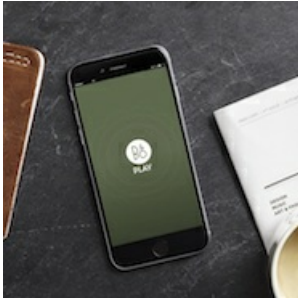


MOBILE

Bang & Olufsen grants total control via connected mobile app

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BeoPlay app

By SARAH JONES

Danish audio and visual brand Bang & Olufsen is adding mobile connectivity to its devices through a new application.

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The free BeoPlay app for iOS allows consumers to personalize, interact with and update their audio products from a single platform. Consumers are increasingly attached to their mobile devices, making this pairing of phone to speaker a likely appreciated addition for Bang & Olufsen owners.

"These days, everything electronic is increasingly connected to an app that can be controlled from a mobile device from alarm systems to swimming pool controllers to televisions," said Simon Buckingham, CEO of [Appitalism](#), New York. "The BeoPlay app is a first generation offering to add connectivity between the phone and certain models of B&O speakers.

"B&O decided to create the app since their newer speakers have WiFi connectivity and therefore the ability to control features and functions from an app is easier than ever," he said. "It is easier to use an app interface to pair two speakers and tune your music experience and name your product than it is to use physical buttons or menus on a speaker."

Mr. Buckingham is not affiliated with Bang & Olufsen, but agreed to comment as an industry expert.

Bang & Olufsen did not respond before press deadline.

Personalized touch

Bang & Olufsen's app is compatible with its A2 and Beolit15 speakers, both of which are designed to be portable. Perhaps pointing to a more entry-level affluent audience, the speakers retail for \$399 and \$599 respectively.

Once the consumer downloads the app, they will be asked to connect their device using Bluetooth. After they connect, the app allows consumers to get support for their devices as well as shape their audio experience.

Tonetouch enables the user to customize their listening experience by moving a cursor on a graph that plots four quadrants: warm, excited, bright and relaxed. The user can also pinch and expand the white dot on the screen to

make the sound more spacious.



Tonetouch illustration

The app also holds presets, allowing the user to pick from moods such as party, lounge or podcast.

Bang & Olufsen products boast a "signature sound" based on algorithms developed by its acoustic engineers.

Another feature of the app is the ability to pair speakers, having two identical devices play the same music at the same time.

Providing functionality, the app will also serve as the notification when a product can be updated.

BeoPlay App - Enhance your B&O PLAY experience

This spring, the app will become available for Google mobile devices on the Play store.

Bang & Olufsen's BeoPlay app can be downloaded [here](#).

"B&O speakers are known for their leading edge design and minimalism so therefore being able control things via an app rather than a screen or buttons on the speakers correlates to the design experience that B&O is creating," Mr. Buckingham said. "Over time, more features can be added and more functions will be controllable via the app-like the ability to turn the system on and off seamlessly and control other functions and devices from B&O like televisions and audio equipment, in addition to speakers."

Connecting the dots

As smartwatches rise in popularity, brands are using mobile connectivity to bring traditional mechanical devices into the 21st century.

For instance, Swiss watchmaker Breitling furthered its placement in the connected timepiece arena with the debut of the Exospace B55 Connected.

Breitling hailed the Exospace B55 as its most innovative crossover timepiece, having touchpoints of smartwatch technology and analog design to ensure user-friendliness. Keeping its roots, Breitling's Exospace B55 Connected is developed, assembled and tested in Switzerland, a sign that may sway those still on the fence regarding Swiss-made horological electronics ([see story](#)).

The Internet of Things is poised to hit its stride in 2016, giving marketers greater insight in connecting to consumers with significant data gathered from mobile devices, but the challenge will be how to best leverage the information.

IoT made a significant jump forward in the past year with a bevy of devices being launched with connectivity to smartphones, with Target even opening a showroom for these products. The devices serve marketers with an immense amount of data to their advantage, and in the upcoming year marketers will need a technical platform, which can manage the overwhelming amount of data as well as process it all ([see story](#)).

"Devices will become more and more connected over time as the relevant connectivity is adding at a hardware, software and connectivity level," Mr. Buckingham said. "The proliferation of smart devices will take time though due to the additional costs and upgrade cycles."