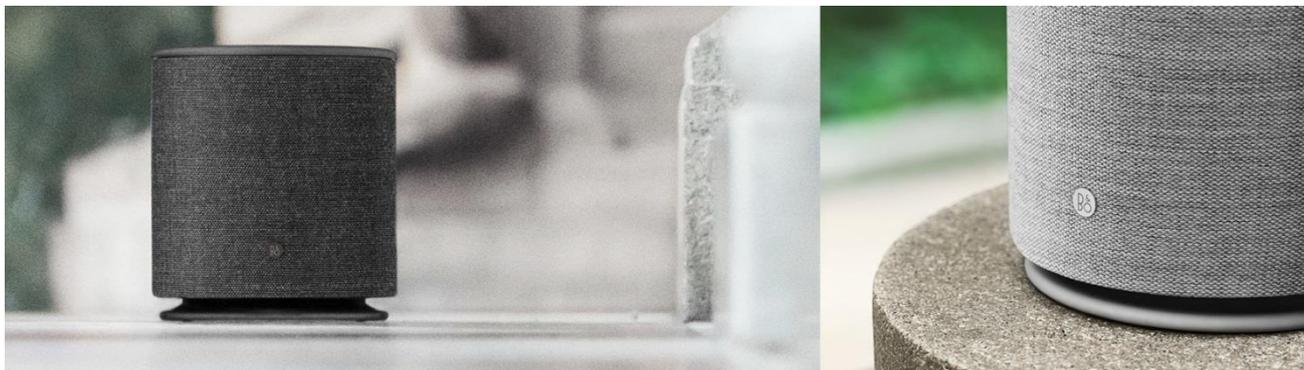


INTRODUCING BEOPLAY M5 – CONNECTING SPACES WITH BEAUTIFUL MUSIC



Beoplay M5 is available in two colours: Natural and Black and retails for £529.

B&O PLAY today introduced a new member to its family of wireless speakers for the home that brings people a beautiful and simple way to live with music. Designed by award-winning Cecilie Manz as a standalone speaker with multiroom audio capability, Beoplay M5 gives people a seamless way to connect to music they love, disperses the highly-acclaimed Bang & Olufsen Signature Sound evenly in all directions, and is clad in a premium wool-blend fabric that adds beauty and warmth to any interior arrangement.

“Beoplay M5 delivers perfectly on our vision of speakers for the home that play beautiful music and look wonderful doing so. For people who dream of a home where music flows through every room and speakers double as design objects that are controlled from the comfort of your smartphone or tablet, Beoplay M5 marks the perfect beginning to that journey”, says Jens Jermiin, Head of Global Marketing at B&O PLAY.

Sound that matches your interior

With its visually stunning appearance, the design of Beoplay M5 is inspired by the idea of using sound as part of your interior decoration. Beoplay M5 builds on the design language of Beoplay A6 and Beoplay A9, and drawing inspiration from this family Beoplay M5 is covered in a premium and acoustically transparent wool-blend fabric from Danish high-end manufacturer Kvadrat. The wool-cover can easily be replaced to fit your interior decorations, and using delicate multi-coloured threads the fabric provides acoustic transparency while maintaining the aesthetics in nuances that complements the speaker.

Dedication to superior craftsmanship

The speaker top is a disc made from crafted aluminium, which has been pearl blasted and anodized to create a matt and luxurious appearance. The disc provides a mesmerizing viscosity-based tactile functionality toned down to the essential, and with a 15 percent movement in each direction the disc will adjust the volume and calmly rotate itself to its neutral position - not too quickly and not too slowly as a testament to the beauty of functional design. Pressing the disc gently downwards will play or pause the speaker, and using the same gesture with an inactive Beoplay M5 will make it join other music experiences going on in your home.

“The design of Beoplay M5 is inspired by the way people use sound in their everyday lives – as a natural focal point for the family. The shape signals that sound is projected from all angles and visually, it can blend in or stand out in your home depending on personal preferences”, says the award-winning Danish industrial designer Cecilie Manz.

Fill your room with True360 degree Bang & Olufsen Signature Sound

Underneath the aluminium disc is a body manufactured from rigid polymer to house a large acoustic chamber that delivers the Bang & Olufsen Signature Sound optimized for the home.

- Beoplay M5 comes with True360 degree omnidirectional sound that lets you enjoy equally perfect sound no matter where you are placed. Three evenly distributed tweeters, a full range capable front facing midrange driver and a powerful 5” neodymium powered long stroke woofer that fires all its energy down towards a carefully designed dispenser, provide a uniform dispersion of well-balanced Bang & Olufsen Signature Sound all around.
- Three pre-set sound modes optimise the acoustic performance of the player depending on its position in the room. People can choose free standing, corner or wall position in Beoplay App.
- To optimize Beoplay M5 as a standalone speaker, B&O PLAY uses a proprietary Ambient Technology solution to create a true stereo sound experience from one single speaker. B&O PLAY creates this stereo like sound by psycho-acoustic knowhow and DSP capability to boost signal queues minimized by the physical size of Beoplay M5.
- The unique acoustic setup in Beoplay M5 is capable of beam direction and beam width control – a simpler version of the technology that Bang & Olufsen use in the prestigious BeoLab 90 speaker and the Bang & Olufsen patented reflected audio technology.

Connecting spaces with Chromecast built-in

Beoplay M5 comes with Chromecast built-in¹, so the entire family can stream millions of songs from more than 100 music streaming services up to 96KHz/24bit lossless such as Spotify, Google Play Music and Pandora. Chromecast built-in is powered by the cloud, so you can connect more than one device to your speakers at a time and keep on using your phone while you stream your music. Answer a phone call, play a game or send a text with no sounds or ringtones to interrupt the music experience.

With Beoplay M5 you can easily connect to any Chromecast-enabled speaker to create a multi-room experience that lets music flow seamlessly through every room in your home. This includes the B&O PLAY speakers Beoplay A6 and Beoplay A9, which both come with Chromecast built-in and is a perfect solution for extending the Bang & Olufsen Signature Sound and beautiful design throughout your home. Beoplay M5 also supports Beolink Multiroom, Spotify Connect and QPlay 2.0² and at the same time embraces Bluetooth and Apple Airplay.

Price and availability

Beoplay M5 launches in two colours: Natural and Black with seasonal colours to come. Beoplay M5 is available for a suggested retail price of USD 599 / GBP 529 / AUD 899. Both colours will be available in B&O stores, on www.beoplay.com/m5 and in selected third party retailers from January 5 2017.

¹ In markets where Chromecast built-in is available

² China specific

ABOUT THE DESIGNER

Cecilie Manz (1972) is considered one of the leading Danish industrial designers of her generation. In September 2014, she won the Danish Crown Prince Couple's Culture Award for her contribution to design. Her work includes furniture, jewellery, lamps and sculptures and her Mikado table has been included in MOMA's design collection. Cecilie Manz has designed the Beoplay A2 (2014), the Beolit 15 (2015), and Beoplay A1 (2016) for B&O PLAY.

<http://www.ceciliemanz.com/>

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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