

B&O PLAY GROWS ITS FAMILY OF WIRELESS HEADPHONES: INTRODUCING THE NEW BEOPLAY H5



Beoplay H5 delivers a wireless and immersive listening experience with the power to transform the everyday. With the integrated Beoplay App that changes the tonality of the sound to match the activity, Beoplay H5 brings sleek aesthetics and the beauty of music effortlessly into an active everyday life.

Copenhagen – June 30 2016 - B&O PLAY today announced the company's first wireless earphones with the launch of Beoplay H5. Beoplay H5 is designed for music lovers with an active lifestyle by one of Scandinavia's foremost designers, Jakob Wagner, and combines the highly acclaimed Bang & Olufsen Signature Sound with sleek aesthetics and an effortless tech experience. For seamless integration into an active everyday life, Beoplay H5 comes tuned with a variety of sound profiles to deliver best-in-class sound experience in all situations. Users simply choose one of the preset sound profiles in Beoplay App on their smartphone or Apple Watch, such as working out, commuting, listening to podcasts or relaxing, or they can adjust the tonality and staging with the playful and intuitive B&O PLAY ToneTouch interface.

To make sure that users do not leave their earphones behind, Beoplay H5 comes with a magnet built into each earpiece, so users can click them around their neck for effortless wear and easy access to their music and podcasts. Clicking the earpieces together, Beoplay H5 automatically powers down saving battery life.

"Beoplay H5 is the most versatile product we have ever made. It is designed to be worn and used effortlessly, and with the integrated app to change the tonality to what you are doing, it will be a device that enriches the everyday lives of people worldwide. Combined with an active, fashionable and dynamic design that complements your active wear as well as your best outfit, we are very proud to broaden our range of wireless headphones with Beoplay H5", says Senior Vice President of B&O PLAY Henrik Taudorf Lorensen.

Designed for beauty and comfort

The cable connecting the two earpieces is encased in braided textile, which makes it comfortable against the skin, and is molded directly inside the rubber to prevent dirt and sweat from interfering with the delicate electronics. The housing of the earphones is made of textured rubber and polymer to resist sweat and moisture, and to complement the braided textile cable a diamond cut and radially polished aluminium plate is mounted on top of

each earpiece. Human ears are very complex and diverse, so Beoplay H5 have been meticulously tested and improved to get the perfect fit, says designer Jakob Wagner.

“When designing earphones to be worn in the inner ear for many hours, comfort is the most important factor. The human ear is a delicate and fascinating part of the body, and I wanted to honor that and take care for it to make Beoplay H5 sit beautifully in the outer ear and blend in naturally. Soft and yet precise.”

An integrated sound experience with Beoplay App

Beoplay H5 has a 6.4mm dynamic speaker, a small electromagnetic transducer and a Bluetooth 4.2 chip with Digital Sound Processing that allows for dynamic sound tuning. It comes tuned by acclaimed Bang & Olufsen sound engineers for the best all round sound profile that prevents listening fatigue, and you can use Beoplay App for Android, iPhone and Apple Watch to control Beoplay H5 in several ways:

- Bang & Olufsen sound engineers have created a variety of sound profiles specifically for Beoplay H5 to match the sound to different types of activities such as working out, commuting or listening to podcasts. These are available as presets for Beoplay H5.
- 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 finding the one that best suits the situation. Once adjusted, Beoplay H5 stores the setting on the product itself until you adjust it again.
- Connected to Beoplay H5, the Beoplay App makes it easy to monitor the battery status of the earphones.
- Users can control the music (play, pause, forward, back), and they can personalize the earphones by giving them a specific color and name in the app.
- Connecting Beoplay H5 to Beoplay App, users also receive software updates over the air.

Simple and innovative charging

Beoplay H5 comes with a rechargeable battery with a total capacity of 100mAh that gives up to five hours of wireless mobility between charges, which is enough to complete a marathon with battery to spare. Charging Beoplay H5 is easy with the cubic charger that comes with the earphones. Instead of inserting micro-USB cables in the earphones, users simply click in the earphones into the cubic charger and two magnets hold the earpieces in place as they charge. The cubic charger is also available as an accessory, so users can have a charger at home and one for life on the go.

Seven ear tips for optimal fit

For earphones, the fit is extremely important for sound and bass response in particular, so B&O PLAY has enclosed seven pairs of ear tips with Beoplay H5. Three different sizes of rugged, heat sensitive and breathable Comply™ Sport, where the open cell structure foam guarantees comfort and a near-perfect grip in the ear canal, and four sizes of regular silicone tips. Each Comply ear tip comes with a SweatGuard™ membrane to prevent sweat from entering the sound port.

Price and availability

Beoplay H5 comes complete with a charger and a carrying pouch in black and dusty rose and retails for EUR 249 / USD 249 / GBP 199 / DKK 1.999 / NOK 2,499 / SEK 2,499. Both colors will be available at www.beoplay.com/h5, Bang & Olufsen stores and selected third party retailers from June 30 2016.

A separate Beoplay H5 charger retails for EUR 39 / USD 39 / GBP 29 / DKK 299 / NOK 379 / SEK 379 and is available on www.beoplay.com/

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ABOUT THE DESIGNER

Jakob Wagner (1963) is one of Scandinavia's foremost designers known for his characteristic landscape of form driven by a quest to strike the right balance between opposing elements such as masculine/feminine, static/dynamic or symmetrical/asymmetrical. Wagner's simple yet sophisticated design captures the essence of a product in a minimalist, poetic and playful solution. His design approach is characterized by a keen focus on details, a high degree of curiosity and a strong grasp of user experiences in a timeless and balanced design expression. Jacob Wagner has also designed the Beoplay H2, H3, H6 and H8 in cooperation with B&O PLAY.

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INFORMATION AND CONTACT:

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ABOUT B&O PLAY

Firmly grounded in decades of design excellence, craftsmanship and product innovation from Bang & Olufsen, B&O PLAY interprets the same values for a new type of contemporary product aimed at design-conscious urbanites with an active lifestyle. The B&O PLAY portfolio is made up of products, that are intuitive to use and easy to integrate into your daily life - at home or on the move.

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