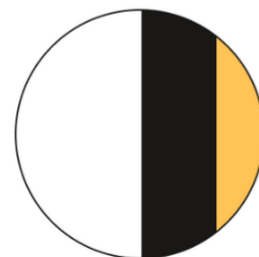
BeoWhite background  
BeoBlack graphics and text  
BeoYellow accent graphics



White background  
BeoBlack graphics and text



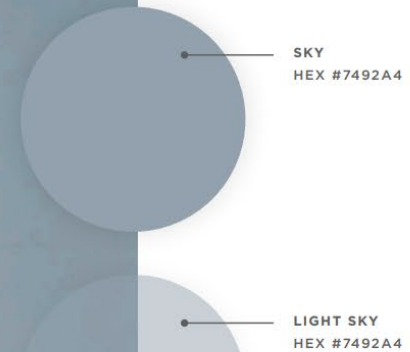
BeoYellow background  
BeoBlack graphics and text



White background  
BeoBlack graphics and text  
BeoYellow accent graphics

# SECONDARY COLORS

---



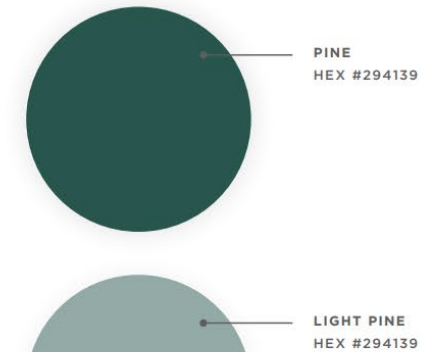
SKY  
HEX #7492A4

LIGHT SKY  
HEX #7492A4



CLAY  
HEX #A5968D

LIGHT CLAY  
HEX #A5968D



PINE  
HEX #294139

LIGHT PINE  
HEX #294139

Our secondary palette are colors that are tied specifically to moments.

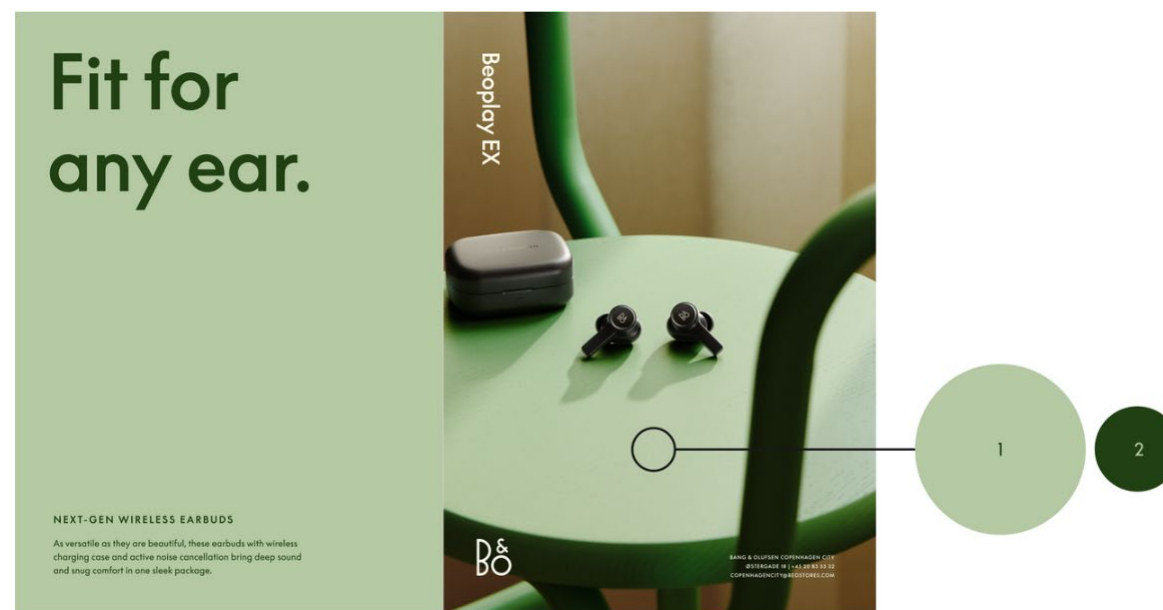
Colors other than black, white and grey are specified by Global Creative, and can only be used in association with the product for which they have been specified.

**NOTE**

Unique colours can only be specified by Global Creative.  
Unique colours can only be used in association with the product they've been created for.

# OFFICIAL B&O SECONDARY COLORS

	BeoLightblue	HEX #71C5E8 PMS 297 C/U	RGB 113, 197, 232	CMYK 51, 15, 0, 9
	BeoBlue	HEX #5450F5 PMS 2726 C/U	RGB 84, 80, 245	CMYK 76, 70, 0, 0
	BeoBrown	HEX #593E3E PMS 7617 C/U	RGB 89, 62, 62	CMYK 43, 68, 54, 53
	Warm Grey 1	HEX #D7D2CB PMS Warm Grey 1 C/U	RGB 215, 210, 203	CMYK 15, 13, 17, 0
	Warm Grey 5	HEX #ACA69F PMS Warm Grey 5 C/U	RGB 172, 166, 159	CMYK 30, 35, 30, 0
	Warm Grey 10	HEX #766E68 PMS Warm Grey 10 C/U	RGB 118, 110, 104	CMYK 0, 7, 12, 54



## DYNAMIC COLOR SELECTION

Consists of selecting as key (dominant color) in the image to achieve the greatest visual impact, this color is supplemented with the tone-on-tone technique sampling daker shades obtained through shadows

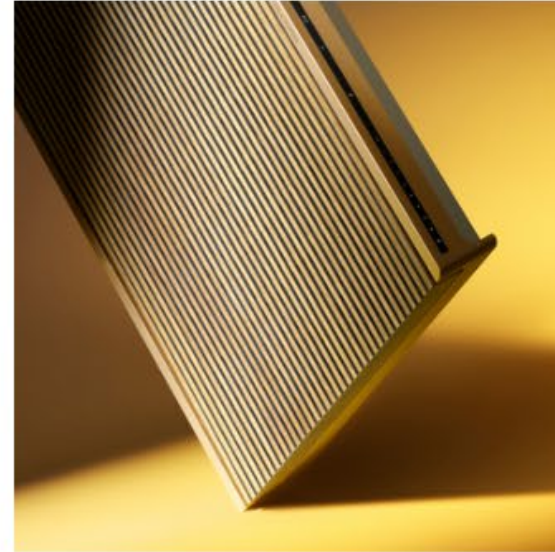
# I M A G E R Y

---



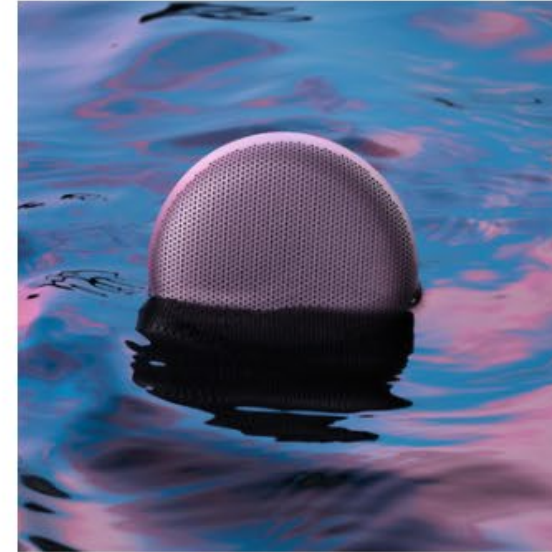
## 1. PACK SHOTS

Pure product with no background shown in neutral lighting, for the viewing the clean angles and colours, material and finish.



## 2. BEAUTY

Visually crafted angles focusing on the product's key features, as well as materials and crafts with no distractions.



## 3. CONCEPTUAL

Imaginative product-centric visuals, grabbing attention, sparking the magic and making the impossible possible.



## 4. LIFESTYLE

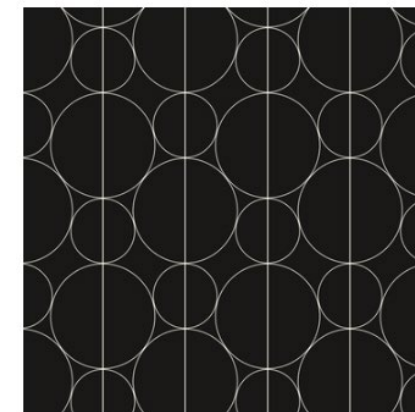
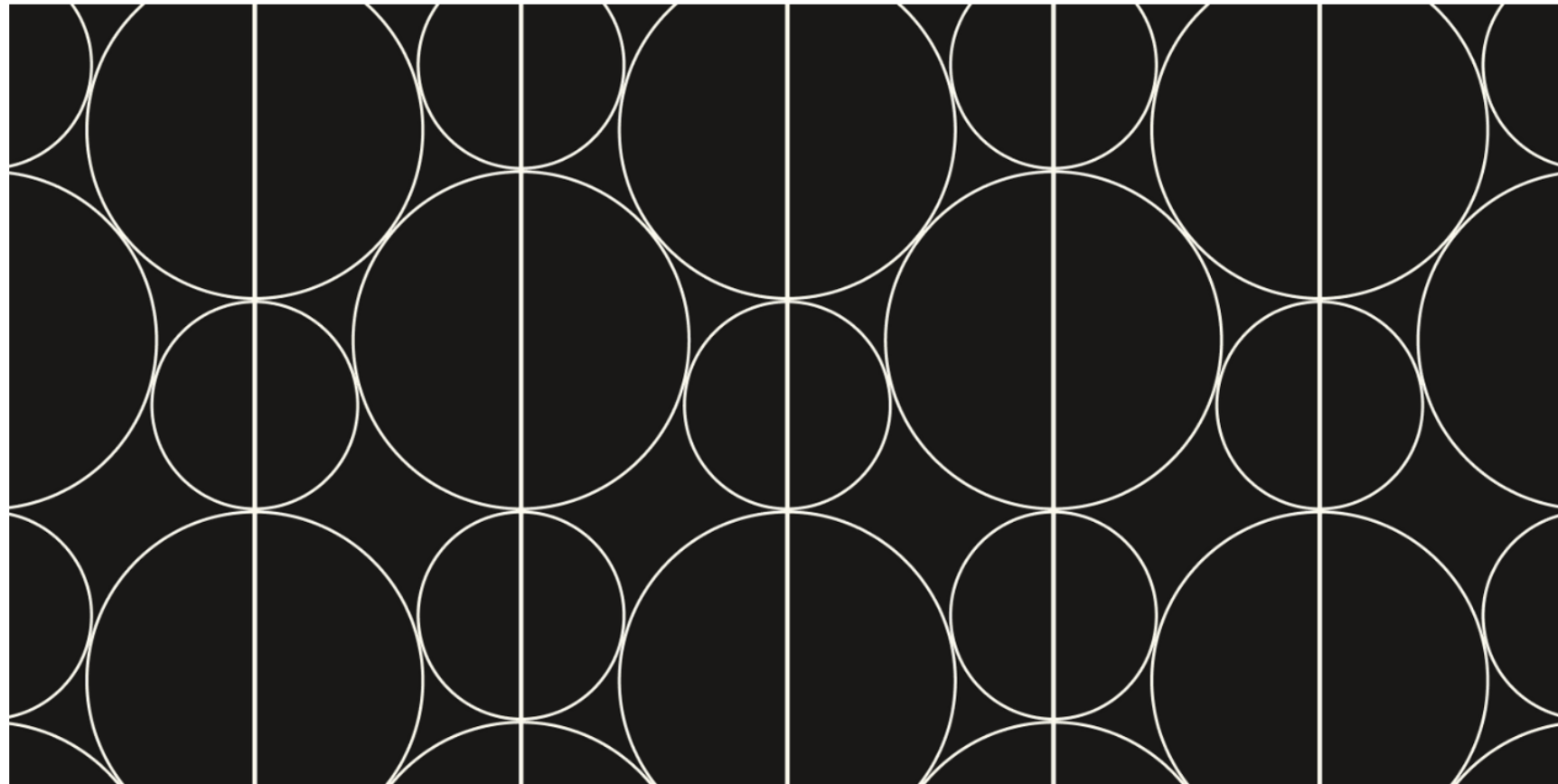
Showcasing our products in a real, authentic context with the purpose to evoke emotion and tell a story through lived-in homes and signs of life.

FUNCTIONAL

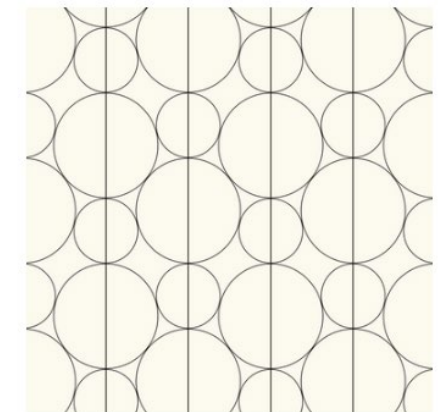
ASPIRATIONAL

# P A T T E R N

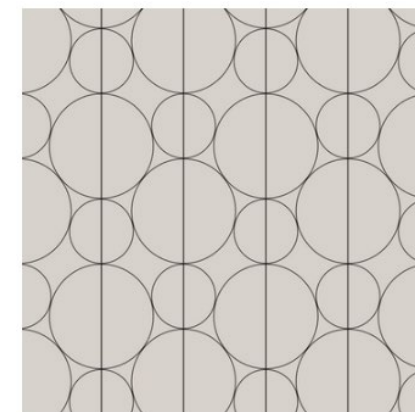
---



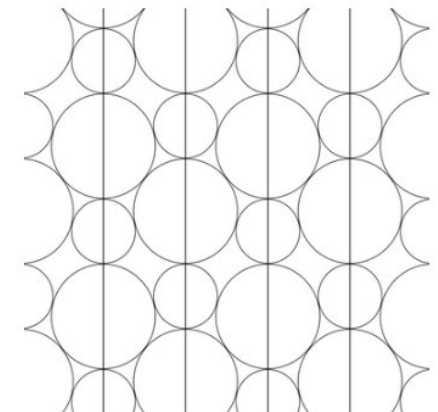
BEOBLACK W. BEOWHITE



BEOWHITE W. BEOBLACK



WARM GREY 1 W.  
BEOBLACK



WHITE W. BEOBLACK

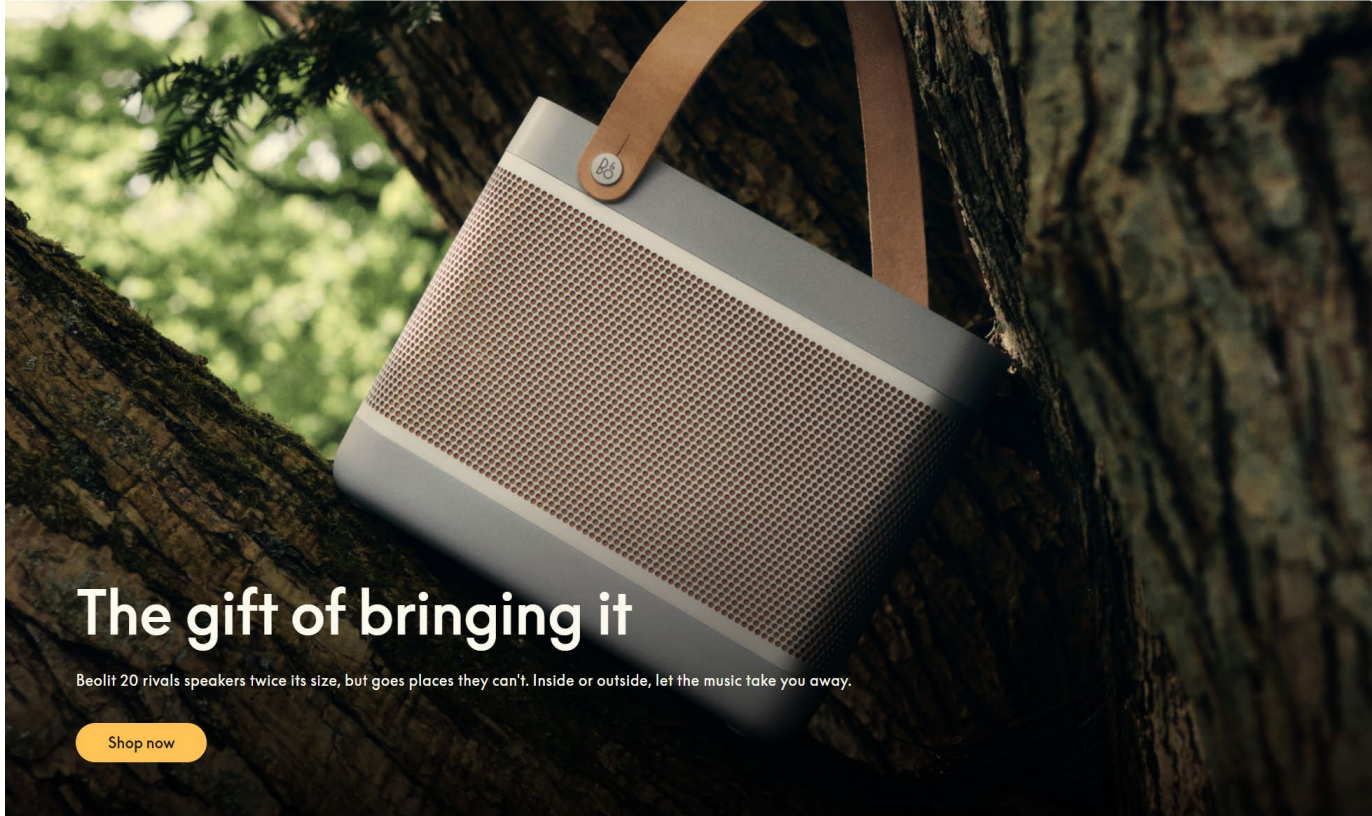
The Bang & Olufsen pattern is rooted in the history of the brand, the attention logo and its iconic products. The pattern adds versatility and interest, and can work as a strong supporting element to the brand visuals.



# WEBSITE

**B&O** SPEAKERS HEADPHONES TELEVISIONS SOUNDBARS EXPLORE SUPPORT


👤 📍 🛒



## The gift of bringing it

Beolit 20 rivals speakers twice its size, but goes places they can't. Inside or outside, let the music take you away.

[Shop now](#)



## Babylon. Only in Theatres December 23.


Visit your local Bang & Olufsen showroom for an exclusive offer.

[Find store](#)

[Speakers](#) [Headphones](#) [Televisions](#) [Soundbars](#)




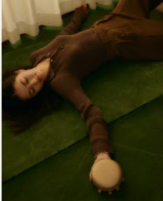
SINCE 1925.

### Your senses. Set free.



### Sound. Vision. It's your pick.

[Portable speakers](#) [Home Audio](#) [Earphones](#) [Smart home](#)



### EXPERIENCE IN STORE

#### Up close and personal.

Come by one of our stores to hear, see and feel Bang & Olufsen yourself.

[Find store](#)

**Need help?**  
ALL THINGS ASSISTANCE  
Product specifications, Returns, Repairs, Technical assistance. Find it all here.

[B&O Support](#)

**Talk to us.**  
EXPERT ADVICE & GUIDANCE  
Need something specific? We love specifics. Get in touch and we'll talk about it.

[Contact us](#)

### THE GIFT OF BANG & OLUFSEN

THE HOUSE OF BANG & OLUFSEN  
Join our global community for exclusive benefits.

- ✓ New & limited products
- ✓ Exclusive events
- ✓ Personalised content
- ✓ Special offers
- ✓ Behind the scenes


Email \*

First name \* Last name \*

By signing up to the House of Bang & Olufsen you accept that Bang & Olufsen as well as Bang & Olufsen branded shops can contact you. [Read more](#)

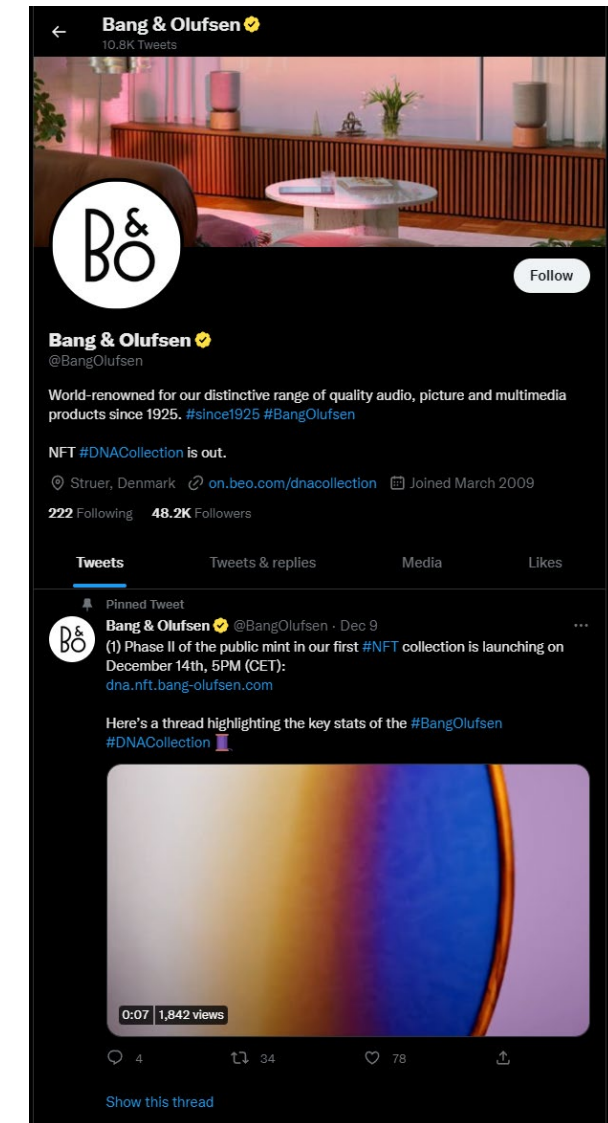
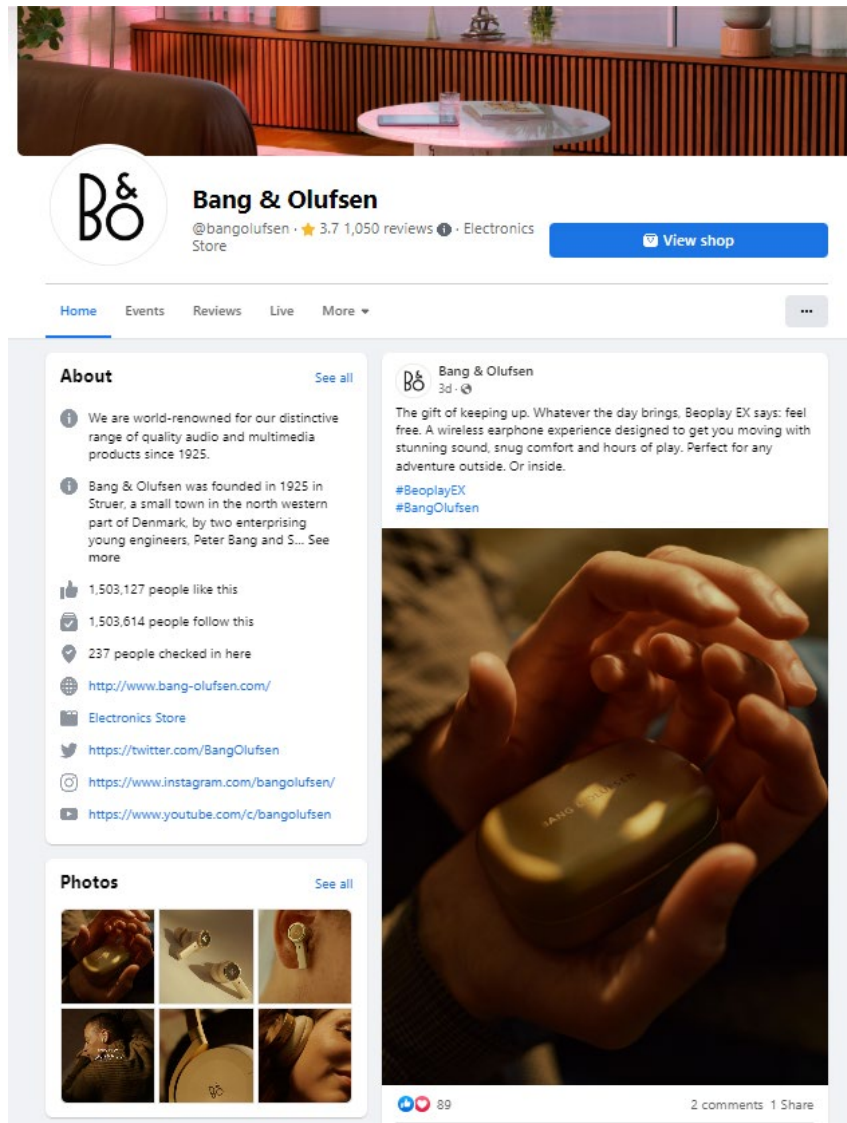
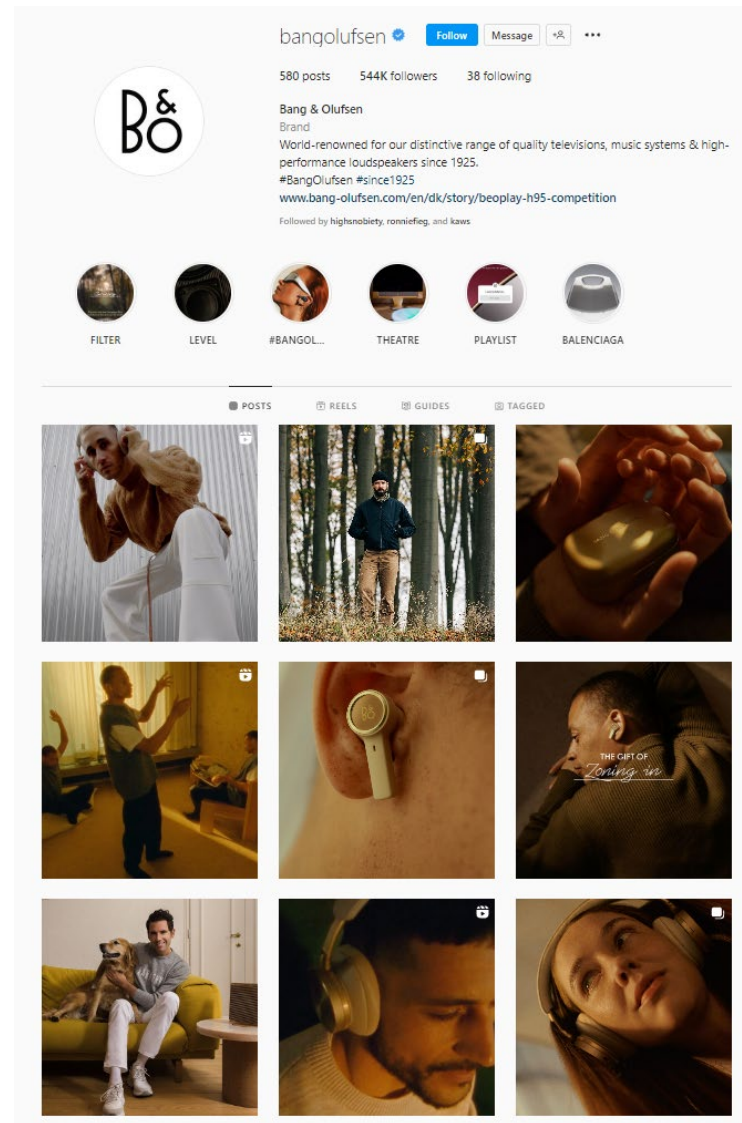
[Subscribe](#)

**BANG & OLUFSEN**

<b>CHOOSE COUNTRY</b> <a href="#">USA</a> <a href="#">English</a>	<b>CUSTOMER CARE</b> <a href="#">Login/Check account</a> <a href="#">Exclusive online services</a> <a href="#">FAQ</a> <a href="#">Service and Support</a> <a href="#">Contact us</a> <a href="#">Find store</a>	<b>OUR POLICIES</b> <a href="#">Accessibility</a> <a href="#">Content</a> <a href="#">Cookie Policy</a> <a href="#">Privacy Policy</a> <a href="#">Policies and terms</a>	<b>OUR COMPANY</b> <a href="#">Corporate</a> <a href="#">Press</a> <a href="#">Investors</a> <a href="#">Become a sales partner</a> <a href="#">For industry professionals</a> <a href="#">Partners &amp; B2B</a> <a href="#">Careers</a> <a href="#">Bang &amp; Olufsen Collector</a> <a href="#">Submit feedback to our CEO</a>	 <small>Discover Bang &amp; Olufsen apps The House of Bang &amp; Olufsen</small>
---	--	--	--	--

© Bang & Olufsen 2022

# S O C I A L M E D I A



PRODUCTS

# SPEAKERS



**BEOSOUND EXPLORE**  
Waterproof outdoor speaker  
\$199



**BEOSOUND A1 2ND GEN**  
Waterproof Bluetooth speaker  
From \$279



**BEOLIT 20**  
Powerful Bluetooth speaker  
\$549



**BEOSOUND LEVEL**  
Portable Wi-Fi Speaker  
From \$1,599



**BEOPLAY A9**  
Powerful, minimalist speaker  
From \$3,499



**BEOSOUND 1**  
Portable Wi-Fi and Bluetooth speaker  
\$1,999



**BEOSOUND BALANCE**  
Outstanding living room speaker  
From \$2,749



**BEOSOUND STAGE**  
Powerful Dolby Atmos soundbar  
From \$1,999



**BEOSOUND THEATRE**  
Rule-defying, heart-racing soundbar  
From \$6,890



**BEOSOUND 2**  
Home is where the music is  
\$2,999



**BEOSOUND EDGE**  
Sound revolution  
\$3,500



**BEOSOUND EMERGE**  
Compact Wi-Fi home speaker  
\$799



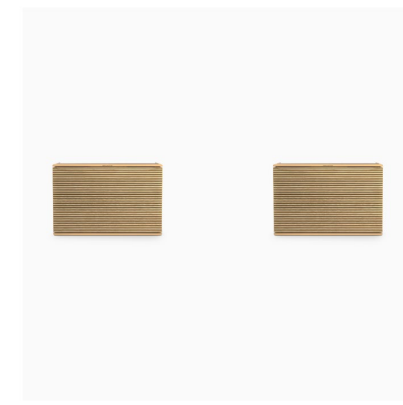
**THREE-ROOM SPEAKER SET**  
Simple, connected speaker sets  
From \$7,447



**TWO-ROOM SPEAKER SET**  
Speaker sets to connect your spaces  
From \$3,598



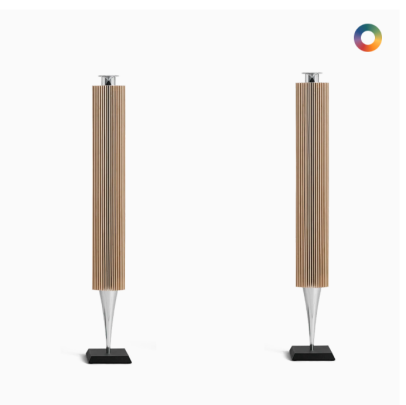
**BEOSOUND BALANCE STEREO SET**  
Maximise your sound  
From \$5,498



**BEOSOUND LEVEL STEREO SET**  
Powerful sound, versatile speaker  
From \$3,198



**BEOLAB 28**  
Hi-Res wireless stereo speakers  
From \$14,750



**BEOLAB 18**  
Acoustic work of art  
From \$11,000



**BEOSOUND SHAPE**  
Modular, wall-mounted speaker system



**BEOLAB 90**  
Advanced floor standing speakers  
From \$115,000



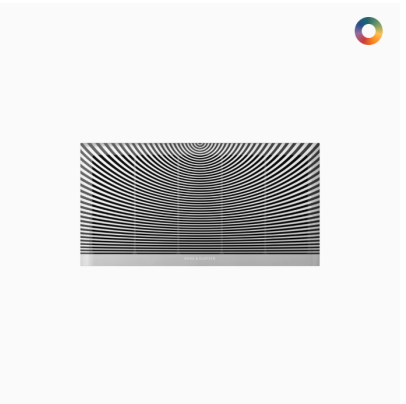
**BEOLAB 50**  
Classic floor standing speakers  
From \$44,790



**BEOLAB 19**  
A precision powerhouse  
From \$4,750



**CELESTIAL**  
Sounds from above



**PALATIAL**  
Powerful and discreet



SPEAKER ACCESSORIES



**"ART OF A9" COVER FOR BEOPLAY A9**  
One product, many styles



**KVADRAT COVER FOR BEOPLAY A9**  
One product, many styles  
From \$130



**BEOPLAY A9 COVER**  
One product, many styles  
\$70



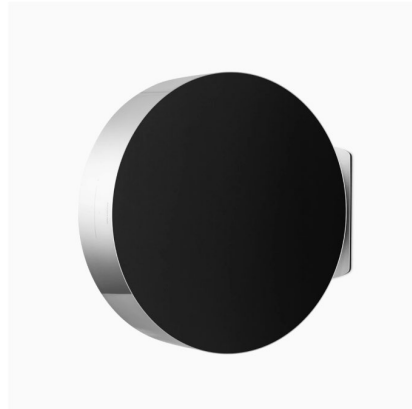
**BEOPLAY A9 WALL BRACKET**  
One product, flexible placement  
\$150



**BEOPLAY A9 LEGS**  
Make it yours  
\$150



**BEO SOUND EDGE COVER**  
Fabric covers, easy to attach  
\$120



**BEO SOUND EDGE WALL BRACKET**  
One product, flexible placement  
\$375



**BEO SOUND STAGE FLOOR STAND**  
A new stand for our new soundbar  
\$800



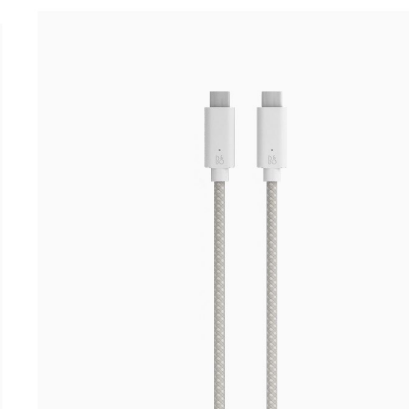
**BEO SOUND STAGE COVER**  
One product, many styles  
\$150



**BEO SOUND CORE**  
The heart of your music  
\$1,000



**BEO SOUND LEVEL COVER**  
One product, many styles  
\$359



**USB-C TO C FABRIC CABLE**  
Additional USB-C to USB-C Fabric Cable  
\$45



**BEO SOUND LEVEL WALL BRACKET**  
Instant, elegant charging  
\$119



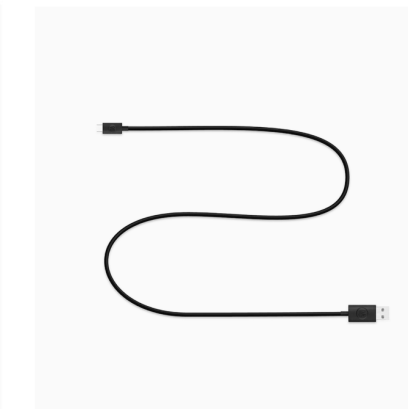
**BEOPLAY A6 FLOOR MOUNT**  
One-point music system  
\$80



**BEOPLAY A6 COVER**  
Update your style with Kvadrat  
\$130



**BEOPLAY S3 COVER**  
Make it yours  
\$50



**MICRO USB TO A CABLE**  
Extra USB connecting option  
\$15



**BEO SOUND 1 CHARGING DOCK**  
For easy charging  
\$175



**BEOPLAY A2 SHORT STRAP**  
One product, flexible placement  
\$35



**BEOPLAY A2 AND A2 ACTIVE LONG STRAP**  
Wear it differently  
\$50



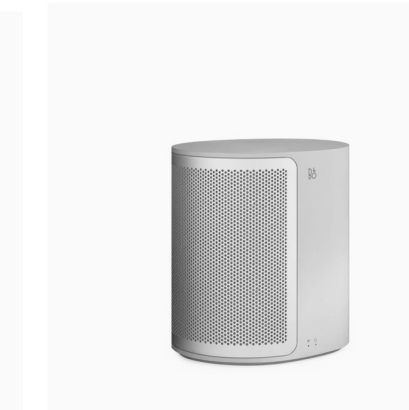
**BEO LIT 15/17 LEATHER HANDLE**  
Make it unique  
\$35



**BEOPLAY M5 COVER**  
Make it yours  
\$90



**BEOPLAY M3 WALL MOUNT**  
One product, different placements  
\$50



**BEOPLAY M3 COVER**  
Make it yours  
From \$60

HEADPHONES



**BEOPLAY P2 LEATHER SLEEVE**  
Protect your speaker in style  
\$50



**BEO SOUND EXPLORE CARABINER**  
Additional carabiner for your Beosound Explore  
\$45



**BEOPLAY EX**  
Next-gen wireless earbuds  
\$399



**BEOPLAY H95**  
Ultimate over-ear headphones  
\$899



**BEOPLAY HX**  
Comfortable, do-it-all headphones  
\$499



**BEOPLAY PORTAL**  
Elite gaming headset  
\$499



**BEOPLAY E8 SPORT**  
Powerful Bluetooth sports earphones  
~~\$199~~ **\$149**

HEADPHONE ACCESSORIES



**BAG FOR HEADPHONES**  
Fit all B&O headphones  
\$100



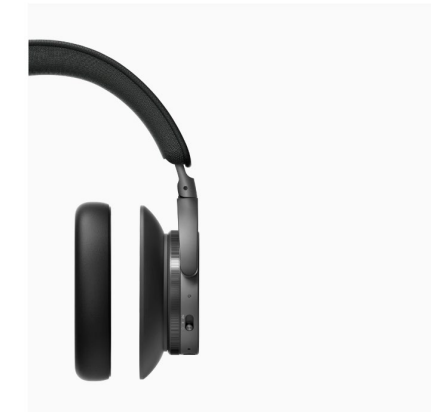
**BERLUTI CANVAS AND LEATHER POUCH**  
Berluti Canvas and Leather Pouch  
\$620



**KVADRAT BAG FOR HEADPHONES**  
Fit all B&O headphones  
\$125



**CASE FOR BEOPLAY H95**  
Carry your headphones with elegance  
From \$200



**EAR CUSHIONS FOR BEOPLAY H95**  
Additional ear-cushions  
From \$100



**SOFT CASE FOR BEOPLAY HX**  
Keep your Headphones safe  
\$75



**EAR CUSHION FOR BEOPLAY HX**  
Additional ear-cushions  
\$75



**EAR CUSHIONS FOR BEOPLAY H9 3RD GEN**  
Additional ear-cushions  
\$70



**EAR CUSHIONS FOR BEOPLAY H81**  
Additional ear-cushions  
\$60



**EAR CUSHIONS FOR BEOPLAY H91**  
Additional ear-cushions  
\$70



**EAR CUSHIONS FOR BEOPLAY H7**  
Additional ear-cushions  
\$59



**EAR CUSHIONS FOR BEOPLAY H8**  
Additional ear-cushions  
\$49

# IN-EAR HEADPHONE ACCESSORIES



**EAR CUSHIONS FOR BEOPLAY PORTAL**  
Additional ear-cushions  
\$75



**EAR CUSHIONS FOR BEOPLAY H9 (FIRST GENERATION)**  
Additional ear-cushions  
\$59



**BATTERY FOR BEOPLAY H7, H8, H9 AND H9I**  
Never run out of power  
\$50



**SHORT AUDIO CABLE FOR ALL HEADPHONES**  
For your active lifestyle  
\$25



**CABLE CLIP FOR BEOPLAY E6 AND BEOPLAY H5**  
Secure fit ensured  
\$15



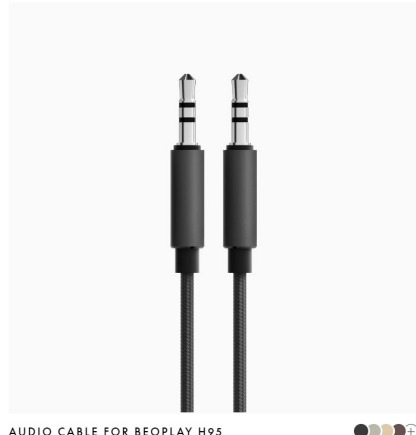
**USB-C TO A CABLE**  
Extra USB connecting option  
\$30



**MICRO USB TO A CABLE**  
Extra USB connecting option  
\$15



**CHARGING CABLE FOR BEOPLAY H95**  
Additional USB-A to USB-C Fabric Cable  
\$45



**AUDIO CABLE FOR BEOPLAY H95**  
Connect your headphones through this audio cable  
\$35



**FLIGHT ADAPTER FOR BEOPLAY H95**  
Keep the sound on  
\$35



**IOS HEADPHONE CABLE WITH REMOTE AND MIC**  
Connect with iOS devices  
\$35



**BEOPLAY EX CHARGING CASE**  
Extra charging power  
\$199



**BEOPLAY CHARGING PAD**  
Easy Qi-wireless charging  
\$125



**BEOPLAY E8 SPORT CHARGING CASE ON EDITION**  
Redesigned wireless charging case - limited edition  
\$200



**BEOPLAY E8 SPORT EARFINN**  
Best fit ensured  
\$10



**BEOPLAY E8 3RD GEN CHARGING CASE**  
Easy Qi wireless charging  
\$200



**BEOPLAY E8 2.0 CHARGING CASE**  
Easy Qi wireless charging  
\$200



**BEOPLAY E8 2.0 CHARGING CASE**  
Easy Qi wireless charging  
\$200



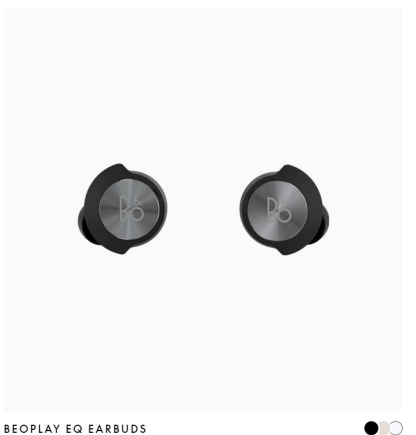
**BEOPLAY E8 MOTION CHARGING CASE**  
Easy Qi wireless charging  
\$200



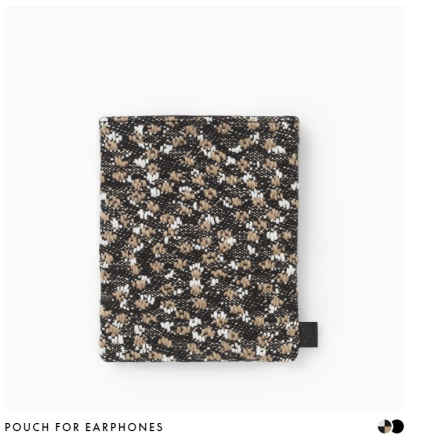
**BEOPLAY E8 CHARGING CASE**  
Extra charging power  
\$135



**BEOPLAY EQ CHARGING CASE**  
Extra charging power  
\$199

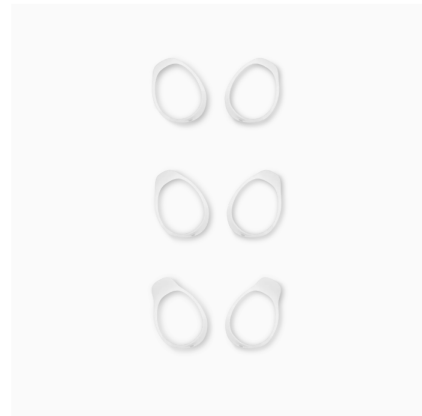


**BEOPLAY EQ EARBUDS**  
Additional earbuds  
\$239



**POUCH FOR EARPHONES**  
Protect your earphones in style  
From \$50

# IN-EAR HEADPHONE ACCESSORIES



**BEOPLAY E8 MOTION SILICONE EARFINS**  
Best fit ensured  
\$10



**E8 AND E6 MOTION SILICONE EAR GELS**  
Best fit ensured  
\$15



**BEOPLAY E6 MOTION SILICONE EARFINS**  
Best fit ensured  
\$10



**SET OF SILICONE EAR GELS**  
Best fit ensured  
\$15



**BEOPLAY E6 SILICONE EAR FINS**  
Best fit ensured  
\$10



**BEOPLAY H5 EAR FINS**  
Best fit ensured  
\$10



**BEOPLAY EX EARFINS**  
Best fit ensured  
\$15



**BEOPLAY EX COMPLY FOAM TIPS**  
Best fit ensured  
\$25



**COMPLY FOAM TIPS ISOLATION PLUS**  
Best fit ensured  
\$25



**COMPLY FOAM TIPS SPORT PRO**  
Best fit ensured  
\$25



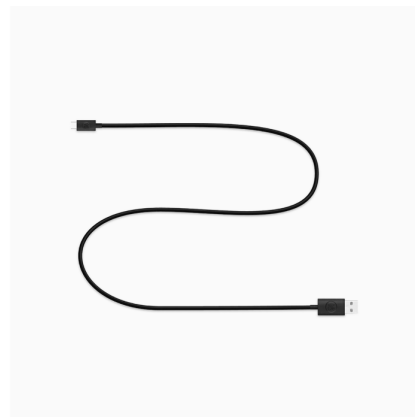
**BEOPLAY E6 MOTION CHARGING DONGLE**  
For your active lifestyle  
\$55



**BEOPLAY E6 CHARGING DONGLE**  
For your active lifestyle  
\$55



**USB-C TO A CABLE**  
Extra USB connecting option  
\$30



**MICRO USB TO A CABLE**  
Extra USB connecting option  
\$15



**BEOPLAY H5 CHARGING CUBE**  
For easy charging  
\$40



# CONTROLLERS



**BEOREMOTE HALO**  
Easy access to Music and Smart Home  
From \$900



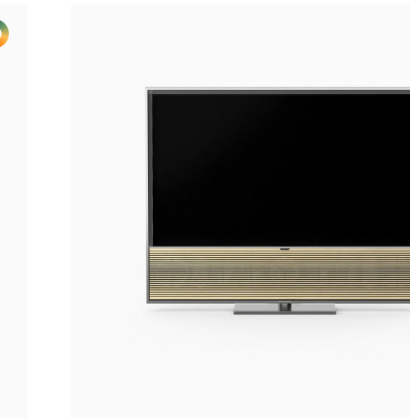
**BEOREMOTE ONE**  
Do more with less  
From \$375



**BEOLIVING INTELLIGENCE**  
Innovative smart home hub



**BEOVISION HARMONY**  
Watch the magic unfold  
From \$18,925



**BEOVISION CONTOUR**  
Design your own  
From \$6,975



**BEOVISION ECLIPSE**  
Crafted sound and design harmony  
From \$10,975



# TELEVISIONS



# COLLABORATIONS

# A R T I S T S

---



## Ferrari Sheppard

Blurring the lines between abstraction and figuration, Ferrari Sheppard creates mid to large-scale paintings delving deeply into the collective consciousness of humanity. The Los Angeles based artist was born in Chicago and has lived in various countries in Africa. His paintings are influenced by memories, dreams, and lived experience, evoking a sense of nostalgia.

His interpretation for the "Art of A9", features his fine art portrait 'My Name Is Sarah'. The work is inspired by the song "Four Women" by Nina Simone and the painting technique embraces the mystery and improvisation of jazz music.

Photography by Maya Seas



# A R T I S T S

---



ARCHITECT AND INTERIOR DESIGNER

## Miriam Alía

A Spanish architect and interior designer Miriam Alía mixes unique and irreverent pieces in her work, playing with geometry, surface textures and colour. She has created a unique and easily identifiable universe through her designs, which are defined by a unique mixture of 1950s styling, futurism, Miami Modern, pastel colours, sequins, mirrors, paper, glass and textiles. She was named among the 'best 100 Creators' by the influential AD magazine.



# A R T I S T S

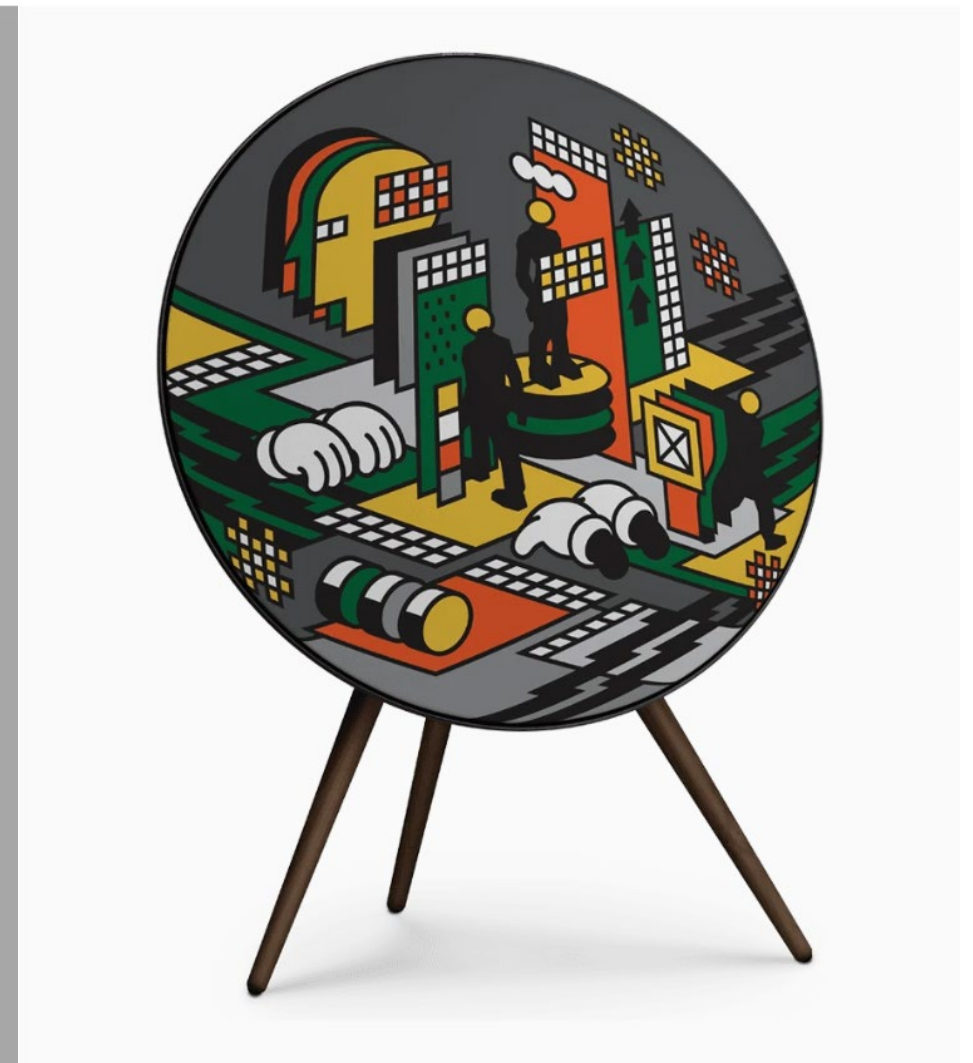
---



SEOUL-BASED ARTIST

## GRAFFLEX

Seoul-based GRAFFLEX is an artist, best known for his paintings, public artworks, sculptures, and art toys. He creates his own icons through various objects and situations around him. He combines graphics and painting in his designs, developing his own style that draws on the influences and imagery of his childhood, exploring the impact of mass media on the modern world. His bold lines reveal the influence of cartoon and animation on his work, while he also draws from hip hop and street culture. Reinterpreting familiar objects, logos and characters in a distinctively upbeat, brightly-coloured fashion and working in mixed media in both 3D and 2D, GRAFFLEX describes his artwork in his own unique style.



# A R T I S T S

---



FROM FASHION TO ART

## Johanna Dumet

Living and working in Berlin, Johanna Dumet is a self-taught painter with a background in fashion design. Her use of bold colours coupled with an ironic sense of humour is underlined by a strong understanding of the traditions of painting. For the Bang & Olufsen Art of the A9 project, she was inspired by the nature of Denmark, especially flowers, lots of small and wild summer flowers that often die once picked up. This specific flower bouquet is called Forever for You because this one will never die. "It is my birthday present to Bang & Olufsen."



# A R T I S T S

---



SOUTH AFRICAN-PORTUGUESE VISUAL ARTIST

## Vanessa Teodoro

Vanessa Teodoro has an academic and professional background in graphic design and advertising, which informs her street-art inspired work. Based in Lisbon, she has worked exclusively in illustration and fine art since 2009, collaborating with international brands including Louis Vuitton and Jaguar.



# A R T I S T S

---



A MULTI-DISCIPLINARY ARTIST

## Manon Cezaro

For her Art of the A9 design, Cezaro developed a new technique. 'I used 3D shapes that I created in plaster – and then scanned them to create new images. So although the composition is digital, I had created the forms with my hands first. It is the first time I have made a composition like this, starting with a physical object. It is the beginning of a new way of working for me.'

Her design for the A9 has been created to work in conjunction with that of Alexis Jamet. 'It's a continuity of what we do usually, our styles often coincide even when we don't work together on the same image.'



# A R T I S T S

---



GRAPHIC DESIGNER AND ARTIST FROM PARIS

## Alexis Jamet

Alexis Jamet utilizes a diverse range of styles, combining craft techniques and digital technologies to produce work that can include anything from brand identities to animated short films. He often uses the shapes he observes in nature as the source material for his abstract digital forms. Jamet often uses digital airbrush tools, blurring the sharp lines of nature to produce more interesting effects whilst exploring the boundary between the figurative and the abstract. 'It provides more space for imagination and interpretation,' he explains.





B R A N D S

---



**BALENCIAGA**



**SAINT LAURENT**  
PARIS



1895  
**BERLUTI**  
PARIS

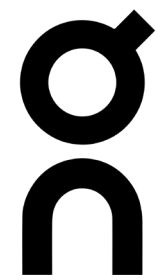
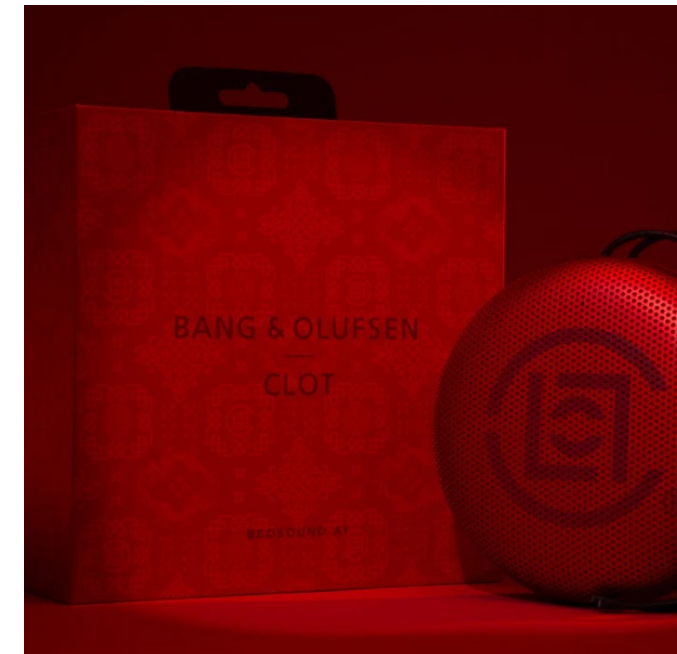


**RIMOWA**



# B R A N D S

---



**WILLIAMS**  
**RACING**



**CLOT**

PARTNERSHIPS

# A U T O M O T I V E

---



## The art of sound

—

Bang & Olufsen BeoSound for Aston Martin has been developed exclusively for the Aston Martin models, acoustically and physically matched to the cars. While the visual aluminium elements match seamlessly with the dynamic lines and curves of the vehicles, the sound performance has been designed to the exact dimensions of the interior.



ASTON MARTIN

# A U T O M O T I V E

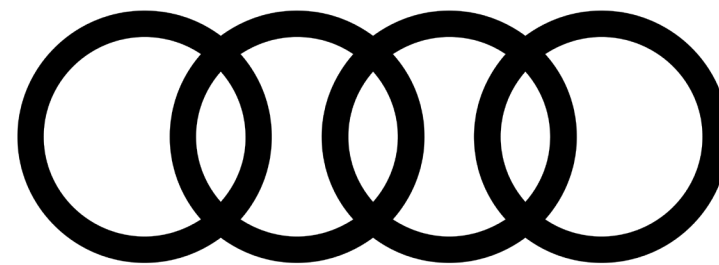
---



## Engineered for every situation

—

Whether you are cruising along a country road, flying down the motorway or standing still, the Bang & Olufsen Advanced Sound System will provide you with the perfect sound experience. The second generation Bang & Olufsen 3D Advanced Sound System has three additional unique sound settings so you can customise your listening experience according to where you and your passengers are sitting. Bang & Olufsen's sound engineers spent more than 400 hours fine tuning and perfecting the sound for you and your passengers in nearly every condition.



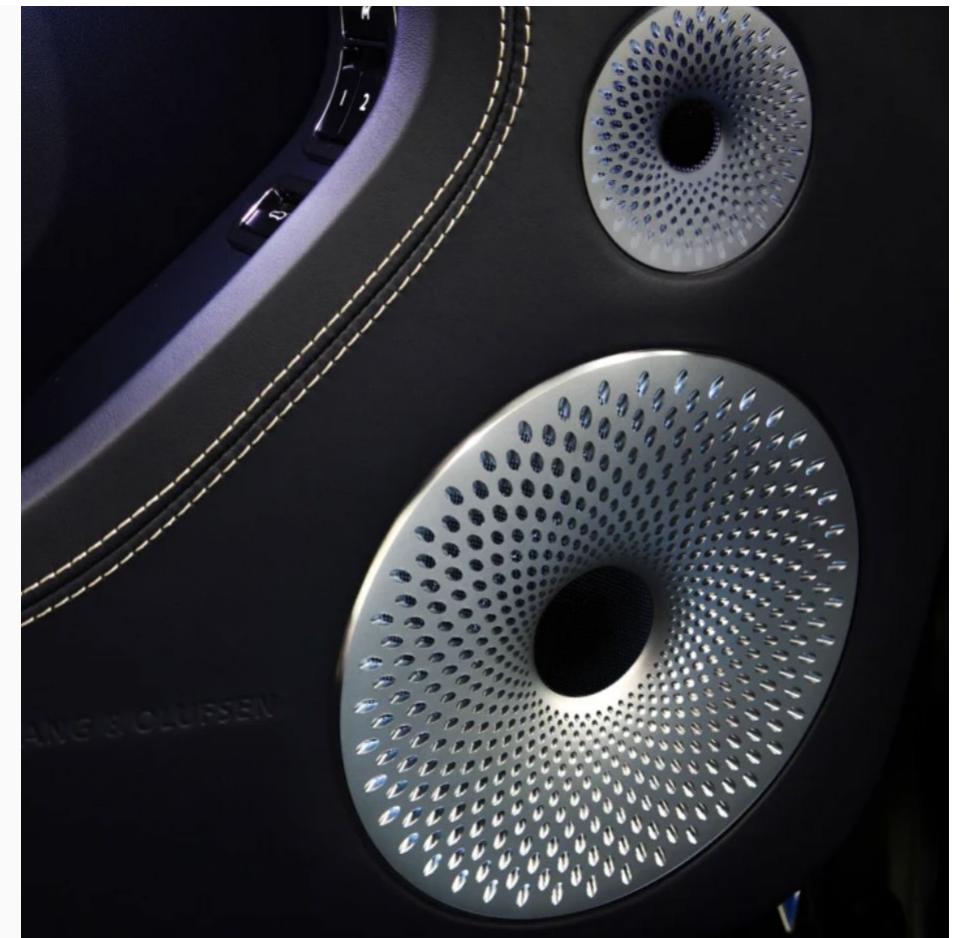
# A U T O M O T I V E

---



## A shared passion

—  
Genuine craftsmanship, attention to detail and innovative design – for nearly 100 years, Bentley and Bang & Olufsen have shared a passion for exceptional style and functionality. Turn on the sound while on the open road and let your senses enjoy this unique shared heritage.



**BENTLEY**

# A U T O M O T I V E

---



## Iconic simplicity

—  
The clarity and timeless appeal of B&O design blends seamlessly with the car's interior. The craftsmanship of authentic materials and finishes is part of an overall ambience focused not on itself but on the passenger. Acoustic performance is enhanced by subtle design elements such as the radiating hole pattern.



# A U T O M O T I V E

---



## ICONIC DESIGN

### Tailormade speaker grills

—  
Scandinavian minimalism meets Italian full blood. The precise craftsmanship of the uniquely designed, full aluminum speaker grills merges flawlessly with the Lamborghini Urus cutting-edge interior design and highlights its pure sportiness. A silk matt surface finish with Y-shaped, sparkling holes completes the design.





# A U T O M O T I V E

---



## Bang & Olufsen in the Genesis G90

Beautiful sound, timeless design and unrivalled craftsmanship. The Bang & Olufsen system in the G90 is the product of audacious new thinking at the forefront of acoustic innovation. Transport your audio experience to another dimension with Virtual Venues Live, replicating the acoustic profiles of celebrated performance spaces around the world.



# CONSUMER ELECTRONICS

---



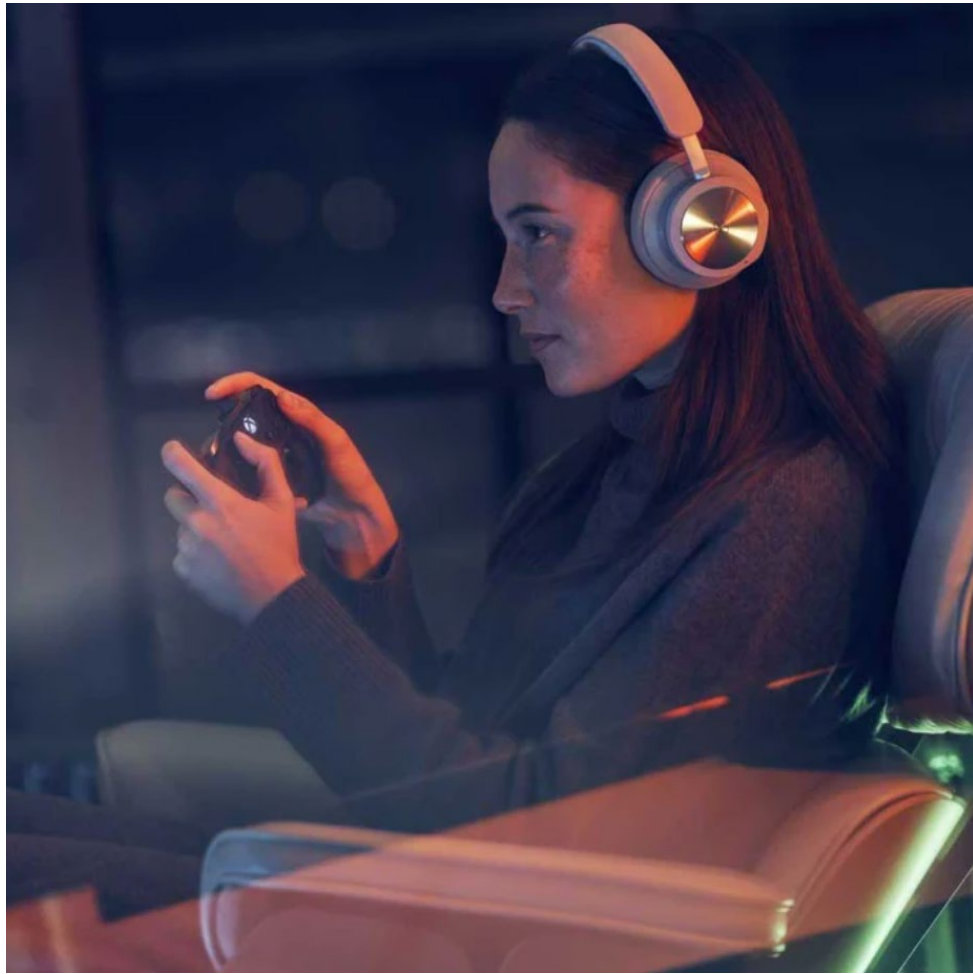
## Work

Work is no longer a place we go, but something we do. It gets done from different locations, using multiple devices. With workplaces shifting, work styles are changing. We collaborate more - whether around a desk, in a huddle room or a coffee shop. HP's Elite series of business PCs are custom-tuned for the human voice with Bang & Olufsen's acoustical engineers for a completely immersive collaboration experience.



# CONSUMER ELECTRONICS

---



## In-tune with gamers

Beoplay Portal are true gaming-first headphones. Specifically designed for Xbox Limited Series, these headphones have been tuned for gaming by the world-renowned sound engineers at Bang & Olufsen's acoustic laboratories in Denmark. The goal is nothing less than immersive and precise gaming audio that delivers engaging and sensorial experiences ranging from the peacefully quiet to the intensely thrilling. With Dolby Atmos for Headphones, gamers will experience a virtual surround sound that puts them squarely in the middle of the gaming action.



# CONSUMER ELECTRONICS

---



## Human centric design

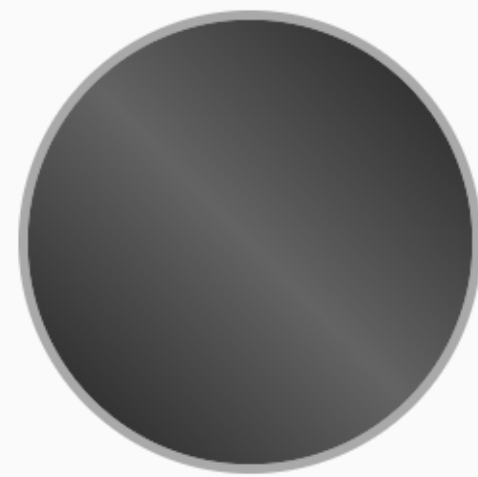
—  
Your working environment has become more human centric - but what about your devices? Bang & Olufsen Cisco 980 gives you the flexible headset experiences you need as a modern professional.



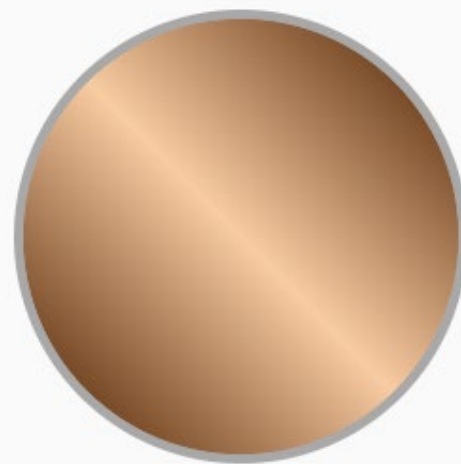
MATERIALS

# A L U M I N I U M

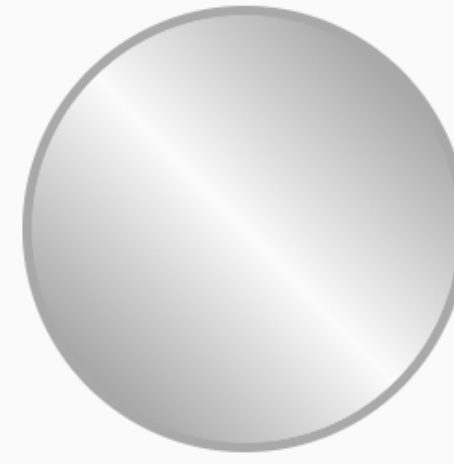
---



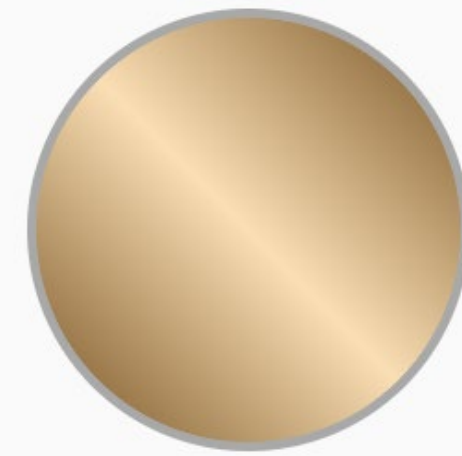
**BLACK ANTHRACITE**



**BRONZE TONE**



**NATURAL**



**GOLD TONE**

Aluminum not only gives the product durability and portability to the product but also benefits from the acoustic capabilities

Aluminum is treated through anodization to achieve different tones and colors

In the sustainability aspect aluminum is a great material thanks to its recyclability and zero loss of properties

# W O O D S

---



**OAKWOOD**



**LIGHT OAK**



**WALNUT**



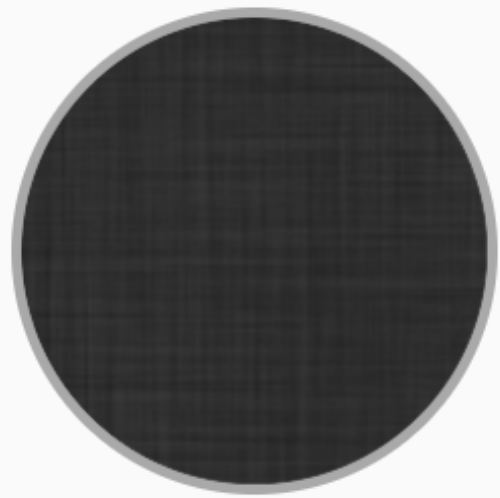
**SMOKED OAKWOOD**

Implemented due to the Scandinavian heritage to the brand and its place inside the home

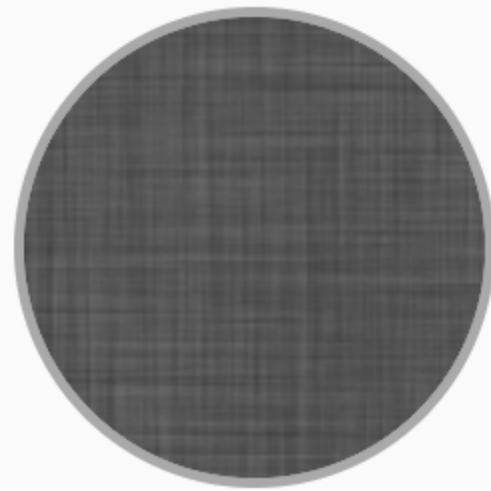
Woods used by Bang and Olufsen are treated with natural oils as to not cover the rich texture and structure

# F A B R I C S

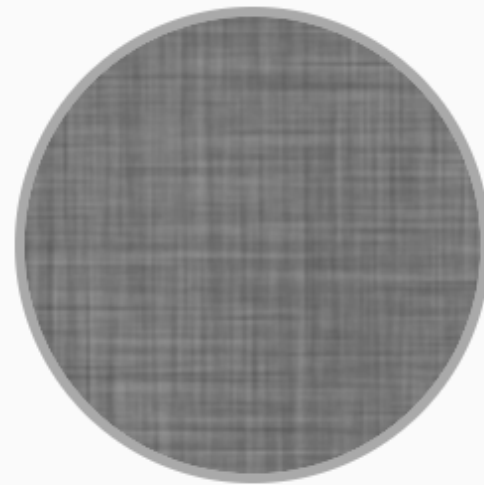
---



**BLACK**



**GREY MELANGE**



**GREY**



**WARM TAUPE**



**GOLDEN FABRIC**

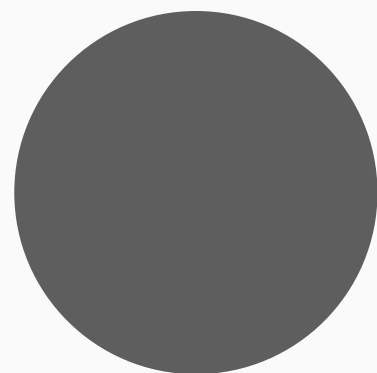
Fabric is made working together with Kvadrat, a high-quality fabric manufacturer.

Bang and Olufsen decides to use wool for its warmth, richness, and complexity, giving the product texture and depth

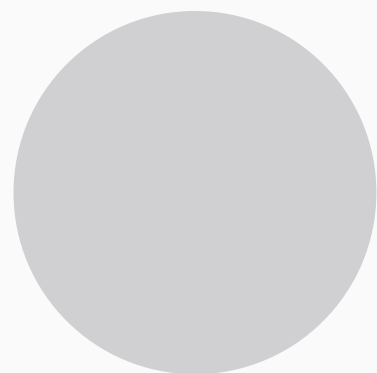


P L A S T I C S

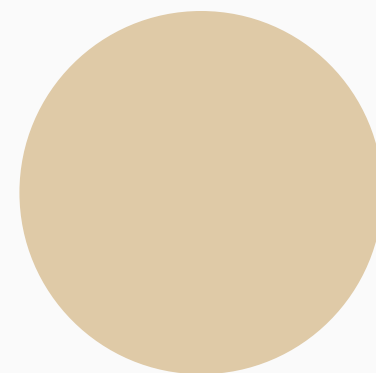
---



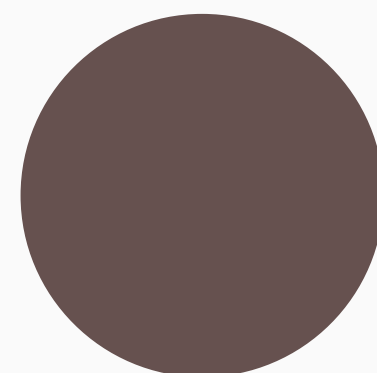
Black Anthracite



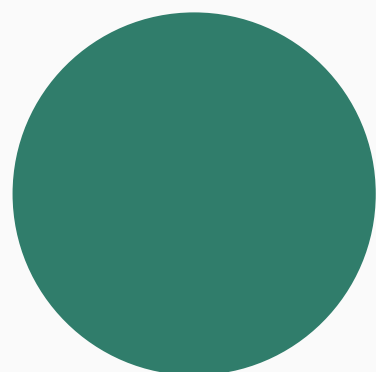
Grey Mist



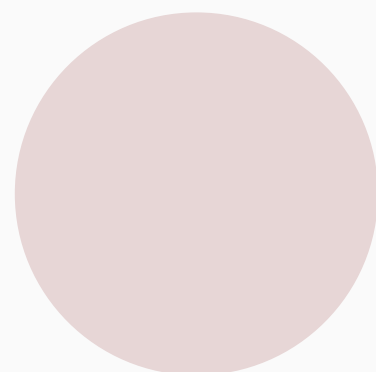
Gold Tone



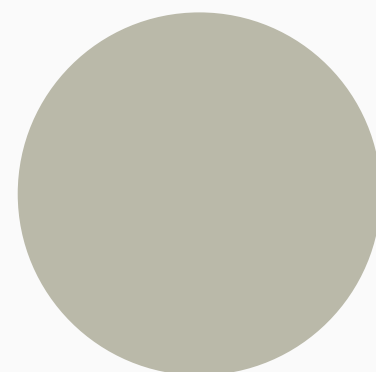
Chestnut



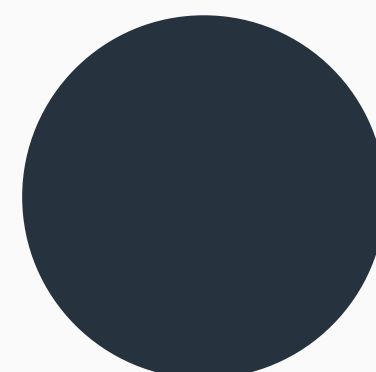
Green



Pink



Berluti Edition



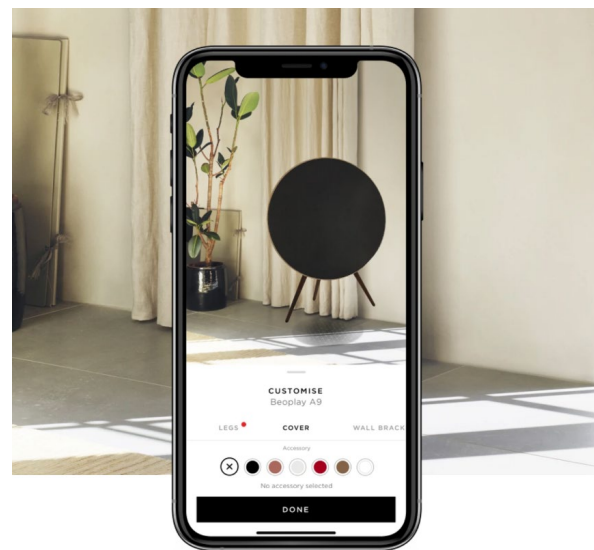
Navy

# TECHNOLOGY

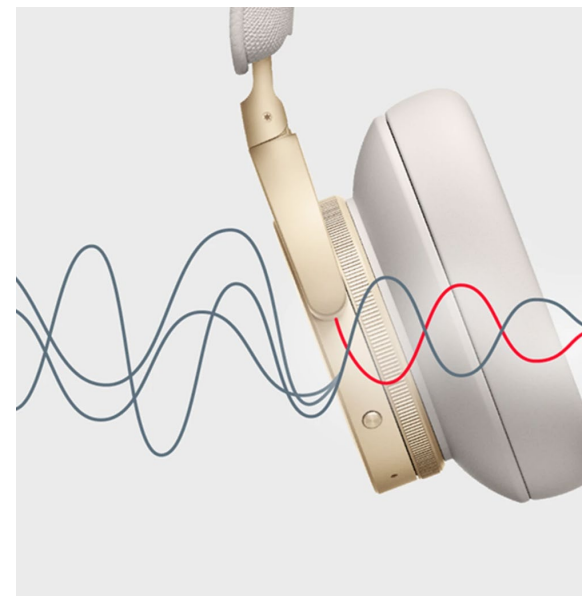
---



STEREO PAIRING



AR EXPERIENCE APP



ACTIVE NOISE CANCELLING



MULTIROOM

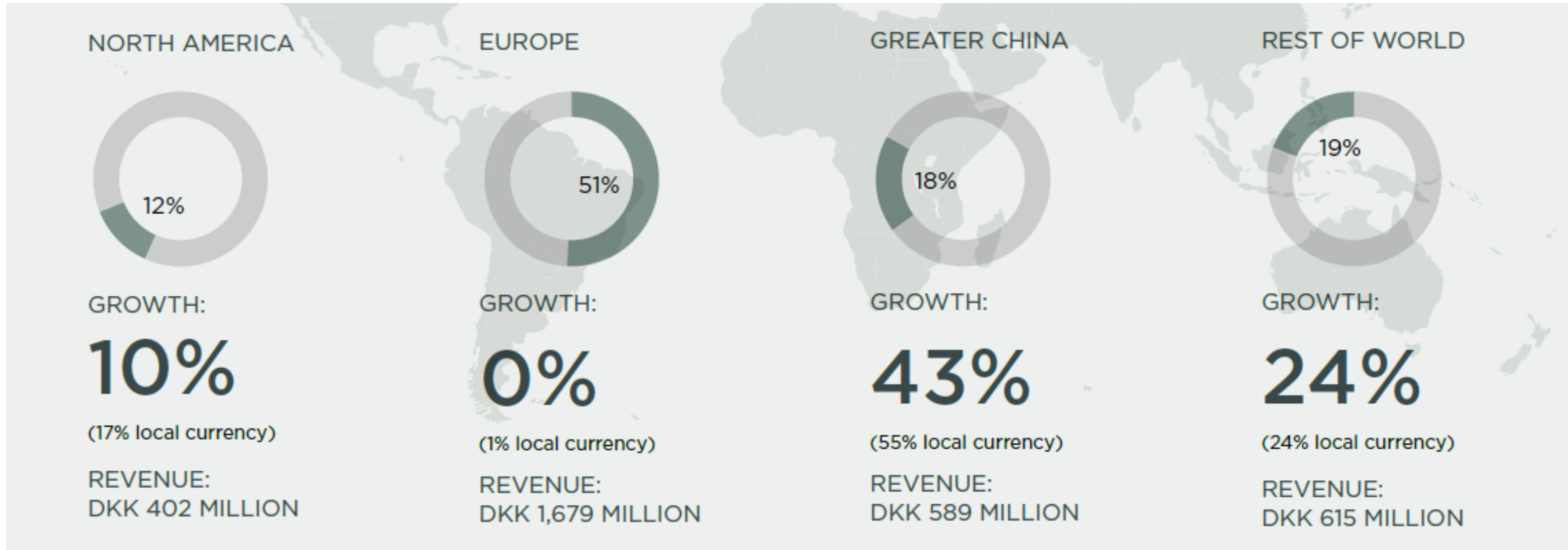


GOOGLE VOICE ASSISTANT



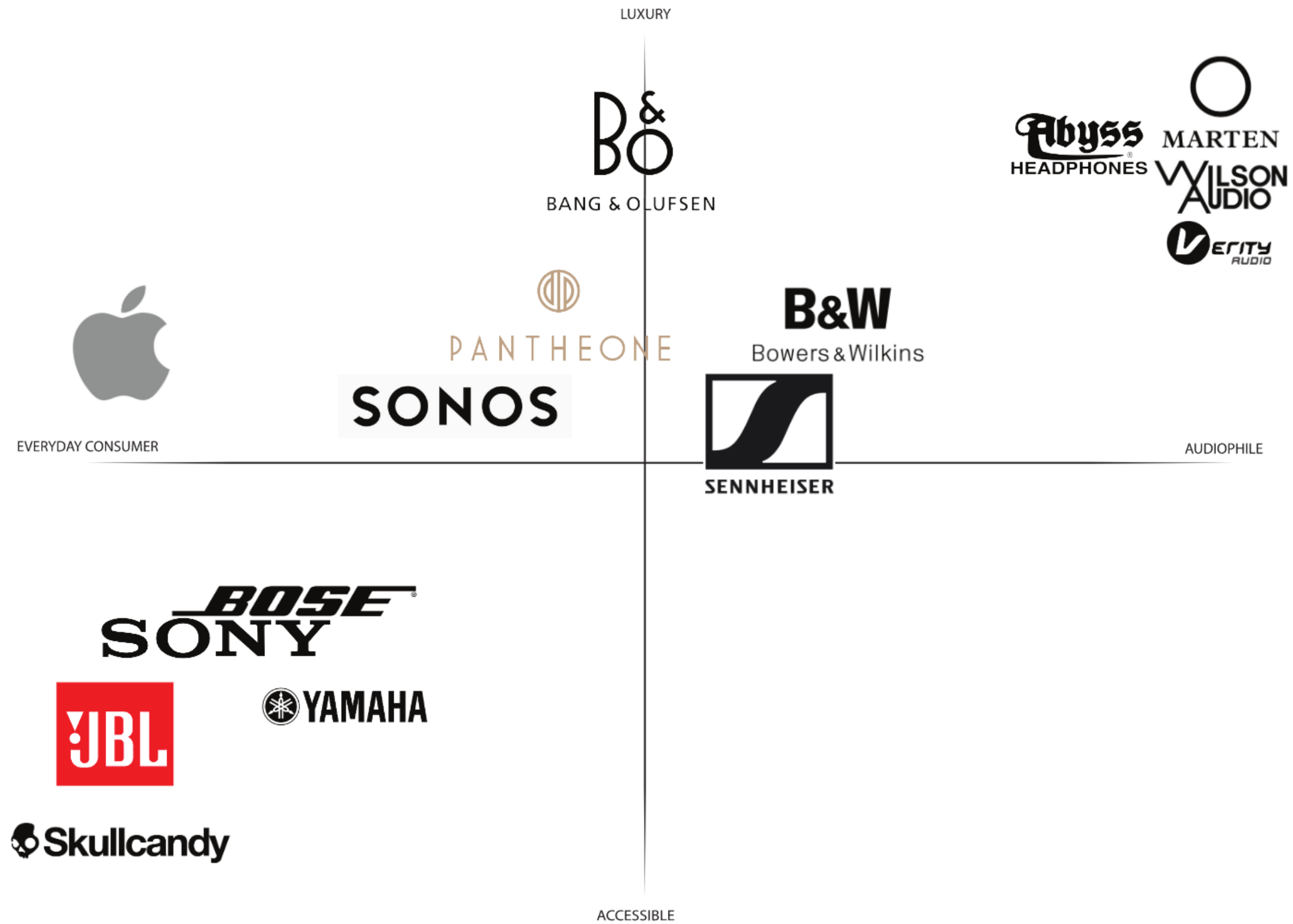
ALEXA

# MARKET & LOCATIONS



- |                                   |                                |                                  |                                    |   |                                |                                  |  |
|-----------------------------------|--------------------------------|----------------------------------|------------------------------------|---|--------------------------------|----------------------------------|--|
| <a href="#">ANGOLA</a> (1)        | <a href="#">INDONESIA</a> (1)  | <a href="#">NEPAL</a> (1)        | <a href="#">SLOVENIA</a> (1)       | <a href="#">FINLAND</a> (4)             | <a href="#">LITHUANIA</a> (1)  | <a href="#">POLAND</a> (2)       | <a href="#">BULGARIA</a> (1)             |
| <a href="#">ARGENTINA</a> (1)     | <a href="#">IRELAND</a> (1)    | <a href="#">NETHERLANDS</a> (22) | <a href="#">SOUTH AFRICA</a> (3)   | <a href="#">FRANCE</a> (22)             | <a href="#">LUXEMBOURG</a> (2) | <a href="#">PORTUGAL</a> (6)     | <a href="#">UNITED ARAB EMIRATES</a> (1) |
| <a href="#">CHINA</a> (27)        | <a href="#">ISRAEL</a> (1)     | <a href="#">NEW ZEALAND</a> (2)  | <a href="#">SOUTH KOREA</a> (10)   | <a href="#">ARMENIA</a> (1)             | <a href="#">MALAYSIA</a> (1)   | <a href="#">QATAR</a> (1)        | <a href="#">UNITED KINGDOM</a> (30)      |
| <a href="#">CROATIA</a> (1)       | <a href="#">ITALY</a> (23)     | <a href="#">NIGERIA</a> (1)      | <a href="#">SPAIN</a> (19)         | <a href="#">GERMANY</a> (43)            | <a href="#">MALTA</a> (1)      | <a href="#">ROMANIA</a> (2)      | <a href="#">UNITED STATES</a> (46)       |
| <a href="#">CYPRUS</a> (1)        | <a href="#">AUSTRALIA</a> (4)  | <a href="#">NORWAY</a> (8)       | <a href="#">SWEDEN</a> (7)         | <a href="#">GHANA</a> (1)               | <a href="#">MAURITIUS</a> (1)  | <a href="#">SAUDI ARABIA</a> (2) | <a href="#">URUGUAY</a> (2)              |
| <a href="#">CZECHIA</a> (1)       | <a href="#">JAPAN</a> (11)     | <a href="#">PAKISTAN</a> (2)     | <a href="#">SWITZERLAND</a> (33)   | <a href="#">GREECE</a> (2)              | <a href="#">AUSTRIA</a> (9)    | <a href="#">SERBIA</a> (1)       | <a href="#">VIETNAM</a> (2)              |
| <a href="#">CÔTE D'IVOIRE</a> (1) | <a href="#">KAZAKHSTAN</a> (1) | <a href="#">PARAGUAY</a> (1)     | <a href="#">TAIWAN, CHINA</a> (10) | <a href="#">HONG KONG SAR CHINA</a> (4) | <a href="#">MEXICO</a> (1)     | <a href="#">SINGAPORE</a> (2)    | <a href="#">CANADA</a> (5)               |
| <a href="#">DENMARK</a> (25)      | <a href="#">KUWAIT</a> (1)     | <a href="#">BAHRAIN</a> (1)      | <a href="#">THAILAND</a> (4)       | <a href="#">HUNGARY</a> (1)             | <a href="#">MONACO</a> (1)     | <a href="#">SLOVAKIA</a> (3)     | <a href="#">CHILE</a> (1)                |
| <a href="#">ECUADOR</a> (1)       | <a href="#">LATVIA</a> (2)     | <a href="#">PERU</a> (1)         | <a href="#">TURKEY</a> (4)         | <a href="#">ICELAND</a> (1)             | <a href="#">MOROCCO</a> (1)    | <a href="#">BELGIUM</a> (15)     |  |
| <a href="#">ESTONIA</a> (1)       | <a href="#">LEBANON</a> (1)    | <a href="#">PHILIPPINES</a> (2)  | <a href="#">UKRAINE</a> (2)        |   |                                |                                  |  |

# POSITIONING MATRIX



# COMPETITOR ANALYSIS



Luxury Audiophile



Luxury Lifestyle (premium)



High End Quality

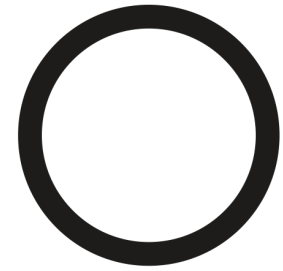


Affordable Middle Range



Entry Level (affordable)

## Luxury Audiophile



**MARTEN**

**WILSON  
AUDIO**



- Brands are not as well known by the general public
- Extreme niche sector targeting true audiophiles that care about the sound quality above all else
- Product offerings often are slim, providing just a few options in the loudspeaker and floor standing sector, but not in headphones or wireless speakers.
- Price tags are often very high and can only be afforded by a few people

## Luxury Lifestyle

**D&  
BO**

**B&W**



**PANTHEONE**

ART • FORM • SOUND

- These brands focus on targeting the luxury lifestyle sector, inclusion well designed and high quality products that show a high status or position in society.
- The products put a big emphasize on design, making interesting and different forms from many other brands in the market, producing products that are often marketed as pieces of art for your home.
- The product offering of the brands is high with often a variety of products at a high price tag.
- These brands also collaborate with artists or other luxury brands.

## High End Quality



**SENNHEISER**

**SONOS**

- These brands are more often seen in a traditional market, although they are still luxury products, they are also more attainable and widely available.
- Although not placed in the same luxury level as brands like Bang & Olufsen they still offer excellent quality and can have products ranging from affordable to expensive and high quality.
- Although also at a high price tag there are brands you are more likely to encounter with the general public, especially due to the wide range of products they offer in their market sector.



## Affordable Middle Range

***BOSE***<sup>®</sup>

**SONY**

**JBL**



**YAMAHA**



- The most widely populated and recognizable sector. These are the brands and products that consumers will often opt to buy thanks to their quality to price balance.
- A lot of these brands focus on getting as many customers as possible and eliminate exclusivity like other brands, for this reason they will often focus on smaller more affordable products such as headphones, earphones or wireless portable speakers.
- This is the market sector that is most competitive but also the one with the biggest consumer market.

## Entry Level

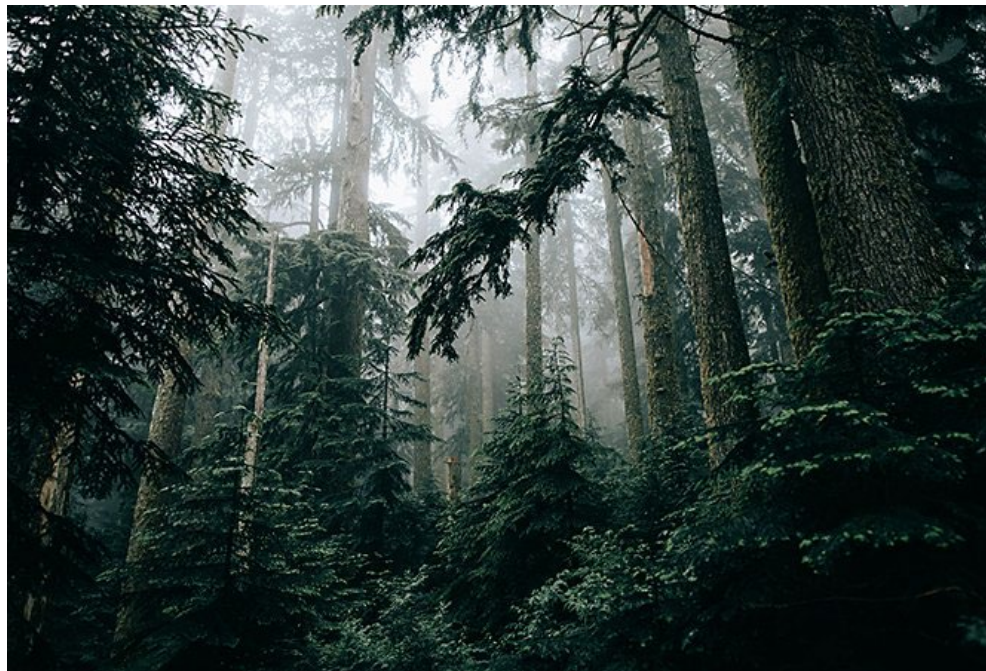


- These brands often sacrifice in quality when compared to their counterparts in other sectors, however, by doing so they can reduce the price at which they are sold
- This makes these products a great entry point to audio, directed towards people that do not prioritize getting the highest audio quality possible and instead want an affordable product that performs the same functions.

# OPPORTUNITIES

---

## SUSTAINABILITY



As sustainability becomes even more important due to the growing environmental concerns, and people start to adapt sustainable practices in their lives it is important to address these issues not only to attract or keep customers but for the wellbeing and future of the planet.

## INTANGIBLE VALUE



New generations are moved by different things, and value different things in life, bringing a value beyond money, luxury and status to the users will make Bang and Olufsen successful not only thanks to its design and quality as it always has but also thanks to what the product can add to the person's life.

## FUTURE TECHNOLOGY



Focus on the future, and future technologies is essential. It is important to continue to explore and innovate with eyesight set on the future, with technologies such as AI, AR or even off-planet products.

# OPPORTUNITIES

---



## Shift to clean, renewable energy in manufacturing

Carbon emissions are the main cause for the rise of global warming, for this reason Bang and Olufsen will have to switch their energy sources used in manufacturing to clean renewable energy sources

# OPPORTUNITIES

---



Direct impact on sustainability and future of the planet and its resources.

Being sustainable in materials and manufacturing is not enough to actually make a change, more than the need to offset our impact, there is a need for our impact to be positive, for this reason bang and Olufsen will address a sector of climate change directly by helping in coral reef health.

# PROPOSED SOLUTION

---



Help in the issue of coral health through soundscape enrichment, by introducing specially designed speaker into bleached coral environments to attract wildlife and help the environment flourish.

This would be possible thanks to a one-for-one business model where the consumer would be able to buy a product whose revenue goes towards the reef health project

**THANK  
YOU**

BANG & OLUFSEN