Audi and Bang & Olufsen unveil the Audi Q7 3D Advanced Sound System at the Detroit Auto Show 2015

Audi and Bang & Olufsen are to unveil groundbreaking Audi Q7 with Bang & Olufsen 3D Advanced Sound System, at the 2015 North American International Auto Show.

Struer, January 2015

At this years North American International Auto Show (NAIAS), public show from 17 to 25 January 2015, with press previews being held on January 12 and 13, 2015, Audi and Bang & Olufsen will present their most revolutionary collaborative sound solution to date: the Bang & Olufsen 3D Advanced Sound System for the all new Audi Q7.These two design icons will share the stage with Fraunhofer IIS; the German research institute, famed for its lead role in the development of the mp3 file format.

A new dimension in car audio

The Audi Q7 elevates luxury and capability to a new level. With three rows of seating, a refined interior and impressive power options, the Audi Q7 delivers a stunning performance for a seating of seven, its bold and powerful appearance

heightened by wheel options from 18 to 21 inches in diameter. Second to none, the new Audi Q7 features the state-of-the-art Bang & Olufsen 3D Advanced Sound System that redefines in-car sound immersion.

Three industry leaders. One unforgettable solution

Listeners experience astonishing sound separation in perfect harmony, as they sit enveloped within an enlarged 3D sound stage spanning openness. The system takes the horizontal dimension of conventional surround sound, and introduces the additional dimension of height. Height-information isn't included within traditional sound sources. Height signals are therefore extracted via intelligent signal separation and semantic analysis. This complex digital process is made possible through Fraunhofer's intelligent sound processing algorithm Symphoria® which has been specifically tuned for the Audi Q7's cabin and the 3D Advanced Sound System.

source: Audi AG

After hundreds of hours of precise sound tuning, a team of designers and sound engineers from Audi, Bang & Olufsen and Fraunhofer has developed an acoustic solution for the Audi Q7 that provides an authentic and multidimensional automotive sound experience. The system is powered by Bang & Olufsen's Class-D BeoCore amplifier and delivers over 1,900 watts of efficient power. The system consists of 23 loudspeakers. Each amplifier channel powers its own loudspeaker, including

accurately positioned loudspeakers built into the upper section of each A-pillar. The system's patented ALTs (Acoustic Lens Technology), delivering a 180° sound dispersion, incorporate newly redesigned tweeters. This design update improves sonic performance and exclusivity to the Audi Q7 3D Advanced Sound System.

The system also benefits from VNC (Vehicle Noise Compensation), utilizing an on-board microphone, constantly measuring the system's sound adjusting to compensate for detected external and internal noise. Sound reproduction is also enhanced by scalable DSP, TrueImage® matrix processing and 5.1 multichannel support. Bang & Olufsen has included different sound settings: 'FRONT', 'REAR', 'ALL' and 'MOVIE'. On top of this, 3D sound settings let you choose between three intensity levels.

Peter Blum, Head of Infotainment/Vehicle Application: "The new Audi Q7 harnesses the expertise and sets the benchmark in its class. Equipped with the latest assistance systems, infotainment modules and connection features, we are all excited by the new Bang & Olufsen 3D Advanced Sound System, reproducing music in innovative 3D sound that will fascinate even discerning hi-fi users, while providing clearly the best bass performance seen in an Audi so far. We believe it represents the future of high-end car audio."

A synergy built on fine details

The Bang & Olufsen 3D Advanced Sound System for the new Audi Q7 feels completely at home within its cabin surroundings. A seamless integration without compromise bares fruit only after meticulous attention to the detail, this being a testament to Bang & Olufsen and Audi`s open cooperation. The system utilises the company's new 'Dynamic Line' design; re-engineered speaker grilles that ensure improved sonic transparency. The speaker grilles are finished in natural coloured, double-anodised aluminium, incorporating laser-engraved Bang & Olufsen logos and LED lighting, while the system's ALT rise from out of the dash creating such a breathtaking environment of pure listening pleasure.

The Bang & Olufsen 3D Advanced Sound System not only delivers consistently innovative 3D spatiality, but also pushes Bang & Olufsen's award-winning sound quality to even higher standards. Bang & Olufsen has again redefined in-car audio, to a new high.

"Working with Audi and Fraunhofer IIS within the area of 3D surround sound was very exciting for Bang & Olufsen, raising the benchmark of high-end car audio to a new level. Bang & Olufsen 3D Advanced Sound System for the Audi Q7 is in a class of its own as a landmark system. It is destined to send ripples of distinction within the car audio market place," says Jens Peter Zinck, Vice President and Head of Automotive at Bang & Olufsen.

NAIAS press accreditation: http://www.naias.com/media/credentials.aspx

Bang & Olufsen 3D Advanced Sound System for the Audi Q7

Speakers

- Acoustic Lens Technology (ALT)
- 23 active speakers (one dedicated amplifier channel per speaker)

BeoCore features

- Digital Signal Processing (DSP)
- Amplifier
- Intelligent Power Management
- Moving Lens Driver
- MOST 150

BeoCore Amplifier

- 23 amplifier channels with a total output power of more than 1,900 W @ 1 % THD+N
- High continuous amplifier output power
- ICEpower technology
- All amplifiers implemented with Class D technology

Power supply

- ICEpower DC/DC converter technology > 90 % efficiency
- Intelligent dynamic power management
- Green mode for low energy consumption
- High volume music reproduction efficiency modes
- Thermal protection with intelligent control

DSP features

- Scalable Digital Signal Processing power (DSP)
- TrueImage® matrix processing
- Fraunhofer Symphoria® 3D algorithm
- Vehicle Noise Compensation (VNC)
- Digital Transmission Content Protection (DTCP)
- 5.1 multichannel support

Sound settings

- FRONT / REAR / ALL / MOVIE

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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 epitomises 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

Bang & Olufsen Automotive *offers its partners car audio systems with unprecedented sound quality and listening pleasure for the driver and passengers. In addition to the company's traditional craft skills within manufacturing and aluminium finishing, the systems incorporate the radical synthesis of emotional appeal and technological performance that has long been the hallmark of Bang & Olufsen. Bang & Olufsen Automotive launched its first car audio system in 2005, and will continue to innovate and refine together with its partners within the automotive industry. For more information on Bang & Olufsen, please visit*
www.bang-olufsen.com/en/car-audio

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