

CONSUMER ELECTRONICS

## Bang & Olufsen adds Google Assistant compatibility to BeoSound speakers

August 23, 2018



*Bang & Olufsen will add Google compatibility to other models soon. Image credit: Bang & Olufsen*

By STAFF REPORTS

Luxury electronics brand Bang & Olufsen is working with Google to bring the tech company's artificially intelligent assistant to its Beosound speakers.

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Google has been hard at work making sure Google Assistant, its answer to Apple's Siri, is compatible with a wide variety of third-party devices. B&O provides the perfect gateway between Google and luxury consumers.

### Voice assistant compatibility

Voice assistants have become a hot commodity in the worlds of tech and marketing.

Apple's Siri, Amazon's Alexa and Microsoft's Cortana are all important elements in this voice assistant market.

Google is hoping to bring its version, Google Assistant, to a more luxurious class of consumers by partnering with premium speaker producer B&O.

The brand's premium speakers, the BeoSound 1 and 2 speakers, will now be compatible with Google Assistant.

Customers who own these speakers will be able to interact with Google using their voice, just as they would using one of Google's first-party Google Home devices.



*The BeoSound Speaker 2. Image credit: Bang & Olufsen*

While the BeoSound 1 and 2 are currently the only models supporting Google Assistant, B&O has promised to add Google compatibility with all its future models.

Earlier this year, Bang & Olufsen began bringing new life to the upcycling trend by letting customers upgrade its vintage, non-wireless speakers with wireless and Bluetooth connectivity.

The program is called the Beocrate and it allows customers to purchase a custom-made B&O DSP board which can be installed in vintage speakers to give them the modern wireless connections consumers expect while still remaining the warmth and sound quality of a vintage speaker. The move is part of a larger luxury trend in upcycling to give products a new life ([see story](#)).

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