



Struer – March 25 2021

The essential, elevated

BANG & OLUFSEN INTRODUCES BEOPLAY HX

—
PRESS RELEASE



BANG & OLUFSEN

Technical Spec.

Product Dimensions (mm)
195 W x 200 H x 52 D

Weight
285g

Driver type
Electro-dynamic driver
w/ Neodymium magnets,
40 mm diameter

Impedance
24 Ohm +/- 15%

Effective frequency range
20–22.000 Hz

Sensitivity
95 dB, 1 mW @1kHz

Sound codecs
aptX™ Adaptive
AAC
SBC

LED indicators
Status LED
Battery LED

Microphones
4 Digital MEMS Voice Mic
(2 mics sharing with ANC)
4 Dedicated MEMS Mic for ANC
function (2 mics in each earcup)

Battery play time
Up to 35 hours with active Bluetooth
and Active Noise Cancellation
Up to 40 hours with Bluetooth only

Battery type
Non-replaceable Lithium-Ion battery
Capacity 1110 mAh

Power supply
5V USB charging by USB-C connector

Charging time
Approximately 3 hours

Buttons
Right button: On/Off/BT pairing
Left button: ANC pre-set toggle,
voice assistant control or multi button
Touch interface on right earcup:
Play/Pause, Mute/Unmute,
Volume Up/Down, Next/Previous
or Answer/End call

Connectivity

Bluetooth
Bluetooth 5.1
12 m operating range
Remembers the last 8 paired devices

Certifications
Google Fast Pair
Made for iPhone (MFi)
Microsoft Swift Pair

Connections
Bluetooth 5.1
USB-C port
3.5 mm mini-jack

Bang & Olufsen today announced the launch of Beoplay HX, a powerful and authentic sound experience with digital ANC, up to 35 hours of play time and elevated comfort, exemplifying Bang & Olufsen’s expertise in sound, design, and craftsmanship.

“Our dedication to create the best audio products has resulted in Beoplay HX which delivers an immersive and accurate sound experience, ultimate comfort and a refined user interface to meet our customers habits, values and needs. Whether working from home, travelling for business or pleasure, escape from the noise of everyday life and revolutionize your listening experience with our new headphones”, says Bang & Olufsen SVP of Product Management Christoffer Poulsen.



OUTSTANDING SOUND

Beoplay HX offers a powerful listening experience through two custom designed 40mm speaker drivers with neodymium magnets and bass ports which ensures optimal bass performance. Four dedicated microphones create an impressive call quality by utilizing advanced beamforming technology, while the battery optimization ensures up to 35 hours of play time – the equivalent of five working days of listening experience without having to recharge the battery.

Bang & Olufsen’s signature sound is further enhanced due to improved speech delivery and the listening experience is even finer and more immersive thanks to the introduction of the next generation of Digital Adaptive Active Noise Cancellation technology which cancels unwanted noise without compromising on sound quality. Escape the everyday with Beoplay HX’s enveloping sound that transports the listener to the feeling of being at a concert with the music on full volume. Through Bang & Olufsen’s dedicated app, users can easily change sound profiles, ANC presets, while also accessing the most essential features directly on the refined headphone interface.

Designer

MNML

Finishes

Black Anthracite
Sand
Timber

Materials

Aluminium
Leather
Fabric
Rubber
Polymer

In The Box

Beoplay Portal headphones
USB-A to USB-C cable, 1.25 m
3.5 mm stereo cable, 1.25 m
Fabric carrying case
Quick Start Guide

Accessories

Fabric carrying case
Ear cushions (L/R)
USB-A to USB-C cable, 1.25 m
3.5 mm stereo cable (long and short)
Flight adaptor

Features

Adaptive Active Noise Cancellation
Transparency mode
Bluetooth 5.1
Multipoint
Supported by Bang & Olufsen App

Pricing & Availability

Beoplay HX in Black Anthracite
(RRP 499 EUR / 499 GBP / 3749 DKK)
is available online and in Bang & Olufsen
stores from 25th March 2021

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ULTIMATE COMFORT

Comfort is essential for wearing headphones and Beoplay HX has been designed with well-being in mind. Lightweight and designed for durability, the ergonomic design ensures that the headphones can be worn all day in total comfort for a broad variety of head sizes. This is due to the revamped headband which has a center-relief zone for long-time wear.

Crafted from authentic materials, the ear cushions are made from soft lambskin and the inner material consists of memory foam that adapts to the shape and curves of the ear for supreme comfort. The upper headband is made from cow hide with a smooth grain, while the lower headband is covered in a knitted fabric. Beoplay HX includes a form-fitting fabric case which protects the headphone and its accessories while on the move.

ENHANCED TECHNOLOGY

To further elevate the headphones, Beoplay HX has been created so that it can reach up to 35 hours of playtime which makes it one of the stand-out options in the market. It offers fast, strong, and stable connectivity through Bluetooth 5.1, Microsoft Swift Pair, Google Fast Pair and Made for iPhone (MFi). The product set-up process is convenient on both Android and Apple-devices, leading to a better and more frictionless interaction.

ELEVATED CRAFTSMANSHIP

Known for refined Scandinavian design and craftsmanship, Bang & Olufsen have used the best materials for Beoplay HX to create the most luxurious headphones, incorporating soft leather and polished aluminum for aesthetics as well as their ability to enhance comfort, acoustics, and durability. The arm sliders are made of anodised, pearl blasted recycled aluminium with a light brushed detail in the upper part. The disc is crafted from aluminium with a diamond spin finish which is nestled within a polymer-painted recycled plastic structure, creating contrast between the alternating smooth and matte sensations.

Available in Black Anthracite, Sand, and Timber, Beoplay HX has a global three-year warranty upon registration, underlining the quality customers can expect when purchasing Bang & Olufsen headphones.

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.