

MOBILE

## Bang & Olufsen fields omnichannel retail via visualizer app

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*Bang & Olufsen's BeoHome app*

By JEN KING

Denmark's Bang & Olufsen is helping consumers envision the placement of its audio and visual products through a new room configurator application.

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Exclusive to Apple iPad, Bang & Olufsen's BeoHome Design app takes the guesswork out of audio visual set-up by letting consumers explore product options and determine how the brand's equipment will meld with existing decor and room structure. Using technologies adapted by home repair and decor brands, Bang & Olufsen's app will allow consumers to experiment without a commitment, as well as seamlessly supporting conversions.

"Smartphone usage is undoubtedly high with this audience so an app has a chance to be a difference maker," said Jeff Hasen, founder of [Gotta Mobilize](#), Seattle.

"I like the personalization element, but to me it's more important to know how the system will sound in my house than how it looks," he said.

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

**Bang & Olufsen** did not respond by press deadline.

### Creator's vision

The BeoHome design app has two main functions. The first, a visualization feature, allows consumers to use the app to picture how Bang & Olufsen audio and visual equipment will look in an existing room's design and decor.

Consumers must first set a marker for the spot where the equipment will stand. In an instructional video posted to its Web site, Bang & Olufsen uses its branded magalog for this purpose.

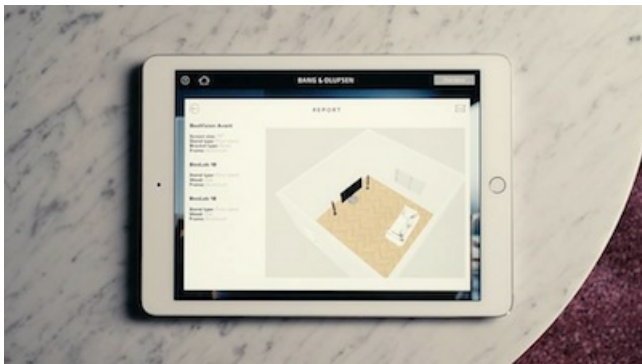
Once the marker is set, the consumer can choose to freeze the frame or use live mode. Next, consumers are free to select products to configure placement to their specific preferences. The app syncs to Bang & Olufsen's wide array of products giving the consumer a number of options ranging from televisions to speakers and subwoofers.



#### *BeoHome visualization feature*

To customize the experience, app users can change the colors of speaker fronts, shift brackets and move television stands for an accurate picture of how Bang & Olufsen products would fit within their space.

Bang & Olufsen's second app function is the Roombuilder. This visualizer begins with a blank canvas and offers users a number of room templates, from L-shaped to rectangles, to pick from. Once a room similar to their own is selected, the user is free to place windows, doors and furniture accordingly.



#### *BeoHome room configurator*

As with the first feature, users can place Bang & Olufsen products as they deem fit. Once a room is designed, the user can use "walk mode," via augmented reality, to insert themselves in the space for a more realistic interpretation.

When the ideal room has been designed, users can search Bang & Olufsen's store director to find a nearby boutique. Through the app, a rendering can be submitted directly to the boutique prior to an in-store visit to create a more seamless, omnichannel retail experience.

#### *BeoHome Design app instructional video*

The free BeoHome Design app is available for download from the Apple [iTunes store](#).

#### *Branded toolkit*

Bang & Olufsen offers consumers a number of digital outlets to interact with the brand, its products and its overall message.

Recently, for instance, Bang & Olufsen added mobile connectivity to its devices through a new app.

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 ([see story](#)).

Also, Bang & Olufsen is showing that "sound matters" through a new podcast series.

Bang & Olufsen's Sound Matters is housed on the brand's BeoPlay Journal page and was promoted on its social channels to boost awareness and interest. Curating sounds that align with a brand's ethos can help share DNA while allowing consumers to explore its products and message ([see story](#)).

While these apps are important to tell a brand's story, sales may not be generated due to this tactic alone.

"[BeoHome] is a nice addition but not likely to swing many purchase decisions," Mr. Hasen said.

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