

B&O PLAY INTRODUCES NEW WIRELESS BEOPLAY H4: FALL IN LOVE WITH MUSIC ALL OVER AGAIN



The wireless Beoplay H4 is available in Charcoal Grey and retails for £249.

B&O PLAY, Copenhagen, 9 February 2017 – B&O PLAY today introduces Beoplay H4, a new archetype within the wireless headphone segment, in a clean and contemporary design by Danish Jakob Wagner. With an emphasis on pure materials, pure design and pure sound, Beoplay H4 offers a beautiful build quality utilising finest lambskin, braided textile and aluminium. The minimalist design expression has an unmistakable link to the B&O PLAY design heritage and is complemented by the renowned Bang & Olufsen Signature Sound for a powerful and authentic musical experience.

“Beoplay H4 started as an exciting idea of a new, dynamic archetype that would give us the opportunity to expand our best-in-class sound, craftsmanship and design language to a much broader audience”, says Global Head of Marketing Jens Jermiin for B&O PLAY and continues:

“Music is an art that explores the aural space. It is meant to stir up emotions and to provoke feelings. Growing up in the digital age, when HiFi listening was replaced with smartphone earplugs, it is easy to forget how immediate and beautiful a piano sounds, how percussion sparkles and how full and tuneful a bass really is. For those who want a way back in, Beoplay H4 is a beautiful and powerful piece of design that will make you fall in love with music all over again”.

A minimalist and pure design expression

Rooted in B&O PLAY’s design heritage, Beoplay H4 has been designed from the bottom up to define a new archetype for people who value iconic simplicity. Clean lines, a minimalist expression and a focus on pure essentials makes Beoplay H4 stand out beautifully. A more refined design with fewer visual elements give a sharper impression.

“The core philosophy at B&O PLAY is to deliver authentic sound – considering each part separately to improve and simplify an expression of purpose. So listening becomes an authentic experience for all our senses. Our challenge was to express that through every detail”, says Danish designer Jakob Wagner.

True materials: soft lambskin, aluminium and braided textile

The materials used to achieve the build quality of Beoplay H4 are honest, simple and true. Beoplay H4 comes with soft lambskin ear cushions, as well as a lambskin covered headband. The inside of the ear cushion is made of memory foam that adapts to the shapes and curves of the ear for a tight yet comfortable fit. The ear cushions create passive noise isolation, which means that the external sounds will not interfere with your music, and at the same time, your music will not leak out to the surroundings.

The ear cup discs are made of aluminium which is stamped, polished and anodised, and you can see how the logo on the plate has been laser-etched in a matching colour, tuned by the laser cut itself. The cord connecting the headphones is encased in braided textile that has been made partially visible between the slider and the headband to add a singular design touch, sliders are made of stainless steel, PVD coated and hairline brushed, making them sleek and elegant yet robust in design.

Simple user interface

Beoplay H4 comes with a simple and intuitive user interface comprised of 3 buttons, a Micro USB connector and a 3.5mm jack that integrate seamlessly into the sturdy but smooth material that make up the headphones' housing. Keeping the simplicity of Beoplay H4 front of mind, the user interface is designed for ease of use. Simply press the centre button to answer/end calls, play/pause; press upper or lower button for volume control and to skip tracks; press upper and lower buttons simultaneously to pair your headphones through Bluetooth.

Beoplay H4 provides up to 19 hours of wireless music with just a 2.5-hour charge. If Beoplay H4 runs out of power, you can simply plug in the enclosed mini jack cable to keep enjoying your music.

Adjust the sound profile with Beoplay App

Beoplay H4 is compatible with Beoplay App for Android, iPhone and Apple Watch, which gives you a variety of options for personalizing your listening experience:

- Bang & Olufsen sound engineers have created a variety of sound profiles specifically for Beoplay H4: Commute, Clear, Workout and Podcast.
- Users can adjust the tonality and sound staging themselves with the playful and intuitive B&O PLAY ToneTouch. The interface lets users feel their way through different sound settings and find the one that best suits the situation. Once adjusted, Beoplay H4 saves the setting on the product itself until you adjust it again.
- Connected to Beoplay H4, the app makes it easy to monitor the battery status of the headphones.
- Users can control the music (play, pause, forward, back), and they can personalize the headphones in the app by giving it a specific colour and name.
- By connecting Beoplay H4 to Beoplay App, users also receive software updates over the air.

Pricing and availability

Beoplay H4 launches in Charcoal Grey and is available for a suggested retail price of GBP 249 / DKK 2,299 / SEK 2,999 / NOK 2,999 / USD 299 / EUR 299 / AUD 399. Included with Beoplay H4 is a charging cable and an audio cable. Beoplay H4 will be available in Bang & Olufsen stores, on www.beoplay.com/h4 and in selected third party retailers from 9 February 2017.

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INFORMATION AND CONTACT:

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

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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