



Bang & Olufsen launches world's first high-end compact wireless speaker

Bang & Olufsen announces the launch of its first compact wireless speaker, BeoLab 17. The all-digital, active speaker – the first in the world to utilize the new WiSA standard for high-end wireless – combines stunning acoustic performance, place-anywhere flexibility and innovative design all in one deliciously diminutive package.

Wireless audio just got serious – and now sounds seriously good.

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Call it a bookshelf speaker if you must, but don't be surprised to discover that the new BeoLab 17 sounds far more refined than speakers twice its size. And while it will certainly make an attractive neighbour to your literature collection, it also positions itself beautifully anywhere else in the room – from the floor to the wall. Wired or wireless.

"BeoLab 17 is the most versatile and flexible example of our latest generation of wireless speakers," says Speaker Category Director, Lars Fredsgaard. "Our designers have worked with our acoustic engineers to create what we think is one of the most well-rounded speaker options on the market today. If you're looking for sound the way the artist intended it

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to be heard – and for design that works with your room – then check out the new BeoLab 17.”

Designed for acoustic performance – and your decor

Created by Torsten Valeur at David Lewis Designers, BeoLab 17’s triangular cabinet is crafted from a single piece of extruded aluminium for extraordinary rigidity. Bang & Olufsen’s engineers have included an ambitiously harmonious array of all-digital components into the closed cabinet of just 2.8 litres.

The two-way BeoLab 17 packs a custom-made 6” midrange/woofer, a ¾” tweeter, a pair of 160-watt class D amplifiers and a proprietary digital sound engine. With more than 40 times the processing power of analogue circuitry, the new digital sound engine is the brain behind the brawn that makes big sound possible in such a small package.

BeoLab 17 is ready to fit into any decor. End covers for the brushed aluminium cabinet are available in white or black. Front covers are available with a distinctive “broken ice” fascia and white, or as fabric fronts in white, black or blue.

But what makes BeoLab 17 especially attractive for fans of both interior design and great sound are its many placement options. Use the floor base to put it directly on the floor as a casual, laid-back monitor. Place it on the high floor stand for a sculptural statement of acoustic excellence. Or use the wall bracket, which also allows you to tuck BeoLab 17 directly beneath the ceiling. The bracket tilts at two angles to let you point the sound where you want it; a bass response switch adjusts the equalizer for free-standing, wall or corner positions.

Immaculate Wireless Sound

BeoLab 17 is one of three new speakers Bang & Olufsen is launching under its Immaculate Wireless Sound concept.

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 for the first time ever.

WiSA – the new wireless standard

Since BeoLab 17 runs on the new WiSA standard, all you need to do is plug the active speakers into the mains in a room with any WiSA-compliant

transmitter in order to link wirelessly to your TV, Blu-ray player or set-top box.

For example, all Bang & Olufsen Immaculate Wireless Sound speakers work seamlessly, simply and spectacularly with the WiSA-updated BeoVision 11 television. With WiSA-compliant transmitters and receivers integrated into the physical and digital design, Bang & Olufsen now delivers unparalleled acoustic performance in a wireless surround setup. Of course, you can also connect the new speakers with wires, just as you can add wireless speakers to an existing wired setup if so desired.

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.

The new BeoLab 17 speakers are available from Bang & Olufsen stores worldwide as of November 2013.

Priced per set at **DDK19.990/€2.990/\$3.990/£2.590**.

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>. If you are a first-time visitor, please follow the instructions and register as a new user.*