

CONSUMER ELECTRONICS

## Bang & Olufsen revamps TV as decor centerpiece

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*Bang & Olufsen's Beovision 14 television*

By STAFF REPORTS

Danish audio and video brand Bang & Olufsen is demonstrating how a television can become a piece of high-end furniture in a craftsmanship film for the new Beovision 14.

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Described as a "living canvas," Bang & Olufsen recently redesigned the Beovision 14 television to include Ultra HD 4K and an oak facade. On social media, Bang & Olufsen is reintroducing the product to consumers, showing that the Beovision 14 is much more than a TV set.

As seen on TV

In a series of social posts showing that "God is in the details," Bang & Olufsen gives consumers an overview of the creative process that goes into creating each Beovision 14 television.

For one of its video clips, Bang & Olufsen pays a visit to Marie Kristine Schmidt, vice president of Bang & Olufsen brand, design and marketing. The minute-long film begins with a view of woodworking machinery as Ms. Schmidt narrates about the importance of materials and how that applies to product design and its placement within a consumer's living space.

Bang & Olufsen's Beovision 14 is a connected television set giving consumers access to Android applications and an immersive sound system.

The set can either be placed on a stand, on the floor or mounted on the wall of the consumer's home. Consumers can also customize the oak speaker covers to meld with existing decor.

Bang & Olufsen's "recrafted" and "rebooted" Beovision 14 will be available for purchase starting in December.

The launch of the Beovision 14 comes after Bang & Olufsen's appointment of a new CEO last month.

As of July 1, Henrik Clausen became Bang & Olufsen's CEO after working for the Telenor Group. Mr. Clausen replaced Tue Mantoni, who had been discussing his departure from the brand after the completion of major projects ([see story](#)).

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