

Announcement, Copenhagen, September 15th 2016
B&O PLAY

Google Cast™ Multiroom announcement:
Play music in every room with B&O PLAY speakers



Soon you can let the music flow through every room using the new multiroom setup by Google Cast for your B&O PLAY speakers. After launching Google Cast in May 2016 as an integrated part of all B&O PLAY network speakers 'B&O PLAY now has the updated capabilities of Google Cast with Multiroom. This allows you to play the same song across several compatible speakers in your house at the same time including the Beoplay A6 and Beoplay A9.

"Having the ability to connect music seamlessly is integral to B&O PLAY's success. With Google Cast, you can enjoy music directly from the cloud instead of playing music from your device, which gives premium audio quality and ensures that incoming calls or texts do not disrupt the music listening experience. We believe that freedom of choice in streaming technologies is increasingly important to consumers, so we are proud to bring Google Cast Multiroom support to our network speakers", says Senior Vice President of B&O PLAY Henrik Taudorf Lorensen.

In-market B&O PLAY speakers are Google Cast-ready

The two in-market network speakers from B&O PLAY, Beoplay A6 and second-generation Beoplay A9, are already compatible with the Google Cast technology and the Google Cast Multiroom support will automatically be available via a software update during Fall 2016. .

Besides Google Cast, B&O PLAY's network speakers support Apple AirPlay and Bluetooth, making it possible to choose between various streaming technologies.

For a full introduction of B&O PLAY and Google Cast, please visit www.beoplay.com/googlecast

* In markets where the Google Cast technology is available. Google Cast is a trademark of Google Inc.

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INFORMATION:

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ABOUT B&O PLAY

Firmly grounded in decades of design excellence, craftsmanship and product innovation from Bang & Olufsen, B&O PLAY interprets the same values for a new type of contemporary products aimed at design-conscious urbanites with an active lifestyle. The B&O PLAY portfolio is made up of products, that are intuitive to use and easy to integrate into your daily life, making beautiful music both at home or on the move.