

GOLDEN ENRAPTURE

BANG & OLUFSEN AT THE ZAHA HADID BUILDING

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There are all kinds of connotations with anything golden. As a colour, it conjures up associations of royalty and prosperity. As a decorative element, it's alluring. At the same time, it's ornamental without being ostentatious. In the right light, it glistens - with the presence of something precious. So it's no wonder that we launched an entire range of Bang & Olufsen systems featuring a metallic golden finish.

Place them in The Zaha Hadid Building and the effect is subtle but stunning. Ms Hadid is one of the most award-winning, internationally acclaimed architects of the 21st Century. She brought her amazing talent for radical shapes in space to an extension at Ordrupgaard, a unique Danish museum just north of Copenhagen. Ms Hadid designed a building that looks like a lyrical interpretation of the landscape. Silhouetted against the Nordic sky, it's more like a sculpture. Made all the more dramatic by the fact that it is built in black lava concrete.

At first sight, The Zaha Hadid Building almost looks liquid. A continuous elongation of lines, angles and curves appearing like a graphic extension of the terrain outside. Inside is a feeling of fluidity, blurring the borders between one room and another. Nothing is similar or symmetrical.

The same interplay between contrast and continuity is something we continuously seek at Bang & Olufsen. We strive to achieve a harmonious balance between technology and humanity, by providing an exceptional experience of sight and sound that engages all your senses. In a look that's alluring. Exquisitely engineered systems which are more than mere products. Each one is akin to a piece of architecture, elaborately constructed in a form that highlights its function. With the freedom to place them wherever you want to be amazed – by both the experience and the aesthetics.

Enjoy a glimpse of our golden range of Bang & Olufsen systems, designed to be breathtakingly beautiful from any angle. As Ms Hadid says, "There are 360 degrees, so why stay with one?" Don't be surprised if you find yourself amazed, by systems which look just as enticing in your living room as in this exhibition.



**BeoLab 6000** continuously fine-tunes the signal received from the sound source to ensure the utmost in a pure, authentic sound. The perfect loudspeaker to partner your Bang & Olufsen television or sound system for a powerful performance, despite its elusive appearance.

BeoLab 6000



**BeoVision 7** will turn and tilt towards you to provide an outstanding entertainment experience. A luxurious full HD LCD television screen with optional built-in DVD player and total surround sound capabilities, plus the possibilities of adding a projector for a front-row cinema sensation.

BeoVision 7-40

BeoLab 8000





**BeoVision 9** will transform your living space into a complete cinematic experience. Built with the most sophisticated picture engine on the market, its unique Automatic Colour Management feature will keep your on-screen colours fresh over time. Enjoy luxury in your living room with this expansive 50" full HD plasma television in a golden, diamond-cut frame.



**BeoSound 1** is a sleek solution to a portable loudspeaker with a CD player and radio cleverly concealed behind a wall of sound. Available in a range of removable coloured covers, including a golden version, for when you change your rooms – or your mind.



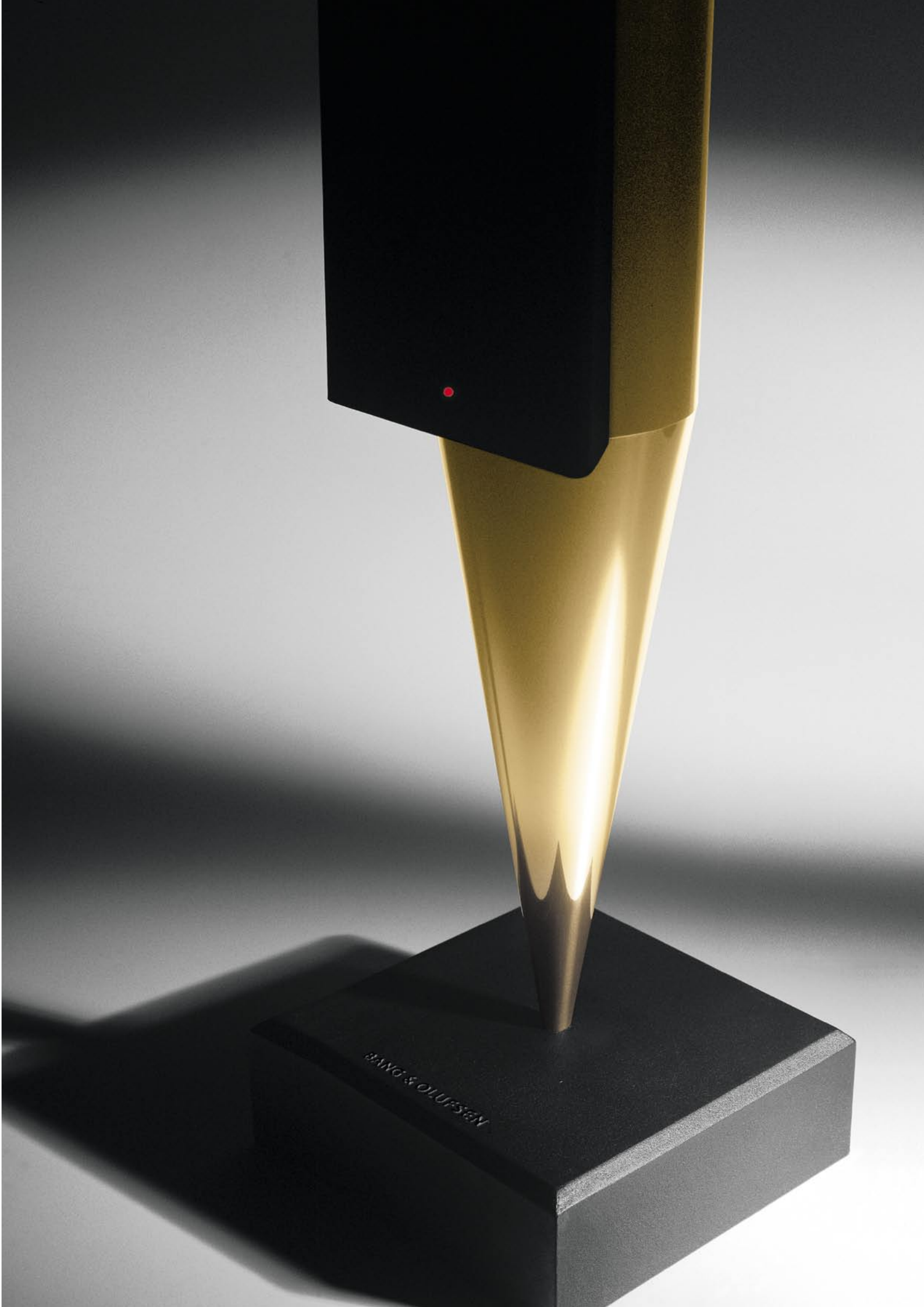
**Beo5** brings you instant and personalised access to your Bang & Olufsen televisions, sound systems, loudspeakers, radios, digital music, photos, videos and much, much more. Dim the lights, draw the curtains and enjoy a remote control that's more like an intuitive extension of your hand.



**BeoLab 8000** is an icon of design, built with two amplifiers to deliver a deep, full spectrum of sound. Experience an amazing bass with minimal distortion from a loudspeaker that's also a style statement.

BeoVision 7-40

BeoLab 8000



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