



Est. 1925

PRODUCT COLLECTION

Your senses. Set free.

Noise. It's everywhere. And now more than ever, we need to find a way out – to reclaim the present, reframe our spaces and come closer to the artists we love. This idea is what inspires us to create sound and vision experiences that go beyond expectation. Because when we hear, see and feel everything with absolutely fidelity, we make more of every moment.

Home cinema	6
Music at home	16
On the go	44
Introducing Atelier	58

Made to stir

I was forever asking how? as a child. That's probably why I loved taking electronics apart. I would marvel at the little components inside. At their significance. Their part in the whole. Today, a little older and wiser, I find myself nursing that same curiosity here at B&O.

See, this year marks our 100th anniversary. A century ago, Peter Bang and Svend Olufsen completely reinvented the radio, using mains power instead of batteries. It was a feat of unmatched craft and cunning that set a high bar we've only heightened since.

So, for our 100th birthday, I want to spotlight the brilliant minds and hands behind our sound and vision. Without our skilled craftspeople, tonmeisters and designers, none of this would be possible. Without their significance. Without their part in the whole.

That unbridled, childhood excitement? It's what we strive to draw out. From first unboxing to final listen, it's not just about striking sound. It's about creating something that stirs. The first time. Every time. For another 100 years. And that takes mastery.

I hope you enjoy flipping through this brochure.



Kristian Teär
Chief Executive Officer





A century of beautiful sound

Our story is told in wide-eyed gasps and tingling eardrums.
It's a story of precise sound from pristine form.

It started with reinventing the radio back in 1925. Then rethinking record players in the sixties and seventies. Completely upending the CD player in the nineties, and flipping the script on cinematic sound in the 2020s.

Each a leap of imagination. All Danish soundcraft. And all stirring you to hear, see and feel more.

Honouring the past, looking to the future, immersing you fully in the present. Hear that? It's the sound of our next century just beginning.

Home cinema? Picture this

Home cinema

Stunning sound dances from left to right. Bass hits hard. Dialogue sings, centred and crisp. Visuals jump from the screen. This is what home cinema is all about: a chance to escape to new worlds. And you can bring it all together like never before, with beautiful works of art built to last a lifetime. The best seat in the house? It's yours.







On or off. It's showtime.

Vivid high-res visuals. Soaring stereo soundscapes. Plus a touch of magic: watch the screen and speakers magically glide into place. Beovision Harmony makes every movie moment unforgettable – before you've even pressed play. Connect with Beolab speakers for a fully immersive sound show.

Magical TV experience
in 65", 77", 83", 88" or 97"



Customisable

A new take on home cinema

Cinematic home theatre
in 55", 65" or 77"



Customisable

Scores soar. Details dance. Spaces transform. With Beovision Theatre, you're not just watching cinema – you're living it. Immersive, Dolby Atmos-ready sound. Crystal-clear 4K screen. And your cables? Tucked away. Beovision Theatre is your complete cinematic experience.





The scene, reshaped

Design you can touch. Fidelity you will feel. A masterclass in minimalism that makes films, TV shows and albums hit harder with award-winning sound and mesmerising 4K visuals. Stand it or mount it – it's ready to play.

All-in-one OLED TV
in 48" or 55"



A new vision for sound



Rule-defying, heart-racing
soundbar



Customisable

Beosound Theatre

Powerful, yet elegant. Sleek, yet immersive. Beosound Theatre completely flips the script. With twelve custom drivers firing in all directions, the Dolby Atmos-ready Beosound Theatre performs like a multi-speaker powerhouse. But it's all from one beautiful soundbar.

Fidelity. Front and centre.



Beosound Stage

More power and detail for your favourite films and albums – without the need for a subwoofer. Streaming? It's built right in. Beosound Stage is a slim, beautiful soundbar that delivers impressive virtual surround sound for those feel-like-you're-there moments.

Award-winning soundbar



Customisable





Sounds like home

Music at home

Home is where the music's playing just the way you like it. Rich. Round. All around, and dripping with pure fidelity. How and where is entirely up to you, your ears and needs. Wall-mounted? No problem. Brought around with you? We've got it. Emerging from your bookcase?

It's here for you. The sound of home is yours.

Fidelity comes full circle

Iconic wireless speaker



From afar, it's a minimal masterpiece. Up close, the craft shines. But no matter where you stand you'll experience crisp, room-filling sound. And just like your favourite furniture, you can customise the details to make it sing in your space. Our latest generation of Beosound A9 is more than a speaker – it's a piece of art.





Sound. Sculpted.

An award-winner for a reason. Beosound Balance's minimal design contrasts its stop-in-your-tracks sound, which plays out in 360-degrees to keep you in the moment from anywhere. The materials? As rich and textured as your favourite song. This is minimalism that maximises listening pleasure.

Sculptural wireless speaker



Future-proof craftmanship

We've always crafted experiences that stand the test of time. We like to see our products as proof that while trends change, excellence is timeless.

But the global average lifespan of speakers and other electronics is steadily going down. And the amount of waste generated? Only up. We need to fix that, and we'll do our part.

That's why we're proud that Beosound Emerge, Beosound Level and Beosound A5 all meet the rigorous standards of Cradle to Cradle™ certification. Their modular build means they're easily updated, refurbished and repaired. Ready to play for generations to come. Stay tuned – they won't be the last.

Curious to learn more?





A sound commitment

Flexible wireless speaker



Smart enough to play anywhere. Portable enough to go everywhere. And modular enough to be Cradle to Cradle Certified. Lay it flat, on its side or hang it on the wall – it adapts to keep your music beautifully balanced and crystal clear. And with streaming built in, it's always ready to play. Beosound Level puts the moment in your hands.





Music's next move

Beosound A5 goes where no portable speaker has gone before. Acoustically. Aesthetically. Effortlessly. It's designed to be updated over time instead of replaced, so it'll always be by your side. Elegant looks disguise a world of power and precision that brings huge sound anywhere – in the home, or out in the wild. Serious bass. Seriously smart. With A5, you won't know what's hit you.

Powerful portable speaker



Slim shape. Big impression.

Compact home speaker



Elegant and ultra-slim, it fits in anywhere – from a bookshelf in the bedroom to a tight corner in the kitchen. And despite its size, it reaches you everywhere in the room with full-range, ultra-wide sound. Beosound Emerge takes your music to places never imagined before.





The essence of experience

An iconic speaker like no other. In looks as in sound. Our latest generation of the iconic Beosound 2 delivers crisp 360-degree sound – fit for any room. Deep bass, punchy mids, crispy highs. Captivating? No matter where you place it.

Elegant home speaker



Listen with new ears

Add a new dimension to your music. Stereo pair two Bang & Olufsen speakers together and be immersed in more detail, depth and scale. Hear it all in stereo – just as the artist intended.







Fidelity from every angle

We've crafted three new speakers: a surround-sound powerhouse, a standalone masterpiece and a stirring stereo experience. The twist? They're all the same speaker. It stands wherever you need it to: walls, floors, ceilings, tables. And it soars with powerful, detailed high-def sound. Exquisite looks and replaceable parts give you form and function for any point in your life.

Versatile home speaker



Poise meets power

Iconic wireless stereo speakers

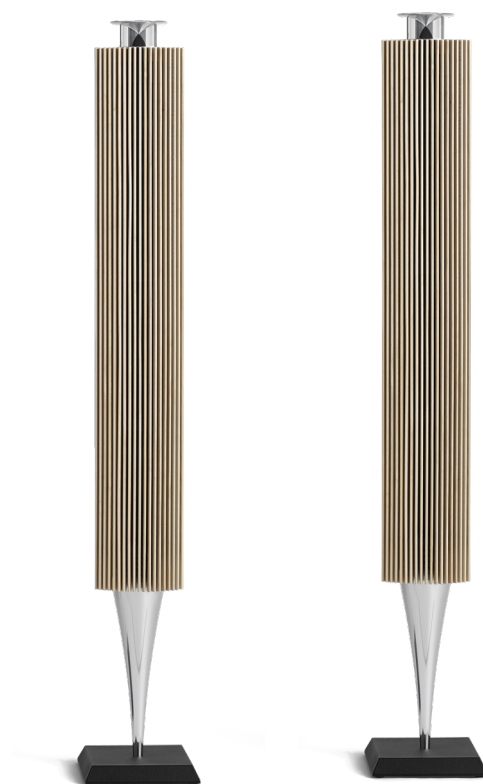


Customisable

Slim shape with cinematic scale? This is Beolab 28. Place them anywhere, stream anything and enjoy bass-rich sound that adapts to your space. All topped off with a magic touch: oak lamellas that gracefully glide into place. Add a pair to your Beovision TV for an immersive stereo or surround sound experience.



Pillar of sound



Beolab 18

Iconic stereo speakers



An icon of luxury that cuts the cords. Slender in shape but potent in power, this is wireless high-fidelity sound that transforms music and movies into a sensory experience. Place Beolab 18 in any tight spot and it'll do the rest. Add a pair to your Beovision TV for an immersive stereo or surround sound moment.

Depth. Detail. Delight.



Beolab 19

High-end wireless subwoofer that adds depth and texture. To music. To movies. To homes. Designed to capture precise emotions in even the lowest of frequencies, Beolab 19 is simply a precision powerhouse. And that shape? Just as striking. This all-metal subwoofer is meant to be seen as well as heard.

High-end wireless subwoofer

Customisable

Grace – meet growl



Beolab 50

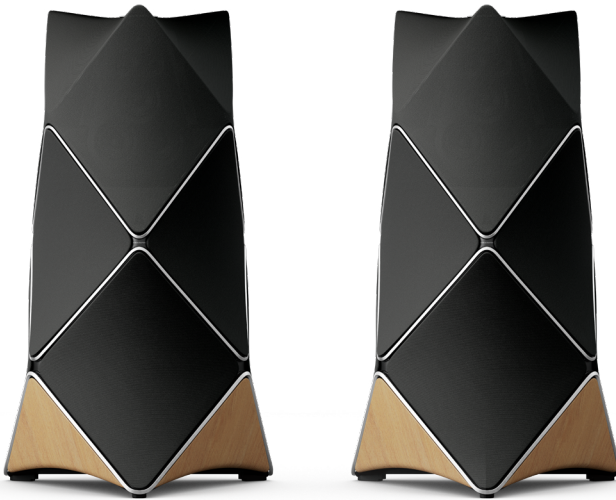
High-end active loudspeakers



Customisable

Extraordinary musical and cinematic soundscapes, brought to you by audiophile-grade acoustics that unearth new levels of detail. Finished with the finest oak, aluminium and fabric, Beolab 50 is all about power and precision. Add a pair to your Beovision TV for an immersive stereo sound experience.

Rare. Radical. Remarkable.



Beolab 90

Quite simply our very finest work. A stereo experience so unprecedented in power, depth and detail, it's only made to order. Eight years in the making, an instant to understand why: Beolab 90 redefines what music and cinema can feel like at home. Add a pair to your Beovision TV and see where they'll take you.

Ultimate stereo loudspeakers

Customisable



One box. Generations of play.

Times. Genres. Spaces. They all come together with Beoconnect Core. Breathe new life into your cherished collection. Connect your TV to your B&O speakers. Your cherished Beogram turntable? That too. Rediscover the sound and vision you love with more fidelity than ever – now ready for the future.

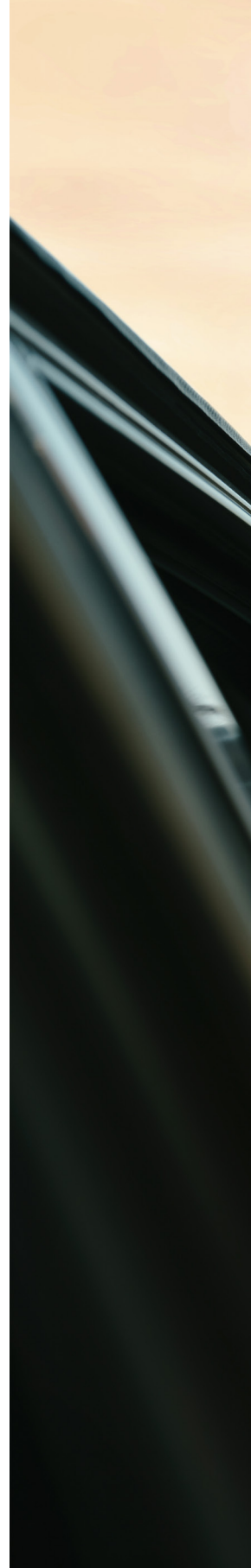
All-in-one connectivity



Get carried away

On the go

Moving room to room? Or moving outside? Wherever you're going, there's no reason to leave the music behind – or the moment. Keep it going with powerful portable speakers and headphones that will change how you listen forever. Press play. Get carried away.







Sound that moves with the times

A new era is here. One where incredible sound goes with you and is built to last. This is Beoplay H100. A headphone experience that reaches back into decades of history to redefine your listening future. The possibilities? Many. The moment? Immersive. Beoplay H100 transforms with the times and transcends what a headphone can be. With you for all the songs and sounds to come.

Next gen headphones



Pure sound. Pure silence. Pure bliss.



Beoplay H95

Lose yourself in music. Find yourself in silence. Beoplay H95 is all about depth, detail and delight. Custom titanium drivers – nestled under detachable magnetic earcups – are tuned for outstanding fidelity. Five levels of powerful noise cancellation keep you in the zone. Hear everything in complete comfort, for up to 38 hours on a charge.

Premium headphone experience



Escape to everywhere

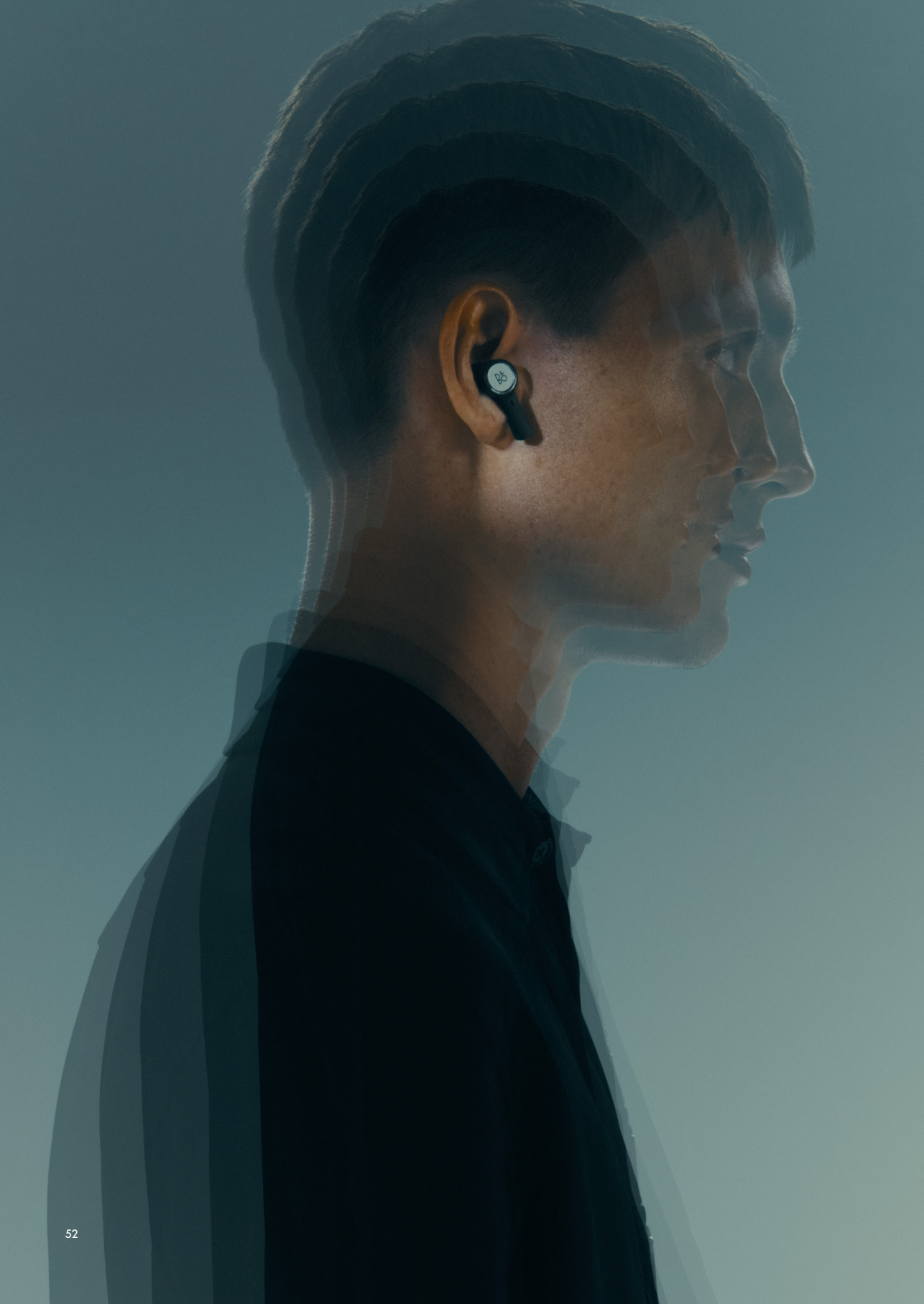


Beoplay HX

All-day comfort, no extra weight. 35 hours of play on a single charge. Complete versatility, whether you're on a call or on a commute. All with crisp, rich sound driven by custom 40mm drivers. Let the noise-cancelling Beoplay HX carry you through every soundscape and landscape – and back again.

Versatile, lightweight
headphones





Sound to be seen

Music with more zest. Comfort with more class. And a shine that sings. With Beoplay Eleven, every vibration is vibrant.

Neatly shaped aluminium mixes with gleaming glass accents. Lavish sound fuses with improved noise cancellation. Disturbances? Down. Poise? Up. Soak in every note and express yourself in full with our in-ear noise cancelling earbuds.

Next-gen earbuds



Small in a big way

Portable Bluetooth speaker



Size-defying performance. Performance-defying elegance. Water resistant and ready to tag along. Beosound A1 is a portable powerhouse that's ready for all of life's thrills. And spills. Punchy bass, sharp details and enough volume to fill a room. All in a package you can pick up, pack up and play anywhere. You won't believe it until you hear it.





At home in the wild

A waterproof and scratch-resistant companion for the toughest campsites, trails and mountains. Beosound Explore packs a powerful punch with 360-degree sound and up to 27 hours of playtime. Clip it on your backpack, hang from your belt, or lodge it in an alcove. It's ready for anything.

Durable Bluetooth speaker



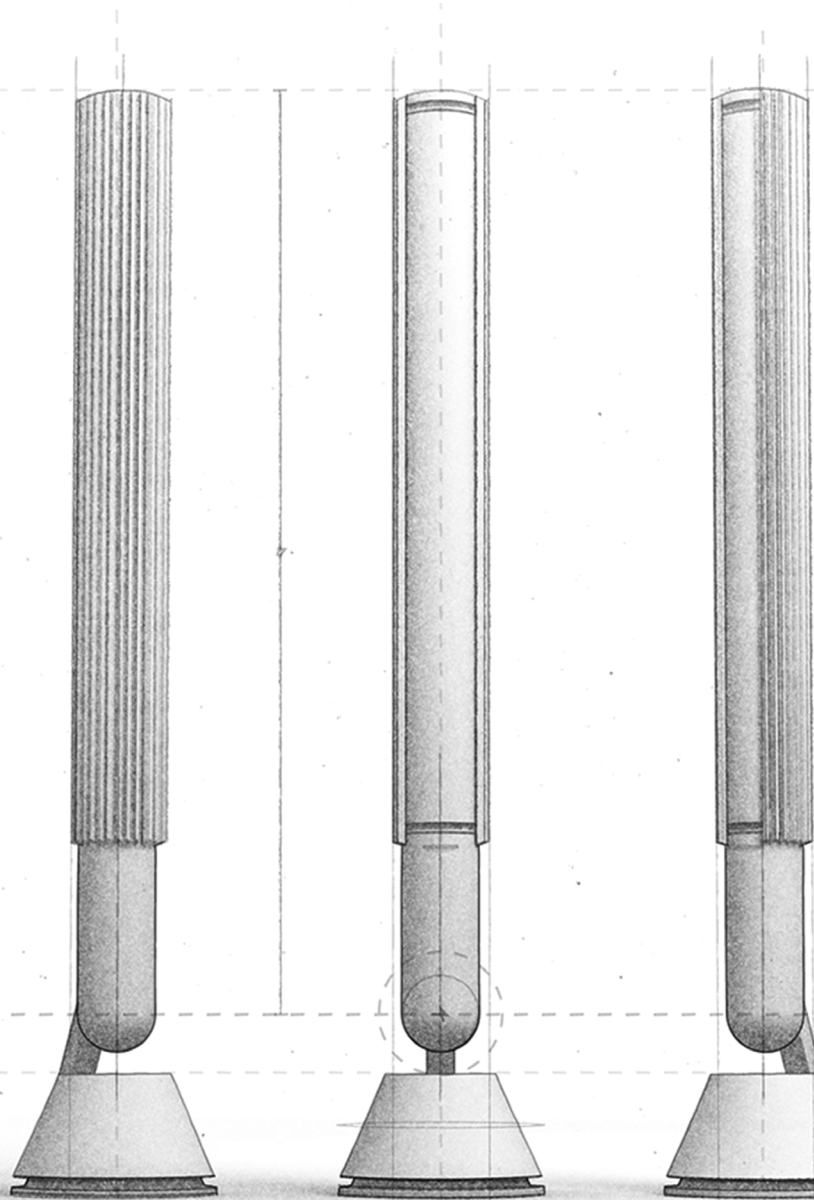
Grab it. And brace for impact.

Powerful Bluetooth speaker



It rivals speakers twice its size, but it goes places they can't. Inside or outside, day or night, it always brings the energy with big bass and crowd-pleasing volume. Beolit 20 keeps your music alive with 360-degree sound dispersion, long battery life and an integrated wireless charger at the top.







Introducing Atelier

Sound? It's personal

This is the mission of Bang & Olufsen Atelier. To take the tireless work of engineers, craftspeople and our tonmeister – and make it yours. Completely. Always pushing the limits of materials and technology, just as we've been pushing sound and design for the last 100 years.

You dream it. We craft it.

Make it yours

If you can picture it, you can hear it. Exclusive materials. Bespoke designs. This is Atelier.

Atelier Bespoke

Make a statement. Turn heads. Spark conversations. This is the intent of a fully bespoke Bang & Olufsen piece. Our team of Atelier artisans make it happen, backed by the manufacturing might of our Factory 5.

Atelier Catalogue

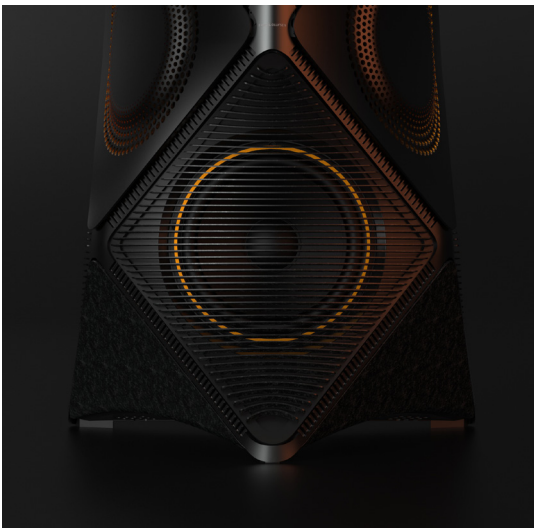
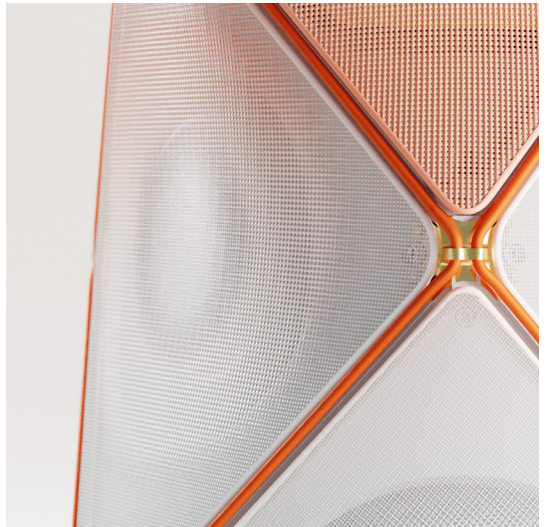
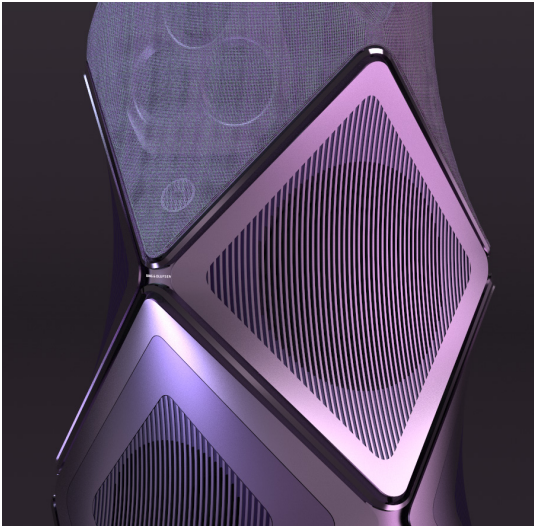
Your music is an expression of who you are. How you listen to it should be too. With Atelier Catalogue, you can choose from over 500,000 possible combinations of colour, material and finish for your speaker. And it all starts with our online Composer.

Atelier Editions

Iconic designs, made more iconic than ever. Experimental colourways, with fresh finishes and textures. Atelier Editions is all about taking our exclusive sound experiences and making them extra special. See something that speaks to you? Make it yours before these limited editions disappear.



Start your journey
on our Composer





Crafted for generations

Great design is about bringing everything together. And success always comes down to the finest details – some you might not even see. This is why we keep craft as close to our heart as we do our sound innovations. Because great sound is meant to be enjoyed, shared and passed on to the next generation.

If a Bang & Olufsen product looks like aluminium, it is aluminium – machined right here in Denmark. If it looks like leather, it is leather – handpicked and of the highest quality. If it looks like wood, it is wood – natural and tactile. All our materials are chosen for their beauty, functionality, longevity and comfort. Because we know no other way.

Architect your soundscape



Palatial



Out of sight, but never out of mind. Palatial is a range of integrated in-wall speakers that accurately disperse high-fidelity sound from varied positions and wide angles. Perfect for everything from soul-shaking music experiences to discreet home theatre setups.



Celestial



All music, no clutter. Our Celestial in-ceiling speakers combine serious sound performance with flexibility, simple installation and design that complements any interior.



Beosound Shape



Part modular speaker system, part work of art. Beosound Shape gives a whole new look to your music experience. Arrange it, rearrange it, and create new patterns – every time it'll provide sparkling sound with built-in room dampening.



Beosound Bollard



A state-of-the-art landscape speaker, crafted for impeccable outdoor soundscapes. Beosound Bollard delivers clear and powerful sound experiences from the ground up – and from the ground of your choosing.



Final flourish? Accessories

From carry cases, to speaker covers, to carabiners, to remotes, our range of high-quality accessories are here to make your Bang & Olufsen experience extra special. Scan the QR code to see what we have in store for your speakers, headphones or TV.



Music at your fingertips

More bass, more warmth, more you. Personalise your listening experience with the B&O app. Equalizer and noise cancellation adjusters give you complete control over how you listen with just a tap.



