



BeoLab 50: Powerful excellence and perfect balance

The new top-performing loudspeaker from Bang & Olufsen presents sophisticated sound and beautiful design. The ideal loudspeaker for those precious moments when you want to press pause and play – to enjoy life at its fullest.

Struer, Denmark, August 9th, 2017

[BeoLab 50](#) is the first loudspeaker from [Bang & Olufsen](#), emerging directly from the prestigious and innovative BeoLab 90 that set an entirely new standard for state-of-the-art loudspeakers. The extraordinary performance of BeoLab 50 has gained from the uncompromising acoustic research and technological development of BeoLab 90 and shares several features with this iconic landmark loudspeaker.

The new BeoLab 50 delivers a truly exceptional performance through its innovative sound control technologies and unique design that unfolds as

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you need it. The loudspeaker's distinct appearance reflects the technologies applied while still fitting elegantly into any interior décor.

HIGH PERFORMER WITH A LIGHT FOOTPRINT

The silhouette of BeoLab 50 is slender, tall, and rounded by floating lines and visible edges. The silver-polished aluminium surfaces and warm oak wood lamellas are recognizable trademarks of Bang & Olufsen products.

The bottom part of the speaker is designed to visually lift the speaker from the floor, keeping a light expression of clear posture in the centre.

"The balance of BeoLab 50 is light and refined. This impressive speaker's footprint is relatively small, making it easy to fit into people's homes", says designer André Poulheim.

ADVANCED SOUND CUSTOMIZATION

BeoLab 50 also benefits from the pioneering Active Room Compensation technology. Using an external microphone, BeoLab 50 measures its physical acoustic surroundings and applies the ideal compensation filters to produce optimum sound at your listening positions or throughout the entire room.

The unique Acoustic Lens Technology, a Bang & Olufsen signature that handles the sound dispersion of the upper frequencies, is applied on top of the speaker. The lens disperses the sound via Beam Width Control into either a 180-degree sound mode for social enjoyment e.g. a party or watching a movie, or to a narrow mode for a dedicated "sweet-spot" listening position.

When BeoLab 50 is switched on the lens appears in an elegant and controlled upwards movement, revealing a softly-lit cave to ensure that the lens is discretely visible both day and night.

WIRELESS EXCELLENCE

The Bang & Olufsen App enables you to operate BeoLab 50, and will assist you in creating and selecting different listening presets in relation to your listening position and preferences.

The BeoLab 50s are interconnected via Digital Power Link in a master-slave configuration with sound sources being fed into the system via the master speaker's comprehensive connection panel. As a supplement to the wired connection, BeoLab 50 also incorporates wireless technology using multichannel digital audio streaming (based on the WiSA technology) with a very robust performance.

BeoLab 50 is a high-end active loudspeaker with 2100 watts of precision power. BeoLab 50 will be available in selected Bang & Olufsen stores worldwide in August 2017 at a recommended retail price of XXX.

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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>.*