

BEOLIT 17: A PORTABLE DESIGN CLASSIC MADE PERSONAL



Beolit 17 is available in two colours: Stone Grey and Natural and retails for (£449)

Copenhagen 2 March 2017 – B&O PLAY today unveiled Beolit 17, the latest addition to the iconic Beolit series launched in 1939, which has been redesigned to pack an even bigger musical punch and with new intelligent features via Beoplay App.

Beolit 17 is designed by award-winning Cecilie Manz and the details speak the same design language as Beolit 12 (2012) and Beolit 15 (2015) to put a distinct cool Scandinavian style into any home. The top and the bottom of Beolit 17 is made of robust polymer that can withstand the rigours of everyday life, and with up to 24-hours of portable performance, you can easily take the speaker with you anywhere. The grill wrapped around the speaker is made of anodized pearl-blasted aluminium and the handle, designed for portability, is crafted from premium grain leather. On the top of Beolit 17 is a non-slip and scratch safe tray, where you can safely place your smartphone.

Wake up to your favourite tune

Beolit 17 comes with a new intelligent one-touch connect button that can be customised via Beoplay App. In Beoplay App, you can choose between four different functions that will be activated when you press the connect button on top of the speaker:

- **Alarm:** You can set an alarm in Beoplay App that will wake you up with one of two B&O PLAY alarm tunes or the last played song on your smartphone. Press once to snooze and twice to deactivate the alarm.
- **Connect:** For easy access to music, you can use the connect feature to instantly play the last played song on Spotify.
- **Remote:** A simple feature that will play or pause the music by pressing the connect button once. Double press will skip to the next track.
- **ToneTouch:** Setup Beoplay App to play your favourite ToneTouch preset.

Beolit 17 also works with Beoplay App features such as ToneTouch that gives playful, intuitive, and easy personalisation to your music experience. Simply feel your way through different tonality and staging settings to find the sound that suits you.

Redesign makes room for more power

Beolit 17 is the most powerful Beolit speaker to date due to a clever redesign of the speaker grill, which eliminates the cable compartment. This makes room for an enhanced sound performance delivering 240 watts of peak power that fills even large rooms with goosebump inducing Bang & Olufsen Signature Sound.

Pricing and availability

Beolit 17 launches in Natural and Stone Grey and is available for a suggested retail price of GBP 449 / DKK 3799 / SEK 4999 / NOK 4699 / USD 499 / EUR 499 / AUD 749. Beolit 17 will be available in Bang & Olufsen stores, on www.beoplay.com/beolit17 and in selected third party retailers from March 2nd 2017.

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INFORMATION AND CONTACT:

Find out more about B&O PLAY at: www.beoplay.com

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ABOUT B&O PLAY

B&O PLAY is the world's leading lifestyle audio brand for young, urban creatives. Founded in 2012 as a sister company to world renowned Bang & Olufsen, B&O PLAY is firmly grounded in 90 years of design excellence, craftsmanship and product innovation. We don't just make headphones, we don't just design speakers and we are not simply in the business of electronics. We are in the business of goosebumps. Get yours at www.beoplay.com