

MOBILE

## Bang & Olufsen offers app update to include Apple Watch connectivity

September 11, 2015



*Bang & Olufsen's BeoMusic app*

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By STAFF REPORTS

Danish audio and video brand Bang & Olufsen is furthering its placement in the wearables space with the release of an Apple Watch application.

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At this time, Bang & Olufsen, known best for its stereo and television equipment, has not entered the wearable space, but by introducing products that accompany a smartwatch, the brand is expressing its own innovation. While the smartwatch field has already grown crowded, industry experts have agreed that collaborations may be the most fruitful and logical way to integrate technology into luxury goods.

### Be in control

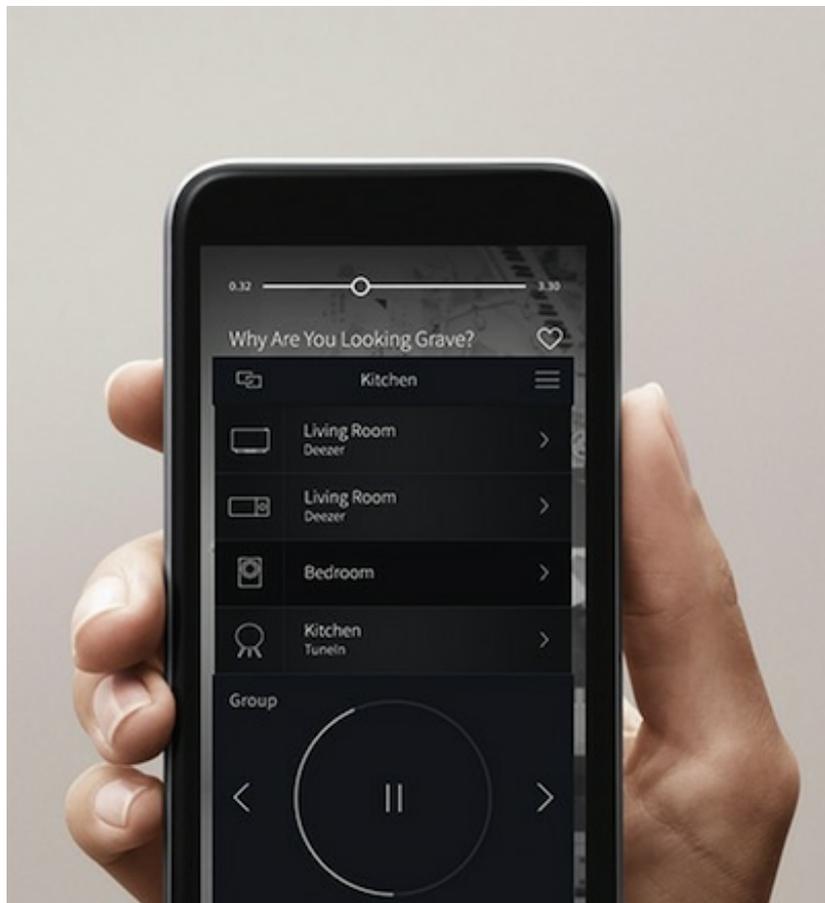
The BeoMusic app for Apple Watch acts as a remote control worn on the wrist, making turning on music or changing the channel much easier since the user will not need to search for the remote.

Shared on social media, Bang & Olufsen directs consumers to its Web site where additional information and a link for download can be discovered.

Although not only for Apple Watch, the app gives the user all-in-one access to their music

library. Through the app users can sync their Apple Watch, iPad, iPhone or Android device to any Bang & Olufsen product in their home.

Having the controls on one easily operated interface makes using a technologically-advanced audio system that much simpler. On its Web site, Bang & Olufsen explains further, “the BeoMusic App will provide you with a quick overview and swift control of what is currently playing, regardless of source.”



*iPhone version of Bang & Olufsen's BeoMusic app*

The app also includes Deezer music streaming service integration. Bang & Olufsen’s app can be used to search more than 35 million tracks, access playlists and add new songs to favorites. TuneIn, a digital radio with more than 100,000 stations, is also available through the app.

Also, the BeoMusic app can be used to play music in different rooms or let music play throughout. Bang & Olufsen products can all be turned off at the touch of a button as well.

The Apple Watch BeoMusic app, available at the end of this month, allows the user to move freely without the constraints of holding, or looking for, their other devices.

Bang & Olufsen's BeoMusic app can be downloaded, if products made by the brand are owned, from the [Apple App Store](#) and [Google Play](#).

Also hitting Apple Stores soon is the consumer electronic brand’s collaboration with French leather goods maker Hermès.

Hermès will provide Apple Watch with three styles of leather straps, adding a touch of

luxury fashion to the wearable device ([see story](#)).

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