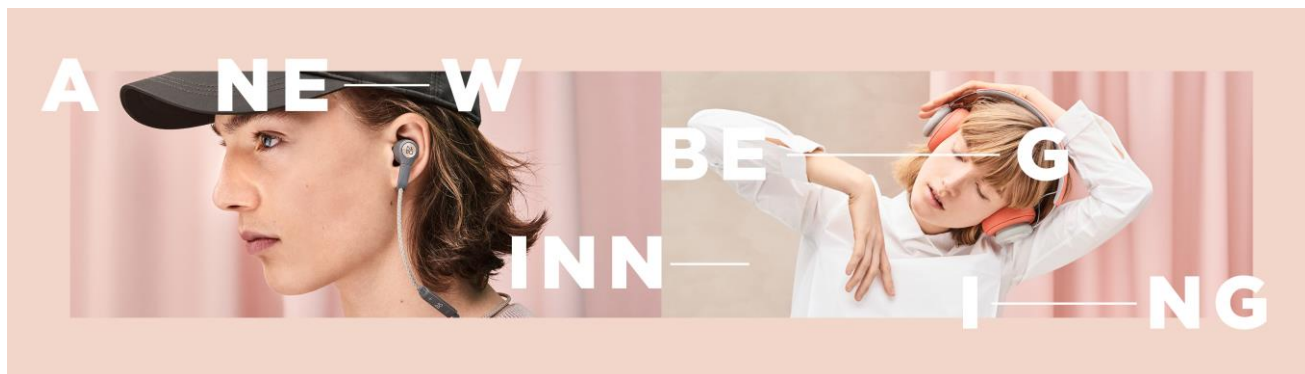


BEOPLAY SS17 COLLECTION: A NEW BEGINNING



Beoplay SS17 Collection is available worldwide from March 16 2017.

Copenhagen 16 March 2017 – B&O PLAY today announces the Beoplay Spring/Summer Collection 2017. A fresh, vibrant colour collection inspired by global trends and featuring a range of limited edition premium headphones, speakers, and the latest wireless earphones – all designed with true, authentic, and long lasting materials. Time to leave the old behind and leverage the fresh start you feel in Spring.

Beoplay Spring/Summer Collection 2017 includes:

- Beoplay H4 - the new archetype within the over-ear wireless headphone segment in a clean and contemporary design by Jakob Wagner.
SS17 colours: Tangerine Grey, Sand Grey and Charcoal Grey.
- Beoplay H5 – premium, ultra-portable and wireless earphones designed for music lovers with an active lifestyle by Jakob Wagner.
SS17 colours: Charcoal Sand.
- Beoplay A1 - the smallest and most adventurous member in the family of portable Bluetooth speakers in a beautiful design by Cecilie Manz.
SS17 colours: Tangerine Red, Sand Stone and Charcoal Sand.
- Beoplay A2 Active - a dust and splash resistant portable Bluetooth speaker designed by Cecilie Manz with two stylish NATO-inspired straps made of woven polyamide with solid tensile strength.
SS17 colours: Charcoal Sand.

The recommended retail price for the collection is as follows: Beoplay H4: USD 299/EUR 299/GBP 249/DKK 2.299/SEK 2.999/NOK 2.999/AUS 399/CNY 2.298, Beoplay H5: USD 249/EUR 249 /GBP 199/ DKK 1.999/SEK 2.499/NOK 2.499/AUS 379/CNY 1.998 Beoplay A1: USD 249/EUR 249/GBP 199/DKK 1.999/SEK 2.599/NOK 2.499/AUS 379/CNY 1.898, Beoplay A2 Active USD 399/EUR 399/GBP 299/DKK 2.799/SEK 3.649/NOK 3.499/AUS 599/CNY 2.988.

Beoplay Spring/Summer 2017 Collection will be available from March 16 2017 at www.beoplay.com/collection and at select Bang & Olufsen stores worldwide.

SHARE:

#beoplay

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:

Allan Fatum

PR Manager

Email: afa@bang-olufsen.dk

Phone: +45 2965 0996

ABOUT B&O PLAY

B&O PLAY is the world's leading lifestyle audio brand for young, urban creatives. 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