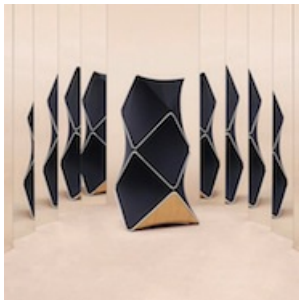


EVENTS/CAUSES

Bang & Olufsen sets sights on future with \$82K speaker

October 7, 2015



Bang & Olufsen's BeoLab 90 loudspeaker

By STAFF REPORTS

Danish audio and visual brand Bang & Olufsen is continuing its 90th anniversary celebrations by "rewriting the rulebook" on sound.

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Called the BeoLab 90, the latest speaker in Bang & Olufsen's arsenal is described as "artfully designed," with characteristics that will cause the "soundscape" to change forever. As Bang & Olufsen celebrates 90 years in the industry, looking back at past accomplishments while presenting innovations for the future will cause enthusiasts to reflect on the brand's prowess.

Visions of sound

Shared on social media, Bang & Olufsen is positioning the BeoLab 90 as a game-changer. In copy on its Web site, linked to from its social media postings, Bang & Olufsen explains that "it will not be for everybody, but it will be for the right somebody."

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The soundscape is about to change forever. The BeoLab 90 is here, and sound will never be the same. bit.ly/beolab90 #futureofsound

Posted by **Bang & Olufsen** on **Tuesday, October 6, 2015**

Essentially, the loudspeaker will "blow the roof off your house and knock the socks off your guests." A film shows the product's features in details as well as a body of water rippling and vibrating from the sounds exuded from the BeoLab 90.

The speaker boasts a 360 design that melds Scandinavian aesthetics with acoustics that will put forth unparalleled clarity, range and sound regardless of the placement within a room. The BeoLab 90 also includes the brand's new Active Room Compensation technology to make up for the sound waves that bounce off the furniture and fixtures in a given space to ensure the best possible sound.



Bang & Olufsen's BeoLab 90 loudspeaker

Beam Direction Control allows the owner to direct the speaker's output toward preferred placement in a room for a more personalized and custom sound experience. In addition, the BeoLab 90 can be controlled via a remote application on the owner's mobile devices ([see story](#)).

Although not available yet, the BeoLab 90 will be available in select Bang & Olufsen boutiques and will retail for \$82,000. Interested consumers can sign up on the Bang & Olufsen Web site to be notified when the speaker becomes available.

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