



Stunning sound meets minimalist aesthetics in new Bang & Olufsen stereo speaker system

Bang & Olufsen announces the launch of a new subwoofer and speaker set that delivers breathtakingly expansive sound from a stylishly diminutive design. The BeoLab 14 2.1 is a stereo system that connects seamlessly to Bang & Olufsen and third-party televisions. But it also joins forces with Bang & Olufsen's Playmaker to create an ambitious, high-performance music system ready for your digital collection. With a host of flexible placement options and colours, the sub and sat trio is ideal for homes that demand the very best in acoustic performance as well as exquisite design.

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Following the successful launch of its well-received surround sound system BeoLab 14, Bang & Olufsen is now introducing a stereo version of the same technology that allows owners of any TV or audio equipment to enjoy true Bang & Olufsen sound.

Whether you already enjoy a Bang & Olufsen television or have a third-party television, BeoLab 14 2.1 dramatically enhances the viewing experience by opening new dimensions of audio excitement. And if you

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want to discover the full potential of your digital music collection, all you have to do is connect BeoLab 14 2.1 to Bang & Olufsen's Playmaker. Within seconds, Playmaker and BeoLab 14 2.1 connect to bring out the best digital music has to offer – and deliver true Bang & Olufsen sound – without separate amplifiers or wires, and all controlled by your smart phone or tablet.

BeoLab 14 2.1 is yet another example of the Danish acoustic engineers' unsurpassed expertise in tweaking elegantly small volumes to deliver surprisingly big sound. The beating heart of this sound powerhouse lies within a sculptural subwoofer: from its deceptively slender footprint, the sub delivers deeply satisfying bass as it conceals separate amplifiers for all speakers.

The satellite speakers are crafted from anodised aluminium and covered with exchangeable fabric fronts, in a selection of colours, to integrate easily into even the most stringent interior design schemes. The flexible satellite can be mounted directly on walls or ceilings – as well as on floor or shelf stands – giving the new system a plethora of flexible placement options.

As ready to stand out acoustically as they are to fit in visually

According to Lars Fredsgaard, Category Director for loudspeakers, BeoLab 14 2.1 was designed for consumers who want high-end sound without the usual bulky black boxes or interior design compromises.

"Recreating sound just as the artist intended it to be drives everything we do at Bang & Olufsen," explains Fredsgaard. "Our acoustic engineers have learned a lot about producing natural sound in very small cabinets from creating audio systems for some of the world's best automobiles, and these speakers are a great example of that expertise at work. Even though they have a minimal footprint and look gorgeous, they deliver sound that rivals a lot of speakers that are more than three times their size."

The stereo system that grows into surround sound

In true Bang & Olufsen style, an investment in the new stereo system is guaranteed to prove its value for years to come. In fact, you can even add additional satellite speakers to BeoLab 14 2.1 and turn it into a full-blown 5.1 surround system in the future. "Bang & Olufsen is all about products that you live with for a long time, and adding to the collection as your needs evolve," says Fredsgaard. "If you ever want to upgrade your BeoLab 14 2.1, all you need to do is purchase additional satellites and hook them up. Everything else is ready to go."

All BeoLab 14 products connect seamlessly to any Bang & Olufsen master as well as to any other third-party TV or audio system. Now, authentic Bang & Olufsen sound is available no matter what other equipment you enjoy your content on.

Priced at EUR 2,495, the BeoLab 14 2.1 speaker system is available now at Bang & Olufsen stores worldwide.

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***Bang & Olufsen** was founded in Struer, Denmark, in 1925 by Peter Bang and Svend Olufsen, two innovative, young engineers devoted to high quality audio reproduction. Since then, the brand has become an icon of performance and design excellence through its long-standing craftsmanship tradition and the strongest possible commitment to high-tech research and development.*

Still at the forefront of domestic technology, Bang & Olufsen has extended its comprehensive experience with integrated audio and video solutions for the home to other areas such as the hospitality and automotive industries in recent years. Consequently, its current product range epitomizes seamless media experiences in the home as well as in the car and on the move. For more information on Bang & Olufsen, please visit www.bang-olufsen.com.

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