

PRESS RELEASE

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## Flexible new flatscreen redefines the rules: decorating with a television just got easier

**B&O PLAY launches its first television, BeoPlay V1, to open up unprecedented placement options and let you decide where and how the flatscreen fits into your life. The design is straightforward. The picture is best in class. And the sound is breathtakingly real.**



Who says a flat screen television should decide where everything else in the room has to go?

B&O PLAY from Bang & Olufsen announces today its first-ever television, BeoPlay V1, specially conceived to deliver flexible placement possibilities, outstanding sound, and optimal picture quality. BeoPlay V1 liberates the viewing experience from the wall, and lets you retake control of your living space. And all with a minimalistic, almost industrial take on form, function and choice of materials.

### **A moveable feast for the eyes...**

Designed by Anders Hermansen, the BeoPlay V1 has its roots in a Scandinavian idiom of no-nonsense aesthetics and craftsmanship. The rugged steel cabinet, powder coated so that it feels almost soft to the touch, combines clean lines with exquisite metal joinery. The loudspeaker grill is stamped directly into the cabinet, below the screen. And the stainless steel stands connect unobtrusively and simply at all four corners.

### **...that is simply a treat for the ears**

With its LED screen, powerful video engine, Class D ICEpower amplifiers and easy connectivity, BeoPlay V1 has the specs to deliver some of the best viewing and listening experiences available anywhere. The sound system's all-in-one design even rivals many surround systems with their external speakers, subwoofers, wires and amplifiers – further adding to BeoPlay V1's flexibility.

True to its Bang & Olufsen heritage, BeoPlay V1 is as easy to live with as it is to fall in love with. Extensive connectivity options are built in. You can change the speaker fabric under the stamped grill to add your own touch of colour – and choose between red, yellow, green, silver and dark grey. The intuitive remote control not only makes setup and channel surfing a breeze: it also handles third-party devices such as DVD players and digital recording devices, so everything can be commanded from one simple controller. And of course, BeoPlay V1 is ready for Apple TV2 and even has room for the "set top" device inside the back of the television cabinet – out of sight, but always accessible.

**For further information, please contact:**

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Photos available for download at <http://mediacenter.bang-olufsen.dk/>

*B&O PLAY from Bang & Olufsen provides premium listening and viewing experiences to digitally connected design fans. For more information, see [www.beoplay.com](http://www.beoplay.com) and [www.bang-olufsen.com](http://www.bang-olufsen.com)*

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