

CONSUMER ELECTRONICS

Bang & Olufsen teams with Apple for home audio solution

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Bang & Olufsen is working with Apple on audio. Image credit: Bang & Olufsen

By STAFF REPORTS

Danish consumer electronics maker Bang & Olufsen is partnering with Apple to simplify multi-room audio.

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In Apple's upcoming iOS 11, announced during its Worldwide Developers Conference on June 5, the tech company's Home Kit that controls functions such as door locks and lighting will gain compatibility with speakers. Bang & Olufsen is one of the launch partners, allowing Apple users to take advantage of the new feature with their speakers.

Mobile control

Within iOS 11, consumers will be able to configure their speakers in Home Kit and control what they play via AirPlay 2. From the next generation of AirPlay, users can send music to speakers in different rooms of their homes.

Bang & Olufsen is one of the brands that will support AirPlay 2.

"In Bang & Olufsen, we put people before technology catering for the way people live," the brand said. "So, we are naturally extremely pleased that all Apple users can now get the opportunity to play music in a multi-room setting via AirPlay 2 to get the full Bang & Olufsen experience."

Bang & Olufsen has previously incorporated mobile controls into its speaker experience.

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](#)).



BeoPlay A2 speaker. Image credit Bang & Olufsen

During Apple's WWDC, it also announced a wireless speaker positioned as a competitor to other digital assistants. Along with learning a user's musical tastes to deliver compatible tracks, the HomePod uses Siri technology to search and play music from a library or answer questions about songs.

In addition to the HomePod's musical abilities, it can also control home functions, deliver news and weather on prompt and send text messages.

Consumers who own smart home devices have quickly embraced voice recognition technology to enhance mobile applications designed to control these devices, driving further interest in the segment, according to new research from The NPD Group Connected Intelligence.

The opportunities for devices and technologies to gain share in the smart home market are growing, with 64 percent of smart home product owners using a smartphone to control or monitor their home automation devices, per NPD Group's Connected Home Automation Report. Additionally, 73 percent of smart home owners already use voice commands, with 61 percent of these interested in being able to control more products in their homes using voice recognition ([see story](#)).