

Sounds Better Together:

BANG & OLUFSEN UNVEILS
NORDIC ICE COLLECTION FOR THE
HOLIDAY SEASON

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PRESS RELEASE



Bang & Olufsen today introduces the Nordic Ice Collection, a curated selection of some of its most timeless designs in a serene, Scandinavian colour palette consisting of contrasting cool and warm tones, perfect for the gifting season.

“During these uncertain times, the home has been a safe sanctuary from the outside world for many of us. For our Nordic Ice Collection, we wanted to continue this sense of calm and comfort in the home by creating products that resonate a sense of serenity and balance. More so than ever, this holiday season will mark families being reunited after time apart to share experiences and moments. This year, give the gift of music and bring joy to friends and family with our Nordic Ice Collection”, says Bang & Olufsen SVP of Product Management Christoffer Poulsen.

The Nordic Ice Collection consists of:

Beoplay EQ – Sleek ANC wireless earphones

Bang & Olufsen’s noise cancelling earphones have 6 built-in microphones to allow for clear calls and authentic audio. The cool tone aluminium contrasts to the soft materials in a warmer hue and the jewel like detailing of the flush lithography logo on the aluminium disc is framed by the polished chamfer. The charging case is anodised for extra durability whilst on the go and is the perfect gift for a city commuter.

Beoplay H95 – Pinnacle wireless ANC headphones

Beoplay H95 is crafted for the ultimate listening experience with long lasting comfort, effective Active Noise Cancellation, and powerful sound which is driven by custom-made titanium drivers. The cool tone aluminium contrasts to the warm tone lambskin of the ear cushions for ultimate comfort. The flush lithography logo on the aluminium discs is framed by the polished chamfer. This product is a great gift for travellers or those that prefer the comfort of working from home.



Beosound A1 2nd Gen

Beoplay H95

Beoplay EQ

Beosound A1 2nd Gen – Waterproof Bluetooth speaker

Beosound A1 is the perfect portable speaker with loud and captivating bass rich sound. Fully dust and waterproof, Beosound A1 is primed for up to 18 hours of non-stop play. The sophisticated, aluminium grill surface is tinted in a cool

colourway, reminiscent of Nordic ice. The Bang & Olufsen logo on the base of the speaker is printed with a gloss ink to reflect the light. The signature leather strap has a matte aluminium lock with a flush lithography logo and polished edge for a dual finish.



Beoplay A9



Beosound Balance



Beosound Stage

Beoplay A9 - Iconic wireless WIFI speaker

Beoplay A9 fills any room with detailed sound thanks to its powerful 480-watt digital amplifier system, making it the must have product for audiophiles. Built-in room adaptation adjusts the sound perfectly to its surroundings so listeners can experience music the way the artists intended. Crafted for the first time with pearl blasted aluminium, the legs of Beoplay A9 have a sophisticated matte surface, finished with a cool tint of colour. The aluminium ring of its iconic circular shape is highlighted with a polished surface. The warm tinted, woven fabric cover by Kvadrat provides contrast to the cool tones of the aluminium.

Beosound Balance – Dynamic wireless WIFI speaker

Beosound Balance is an award-winning wireless speaker with a dynamic acoustic performance designed to be positioned up against the wall on a shelf or side table in the home. Beosound Balance delivers carefully controlled beams of sound for a clear acoustic experience from the front and rich sound enhancement at the back. The result is an impressively big acoustic experience compared to its size and is the ultimate gift for the interior aesthete.

The Nordic Ice edition features an extruded recycled aluminium base and the flush lithography logo gleams from the matte surface. The edges of the base are polished to catch the light and accentuate its curved form. Beosound Balance also features a seamless knitted Kvadrat textile which gives the speaker a warm and tactile quality.

Beosound Stage – Powerful Dolby Atmos soundbar

Take the TV experience to a different level with Beosound Stage, a beautifully crafted soundbar that sounds as good as it looks and is a great gift for cinema lovers. Beosound Stage enhances viewing pleasure with a combination of the latest in

Pricing & Availability

The Nordic Ice Collection is available online and in Bang & Olufsen Stores from 21st October 2021.

Beoplay EQ Nordic Ice Edition from (RRP 419 EUR / 369 GBP / 3199 DKK)

Beoplay H95 Nordic Ice Collection from (RRP 849 EUR / 739 GBP / 6299 DKK)

Beosound A1 Nordic Ice Edition from (RRP 259 EUR / 229 GBP / 2099 DKK)

Beoplay A9 Nordic Ice Edition from (RRP 3299 EUR / 2799 GBP / 23990 DKK)

Beosound Balance Nordic Ice Edition from (RRP 2500 EUR / 2250 GBP / 18500 DKK)

Beosound Stage Nordic Ice Edition from (RRP 1999 EUR / 1799 GBP / 14990 DKK)

audio technology and seamless design – as well as being powerful enough to avoid the need for a separate subwoofer.

For the Nordic Ice collection, the aluminium frame has been created with a dual finish where the main surface is matte with a polished edge. The polished details of the icons have been achieved through a lithography process. The woven fabric by Kvadrat brings a sense of warmth, creating the feeling of an interior object, perfect for any setting.

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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 900 people and operates in more than 70 markets. Bang & Olufsen's shares are listed on NASDAQ Copenhagen A/S.