

## Bang & Olufsen Reveals Stunning 88-inch Beovision Harmony TV



Bang & Olufsen is raising the bar in luxurious cinematic experiences with the launch of the **Beovision Harmony 88-inch TV** – Bang & Olufsen’s most luxurious and immersive TV experience that features not only the world’s first 88-inch 8K OLED TV, but also the largest OLED screen ever created from LG Electronics.

“Today, we are bringing together the best of artisanship and the bleeding edge of display technology. Our customers tell us that they want the ultimate in cinematic and immersive experiences with a design that adds to the décor rather than disrupts it. This is exactly what we are bringing to the market with our new two-meter-wide Beovision Harmony powered by stellar Bang & Olufsen Signature Sound and the world’s first 88-inch 8K OLED TV”, says Christoffer Østergaard Poulsen, Vice President of Product Management at Bang & Olufsen.

Beovision Harmony was originally unveiled at Milan Design week in 2019 as a meaningful combination of art and technology, where the TV folds down into a sculptural shape when not in use. The two oak and aluminium covers partially obscures the black screen, and when the TV is turned on, the panels fan out like a butterfly opening its wings, and the screen rises above them to the perfect viewing height.

### **The ultimate experience for movies and sports**

The two-meter-wide Beovision Harmony TV comes with the 2020 OLED 8K display from LG Electronics optimized for Bang & Olufsen, which allows for the full Bang & Olufsen cinematic experience. With an 8K resolution, delivering four times more detail than 4K TV and 16 times more than HDTV, it is designed to deliver stunning picture quality, upgraded performance and artificial intelligence-enabled features that brings movies and sports to life like never before imagined. At the heart of the TV are several advanced core technologies, most notably the new  $\alpha$  (Alpha) 9

Gen 3 AI Processor. This advanced processor leverages upgraded processing power and artificial intelligence deep learning algorithms to improve on the picture quality and enable a host of specialized features for various types of content.

As for the sound, along with the pre-installed three-channel sound system and built-in dual subwoofer, the TV is compatible with Bang & Olufsen's speaker program, allowing one to connect up to eight wireless Beolab speakers for true 7.1 surround sound. All sources can be controlled with the Beoremove One, a remote crafted from a single piece of extruded aluminium that adds well to the luxury experience.

### **Exclusive finishes and bespoke solutions**

Along with the existing speaker cover choice of oak wood and natural aluminium, two more options have recently been added to the Beovision Harmony. Warm brass tone aluminium has been combined with smoked oak and bronze tone aluminium with walnut. The new finishes will be matching the Beolab 50 and Beolab 90 finish options, creating a visual coherence between the products when included in a complete home cinema experience. Finally, a full customisation of finish on Beovision Harmony, Beolab 50 and Beolab 90 is available for clients who wish to own something totally unique.

### **Pricing and availability**

Beovision Harmony including the LG 8K 88-inch OLED ZX TV optimized for Bang & Olufsen is estimated to retail from EUR 46,500 / GBP 44,100 / CHF 53,400 / USD 49,000 / DKK 352,000 and will be available in Bang & Olufsen stores from the end of June 2020. To find out more, follow the conversation at @bangolufsen on [Instagram](#), [Facebook](#), [Twitter](#) and [YouTube](#) using #BeovisionHarmony

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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](http://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.