

Rebirth of an Icon: Bang & Olufsen Launches the New Beosound A1



Bang & Olufsen today released the second-generation Beosound A1, the Danish luxury audio brand's award-winning portable Bluetooth speaker, which has been redesigned to include a whole raft of performance and design improvements. Beosound A1 2nd Gen comes with a refined, slimmer design that is fully dust and waterproof, has a significantly improved battery life with up to 18 hours of play time at typical volume, an overhauled user interface and - a first for a Bluetooth only speaker - a built-in Alexa voice assistant. More powerful and easier to use - the best just got better.

"Our first A1 speaker was loved by customers for its combination of minimalist design, portability, powerful sound and the built-in speakerphone that made it easy and fun to speak with friends and family. The new Beosound A1 builds on these characteristics and improves them in every way that matters", says Christoffer Østergaard Poulsen, Bang & Olufsen VP of Product Management.

Refined and slimmer design

Beosound A1 retains its elegant shape and unique contours, brought to life in collaboration with renowned Danish industrial designer Cecilie Manz. The second-generation is 7 percent lighter than the original and has a fresh take on the hole pattern, with a slightly lighter casing and a tapered base giving the speaker a more weightless floating impression even though only 0,85mm lower. The leather strap – a stylish key feature that adds to its easy

portability – now has a new tag to ensure that Beosound A1 remains one of the most versatile products for hanging options.

Buttons have been redesigned and repositioned to improve overall user interaction. Now placed nearer to the strap for easier location, the buttons also have bigger and clearer symbols and at the same time, the LED indicator has also been moved to the top of the speaker making a significant improvement on its visibility from all angles.

Inside Beosound A1 you will find two re-designed drivers for an even clearer 360-degree sound: a 3.5-inch aluminum cone mid woofer using a powerful neodymium magnetic system, a silk dome 3/4 inch dome tweeter and advanced DSP filtering powered by a pair of 30-watt class D amplifiers. The speaker now comes with aptX adaptive codec for an even better wireless listening experience.



World's first Bluetooth only voice assistant

The new Beosound A1 2nd gen is the very first Bluetooth speaker to include a fully integrated Alexa voice assistant that will make it easy to access music, drop in on a loved one, trying out a new recipe or playing a game with the family. Using Far Field technology, Alexa can be activated from up to 5m away depending on the room conditions and remain responsive for up to 3 hours after being turned off¹. And like all good assistants, Beosound A1 is reliable - the latest Bluetooth codec 5.1 gives the very best in connectivity and accuracy.

¹ Available as a software update from Q3 2020.

Next Gen Battery Performance

The new Beosound A1 brings forward a massive improvement to battery life. Beosound A1 now boasts up to 18 hours of listening time at typical volume (70dB) compared to 4 hours in the first edition and up to 48 hours at moderate volume (55dB) compared to 24 hours in the first edition. More than that, a new LED warning system warns of low power and links easily to the Bang & Olufsen app to show battery status.

Fully waterproof up to 1m deep

The second-generation Beosound A1 now includes an IP67 certification for peace of mind in situations where the speaker is exposed to water and dust. The IP67 rating means that the speaker is resistant to water ingress up to 1m deep for 30 minutes and safe from sand and dirt so users can enjoy music outside by the pool and at the beach.



Three microphones for excellent call quality

The second-generation now includes a 3-microphone array giving a notably improved call clarity when Beosound A1 is used as a speakerphone. This makes it fun and simple to drop in on friends and family, and Microsoft Swift Pair as well as Google Fast Pair gives a fast setup if you want to use the speaker for business conference calls.

Pricing and availability

Beosound A1 (RRP 250 EUR, 200 GBP, 250 CHF, 2000 DKK) launches in Black Anthracite and Grey Mist and is available online, in select retailers and in Bang & Olufsen stores from May 14, 2020. To find out more, follow the conversation at @bangolufsen on Instagram, Facebook, Twitter and YouTube using #BeosoundA1

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ABOUT BANG & OLUFSEN

Bang & Olufsen is a luxury audio brand founded in 1925 in Struer, Denmark, by Peter Bang and Svend Olufsen whose devotion and vision remain the foundation for the company. For nearly a century, Bang & Olufsen has been pushing the boundaries of audio technology and the company continues to sit at the forefront of acoustic innovation. Today, every Bang & Olufsen product is still characterized by the unique combination of beautiful sound, timeless design, and unrivalled craftsmanship. The company's innovative and progressive products are sold worldwide in Bang & Olufsen stores, on bang-olufsen.com and in select retailers. The company employs approximately 700 people and operates in more than 70 markets. Bang & Olufsen's shares are listed on NASDAQ Copenhagen A/S.