



Bang & Olufsen's signature sound column sounds and looks amazing - wirelessly

Bang & Olufsen announces the launch of BeoLab 18 at the top of its new lineup of wireless speakers. Building on the success of its iconic column speakers – and the brand's confidently singular design – BeoLab 18 reaches into the future with all-new components, a re-engineered digital sound engine, an enticingly tweaked form factor and something as classic – and modern – as Nordic hardwood. The innovative new WiSA standard for high-end wireless is built in, so decorating with sublime sound has never been easier. Wireless audio just got serious – and now sounds seriously good.

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The new BeoLab 18 is Bang & Olufsen at its best. Astounding acoustic performance, design with a compelling reason to be different, and an uncompromising dedication to putting technical innovation, materials and craftsmanship at the service of demanding users. And now, it's all wireless.

"BeoLab 18 is the latest development in our evolution of speaker design," says Lars Fredsgaard, Speaker Category Director at Bang & Olufsen. "Now that we have discovered a wireless standard good enough for high-end sound, we decided it was time to replace one of our most successful

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speakers with something even better. While we were at it, we updated practically everything inside – from new drivers and amplifiers to an enhanced digital sound engine. We believe it is one of the best-sounding wireless speaker ever put in production, anywhere. And the design is pure Bang & Olufsen.”

Bold new design, exacting craftsmanship

BeoLab 18’s most striking visual feature is no doubt its lamella front, available in black and white composite as well as solid oak. These lamella choices give decorators a range of options that all work beautifully with designer Torsten Valeur’s minimalist column of anodized aluminium. Look closely, and you’ll see that Valeur has tweaked the sculptural silhouette of its predecessor, the now-classic BeoLab 8000, in ways that push the boundaries of craftsmanship.

The speaker balances on a cone of extruded aluminium that seems barely to touch the floor – either when hanging on the wall or standing on the rock-solid cast iron base. Twenty-one lamellas wrap lightly around the speaker to open it to the eye as well as the ear. And with Bang & Olufsen’s distinctive acoustic lens tweeter floating above, the “sweet spot” is yours no matter where you are in the room. This form-follows-function design is what allows Bang & Olufsen to use lamella in front of the two main drivers and still produce crystal-clear high frequencies.

Combining wood and aluminium is clearly a hint at classic Bang & Olufsen design cues, while embracing the future with a major break-through in innovation through the new wireless technology.

A compact column that delivers outsized acoustic performance

BeoLab 18’s slender lines belie an impressive array of all-digital components specifically engineered to provide larger-than life sound from a modest volume.

Two custom-made 4-inch midrange/woofer drivers run in parallel and are powered by separate 160-watt class D amplifiers. The digital sound engine is custom-tuned to deliver convincing performance that brilliantly overcomes the complexities presented by placing the lamella in front of the two main drivers. The all-new engine also comprises thermal protection, Adaptive Bass Linearisation and a room position switch, so BeoLab 18 sounds amazing no matter what you play on it or where you place it.

Immaculate Wireless Sound

BeoLab 18 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 18 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 18 speakers are available at Bang & Olufsen stores worldwide at the end of November 2013.

Priced per set including black lamella fronts and floor base or wall bracket:

BeoLab 18: DDK33.990/€4.790/\$6.590/£3.990

Solid oak lamella front (per set): DKK7.990/€990/\$1390/£790

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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.*