

Supremely Powerful, Supremely Portable:
Bang & Olufsen Launches the New Beolit 20



Bang & Olufsen today launched the 2020 upgrade of the powerful and portable Beolit Bluetooth speaker, its heritage dating back to 1939. The new **Beolit 20** retains the trademark big sound capabilities - beautifully housed in a desirable and easily transportable package - but with vastly improved battery life, integrated wireless Qi charging capability on its top shelf and a subtly updated design.

“As the product is used by our customers throughout the day, all around the home and outside, we focused on significantly improving the battery life which is now 30% longer at typical listening volumes. This has enabled us to add wireless Qi charging on the top of the product, so you can charge compatible devices like your mobile phone if you are short of battery at a party or the park”, says Bang & Olufsen VP of Product Management Christoffer Poulsen.

Beolit 20 retains the iconic silhouette of the Beolit series, which was designed in collaboration with Cecilie Manz (2012), whilst introducing a number of design updates to make day to day usage of the speaker even more pleasurable. The original hole pattern has been reimaged with a modern design. Repeated angled lines and spiraling corners give a distinct and dynamic look whilst optimizing acoustic performance with 45% air transparency for clear, refined sound. The height and curvature of the top shelf has been revised to give multiple placement options when charging smartphones, the buttons made more durable and a vegetable tanned leather strap adds the perfect finishing touch.

Big sound in a small package

It might be small enough to carry easily, but Beolit 20 delivers plenty of sound. The 5.5” long-stroke wideband woofer combined with 3 x 1.5” full ranges and 2 x 4” passive bass radiators deliver a hugely impressive 77dB bass capability and 93dB in mid-range loudness. This performance, combined with True360 omnidirectional sound, means that Beolit 20 is capable of comfortably filling most rooms with signature Bang & Olufsen sound. You can also stereo pair two Beolit 20s or pair the new speaker with the former Beolit 17 to enhance the experience even further.

Pricing and availability

Beolit 20 (RRP 500 EUR / 450 GBP / 500 USD / 3750 DKK / 3988 CNY) is launching in the colours Grey Mist and Black Anthracite and will be available on www.bang-olufsen.com, in Bang & Olufsen stores and select third party retailers from October 29, 2020. To find out more, follow the conversation at @bangolufsen on [Instagram](https://www.instagram.com/bangolufsen), [Facebook](https://www.facebook.com/bangolufsen), [Twitter](https://twitter.com/bangolufsen) and [YouTube](https://www.youtube.com/bangolufsen) using #Beolit20

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ABOUT BANG & OLUFSEN

Bang & Olufsen is a global luxury lifestyle brand founded in 1925 in Struer, Denmark, by Peter Bang and Svend Olufsen whose devotion and vision remain the foundation for the company. The rich heritage built around the relentless determination to create products that push the boundaries of audio technology continues to place the company at the forefront of audio 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 audio products are sold worldwide in Bang & Olufsen monobrand stores, online, and in multibrand stores. The company employs approximately 900 people and operates in more than 70 markets. Bang & Olufsen’s shares are listed on NAS DAQ Copenhagen A/S.