

Bang & Olufsen launches powerful speaker dock

Bang & Olufsen launches BeoSound 8, which can work as speaker dock for the iPad, iPhone and iPod and as speaker for PC and MAC computers.

BeoSound 8 is of great strategic importance for Bang & Olufsen as it targets both new and existing Bang & Olufsen customers. Thus, the product is expected to recruit new customers to the brand, including customers from the younger segment.

BeoSound 8 is characterised by an outstanding sound performance perfected by a room adaptation function, which allows it to be placed anywhere without compromising the sound performance.

It can be placed on a wall bracket or any flat surface and still deliver quality sound.

The launch of BeoSound 8 does not affect Bang & Olufsen's expectations for the current financial year.

Karl Kristian Hvidt Nielsen
President & CEO

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