



Bang & Olufsen Receives Two INTERNATIONAL CES INNOVATIONS 2014 Design and Engineering Awards for newly launched products

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Bang & Olufsen (www.bang-olufsen.com) today announces that it has received the honorary International CES Best of Innovations 2014 Award in High Performance Home Audio for its newly launched [BeoLab 18](#) wireless speaker and has also been named a CES Innovations 2014 Design and Engineering Awards Honoree for its [BeoLab 17](#) compact wireless speaker. Both speakers embody extreme craftsmanship, innovative design, superior

wireless technology and robust sound experience. Products entered in this prestigious program are judged by a preeminent panel of independent industrial designers, independent engineers and members of the trade media to honor outstanding design and engineering in cutting edge consumer electronics products across 29 product categories.



Bang & Olufsen's new all-digital active loudspeakers leverage the new WiSA standard for multi-channel wireless sound to provide a very robust acoustic performance coupled with impeccable design and flawless craftsmanship. BeoLab 17 is an extremely flexible, compact speaker with very large sound

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reproduction and the BeoLab 18 is the latest incarnation of Bang & Olufsen's sculpturally iconic audio columns for walls or floor. Both speakers were just introduced this month and are the first speakers to launch under Bang & Olufsen's new Immaculate Wireless Sound concept. With Immaculate Wireless Sound, Bang & Olufsen provides acoustic authenticity into the wireless age for the first time ever.

"As the first manufacturer to be WiSA certified Bang & Olufsen is proud to receive these prestigious awards", says CEO for Bang & Olufsen Tue Mantoni. "Bang & Olufsen introduced the WiSA certified BeoLab18 and BeoLab 17 wireless speakers only three weeks ago, so receiving these awards are a huge acknowledgement of our leadership in sound innovation".

The prestigious Innovations Design and Engineering Awards are sponsored by the Consumer Electronics Association (CEA)®, the producer of the International CES, the global gathering place for all who thrive on the business of consumer technology, and have been recognizing achievements in product design and engineering since 1976.

Bang & Olufsen's BeoLab 18 and BeoLab 17 loudspeakers will be displayed in The Venetian at the 2014 International CES, which runs January 7-10, 2014 in Las Vegas, Nevada. Honorees will also be displayed at CES Unveiled: The Official Media Event of the International CES from 4-7 p.m. on Sunday, January 5 in South Seas Ballroom C at Mandalay Bay.

The Innovations entries are judged based on the following criteria:

- Engineering qualities, based on technical specs and materials used
- Aesthetic and design qualities, using photos provided
- The product's intended use/function and user value
- Why the product deserves the Innovations award, including specifics regarding its unique/novel features and features that consumers would find attractive
- How the design and innovation of this product directly compare to other products in the market place

Products chosen as an Innovations honoree reflect innovative design and engineering of the entries. Examples may include the first time various technologies are combined in a single product or dramatic enhancements to previous product designs.

Innovations 2014 Design and Engineering honoree products are featured on CESweb.org/Innovations, which lists product categories, as well as each product name, manufacturer information, designer, description, photo and URL.

For more product information on BeoLab 18 and/or BeoLab 17 wireless speakers visit online press kit:

<http://www.bang-olufsen.com/presskit-17-18-19>

Additionally, below is the Immaculate Wireless Sound product launch video – Great Sound Deserves Bang & Olufsen:

<http://www.youtube.com/watch?v=lsZhCO-wB0o>

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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 center**: <http://mediacenter.bang-olufsen.dk>. If you are a first-time visitor, please follow the instructions and register as a new user.*