



## **Bang & Olufsen delivers premium wireless sound to even more speakers**

*First Bang & Olufsen launched the world's first wireless speakers using the new WiSA standard. Now, the Danish sound crafters are launching a WiSA compatible transmitter/receiver set that enables wireless connection between any Bang & Olufsen sound system or television and practically all of its broad range of active speakers. The launch demonstrates Bang & Olufsen's commitment to ensure that also existing customers can add new exciting technology and features to their Bang & Olufsen equipment. Wireless surround sound just got serious – and now sounds seriously good – across an unprecedented range of Bang & Olufsen products.*

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With the launch of BeoLab Transmitter 1 and BeoLab Receiver 1, Bang & Olufsen offers sound fans the option of transforming practically any Bang & Olufsen speaker into a wireless acoustic powerhouse. The transmitter connects easily to any Bang & Olufsen television or sound system, and the receivers connect to Bang & Olufsen speakers no matter where in the room you want to place them.

**BANG & OLUFSEN**

## Immaculate Wireless Sound

According to Lars Fredsgaard, Category Director for speakers, the transmitter/receiver launch further confirms Bang & Olufsen's commitment to high-end wireless surround sound. "BeoLab Transmitter 1 and BeoLab Receiver 1 extend our Immaculate Wireless Sound capabilities to most Bang & Olufsen equipment users might already have," he explains. "Now, adding extra speakers or a subwoofer to create an amazing surround system no longer requires running wires all over the room. And setting up a wireless sound system with existing equipment has never been easier."

Sound that is reproduced as the artist intended it to be has long been a Bang & Olufsen hallmark. With Immaculate Wireless sound, Bang & Olufsen brings this tradition of acoustic authenticity into the wireless age.

## WiSA – the new wireless standard

The Wireless Speaker and Sound Association (WiSA) platform utilizes the relatively uncongested 5.2–5.8 GHz range to avoid interference from other signals, and to provide enough bandwidth to stream 24-bit, uncompressed music at native sampling rates. WiSA is the first wireless system in the U-NII band that provides multi-channel performance – up to a full 7.1 surround configuration.

BeoLab Transmitter 1 and BeoLab Receiver 1 run on the WiSA standard to allow wireless connection between Bang & Olufsen components in the same room. The receiver works with all Bang & Olufsen active speakers with the exception of BeoLab 5.

BeoLab Transmitter 1 is now available at Bang & Olufsen stores worldwide priced at DKK 2.995 / €395 / \$525 / £345.

BeoLab Receiver 1 will be available at Bang & Olufsen stores worldwide during the month of February priced at DKK 1.495 / €195 / \$265 / £165.

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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](http://www.bang-olufsen.com).*

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