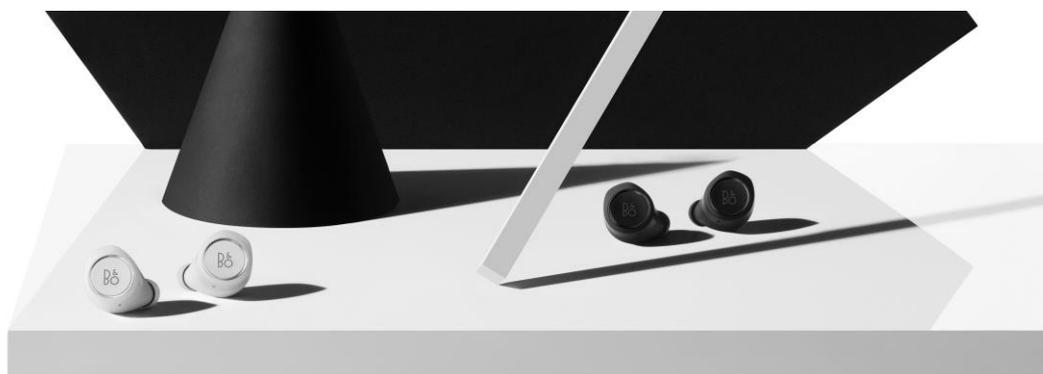


A SYNERGY OF CONTRAST: INTRODUCING BEOPLAY E8 ALL WHITE AND ALL BLACK



Beoplay E8 All White and All Black will be available on 22nd of February 2018 for a suggested retail price of 299 USD/299 EUR. More info at www.beoplay.com

CES 2018, Las Vegas – B&O PLAY today expanded its Beoplay E8 portfolio with a Special Edition Collection, by launching two limited colors – Beoplay E8 All White and Beoplay E8 All Black. Inspired by the monochromatic aesthetics of an all-white and all-black design, these two versions are built on the success of Beoplay E8, the company's first truly wireless earphones. Since its launch in September 2017, Beoplay E8 has become the fastest selling product within the B&O PLAY range.

Drawing on the monochrome philosophy of black and white, the two Beoplay E8 All White and All Black represent the synergy of contrast and the way seemingly opposite forces are interconnected in their duality. The minimalist and timeless nature of these two colors has made the black and white monochrome more than a trend, but a lifestyle embodied by fashion, art, design or photography aficionados.

Beoplay E8 All White and Beoplay E8 All Black are the first two colors of the E8 Special Edition Collection that will be announced in 2018. The special collection will celebrate one-of-a-kind movements, interests that turn into lifetime companions, and passions that never stop. A new color will be dedicated to different passionate communities around the world, looking for experiences of beauty.

True wireless feel, real sound experience

Beoplay E8 exude simplicity and style while delivering industry-leading sound, a seamless listening experience on the move and a design in premium materials that remains at the heart of the Bang & Olufsen heritage.

Splash and dust resistant, Beoplay E8 is designed for an effortless listening experience on the move and comes with an audio-transparency feature called Transparency Mode, which lets you tune into your surroundings. From listening to music and switching between tracks, to taking calls and activating Transparency Mode and voice commands, everything is controlled by the intuitive touch interface on the earphones, so you don't have to take your smartphone out of your pocket.

Beoplay E8 delivers up to four hours of music on one charge, and two additional charges on the move from the pocket-friendly leather charging case. As Beoplay E8 has small magnets built into each earphone, clicking them into the charging case will automatically power down the earphones and start to charge them, so they are ready for your next move.

The Beoplay E8 headphones come tuned by acclaimed Bang & Olufsen sound engineers for a rich, full-bodied and precise soundstage, and to provide the best in class sound profile that prevents listening fatigue. For a personalized listening experience, the Beoplay App is designed to control Beoplay E8 and lets you adjust the tonality and sound staging, control the music and find the right profile to match your sound preferences, monitor the battery status, or receive software updates over the air.

Pricing and availability

Beoplay E8 All White and Beoplay E8 All Black retail for EUR 299 / USD 299 / GBP 259 / DKK 2299 / SEK 2999 / NOK 2999 / CNY 2298 / AUS 449 / HKD 2298 / PLN 1299.

Both colors will be available at www.beoplay.com/e8specialedition, Bang & Olufsen stores and potentially at a few selected retailers starting February 22, 2018. Included with the headphones are a premium leather charging case, five ear tips and charging cable.

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#ces2018

INFORMATION AND CONTACT:

Find out more about B&O PLAY at: www.beoplay.com

Download High Res images: www.flickr.com/beoplay

Connect on Facebook: /beoplay

Connect on Instagram: @beoplay

For further press, tech, or design inquiries, please contact:

Andra Gavrilesco

Brand PR Manager, Global Marketing

Email: anga@bang-olufsen.dk

Phone: +45 2869 0208

ABOUT B&O PLAY

B&O PLAY is considered one of the leading global audio lifestyle brands. Founded in 2012 as a sister company to world renowned Bang & Olufsen, B&O PLAY is firmly grounded in 90 years of design excellence, craftsmanship and product innovation. We don't just make headphones, we don't just design speakers and we are not simply in the business of electronics. We are in the business of goosebumps. Get yours at www.beoplay.com