

B&O PLAY UNVEILS BEOPLAY E8: TRUE WIRELESS THAT EMBRACES REAL SOUND



Beoplay E8 is available 12 October 2017 in Black and Charcoal Sand for a suggested retail price of EUR 299 / USD 299 / GBP 259

B&O PLAY today expanded its earphone portfolio, with the launch of the brand's first truly wireless earphones, Beoplay E8. Drawing on more than 90 years of expertise in sound and design, Beoplay E8 exudes simplicity and style while delivering industry-leading sound, a seamless listening experience on the move and a design in premium materials that remain at the heart of the Bang & Olufsen heritage.

"Beoplay E8 is the perfect companion for everyone, who don't want to trade in sound and design for true wireless freedom. It is designed to sit beautifully in your ear as a discreet and stylish technology statement and comes with a sound that is full-bodied and precise in its soundstage", says CEO of B&O PLAY John Mollanger.

The splash and dust resistant Beoplay E8 is designed for an effortless listening experience on the move. Simply take the earphones out of the premium leather charging case, tap on the aluminium encircled touch interface and you are set up to listen to music, switch between tracks, take calls, and activate Transparency Mode and voice commands. With everything controlled by the intuitive touch interface on the earphones, you don't have to take your smartphone out of your pocket.

Two additional charges on the move

Beoplay E8 delivers up to four hours of music on one charge, for two additional charges on the move simply snap the earpieces into the pocket-friendly charging case. The sleek case sports a braided fabric strap adding another layer of tactility and making it easier to find in your bag. 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.

Leave your ears wanting more

Beoplay E8 comes tuned by acclaimed Bang & Olufsen sound engineers for a rich, full-bodied and precise soundstage that will leave your ears wanting more. Each earpiece has a 5.7mm dynamic speaker, a small electromagnetic transducer, NFMI technology and a Bluetooth 4.2 chip with Digital Sound Processing that allows for dynamic sound tuning and sound without interruption. Focusing primarily on sound and design was basically what allowed for the best-in-class sound that comes with Beoplay E8, says Global Product Manager Libor Matus.

“When designing earphones, you want to strike the perfect balance between size, ergonomics and sound quality. The more features you include in an earphone, the less space you have for components that are crucial for the reproduction of sound. With iteration after iteration, we continuously molded the space in Beoplay E8 to integrate components that deliver the best sound quality. Combined Digital Sound Processing capabilities with more than 90 years of experience in sound tuning, and you get a soundstage that is superior in the true wireless category”.

Tune into your surroundings

Beoplay E8 comes with an audio-transparency feature called Transparency Mode, which lets you decide just how much real-world sound you want to hear. Simply choose between three levels of audio pass-through in Beoplay App and activate Transparency Mode by tapping once on the left earpiece. Transparency Mode lets you remain connected to colleagues in the office space while listening to music or to be attentive to your surroundings when walking in traffic.

An integrated sound experience with Beoplay App

Beoplay E8 comes tuned by acclaimed Bang & Olufsen sound engineers to provide the best in class sound profile that prevents listening fatigue. You can even fine tune your listening experience by using Beoplay App for Android, iPhone and Apple Watch to control Beoplay E8:

- 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 E8 stores the setting on the product itself until you adjust it again.
- As part of the ToneTouch feature, Bang & Olufsen sound engineers have created a variety of sound profiles specifically for Beoplay E8 to match the sound to different types of activities such as working out, commuting, or listening to podcasts. These are available as preset for Beoplay E8.
- Connected to Beoplay E8, Beoplay App makes it easy to monitor the battery status of the earphones on your smartphone.
- Users can control the music, and they can personalize the earphones by giving them a specific colour and name in the app.
- Connecting Beoplay E8 to Beoplay App, users also receive software updates over the air.

Pricing and availability

Beoplay E8 comes complete with a premium leather charging case, five ear tips and charging cable in Black and Charcoal Sand and retails for EUR 299 / USD 299 / GBP 259 / DKK 2299 / SEK 2999 / NOK 2999 / CNY 2298 / AUS 449 / HKD 2298 / PLN 1299. Both colours will be available at www.beoplay.com/E8, Bang & Olufsen stores and third party retailers from 12 October 2017.

Separate Beoplay E8 left and right earphones retails for EUR 129 / USD 129 / GBP 119 / DKK 949 / SEK 1199 / NOK 1199 / CNY 998 / AUS 199 / HKD 1180 / PLN 549 per piece, and a charging case is available for EUR 99 / USD 99 / GBP 89 / DKK 749 / SEK 959 / NOK 929 / CNY 898 / AUS 149 / HKD 898 / PLN 429 on www.beoplay.com.

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, E4, H5, H6, H7, H8, A6 and H9 in collaboration with B&O PLAY.

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INFORMATION AND CONTACT:

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

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

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ABOUT B&O PLAY

B&O PLAY was founded in 2012 as a separate business unit to world renowned Bang & Olufsen, which is considered one of the leading global audio lifestyle brands. As such, 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