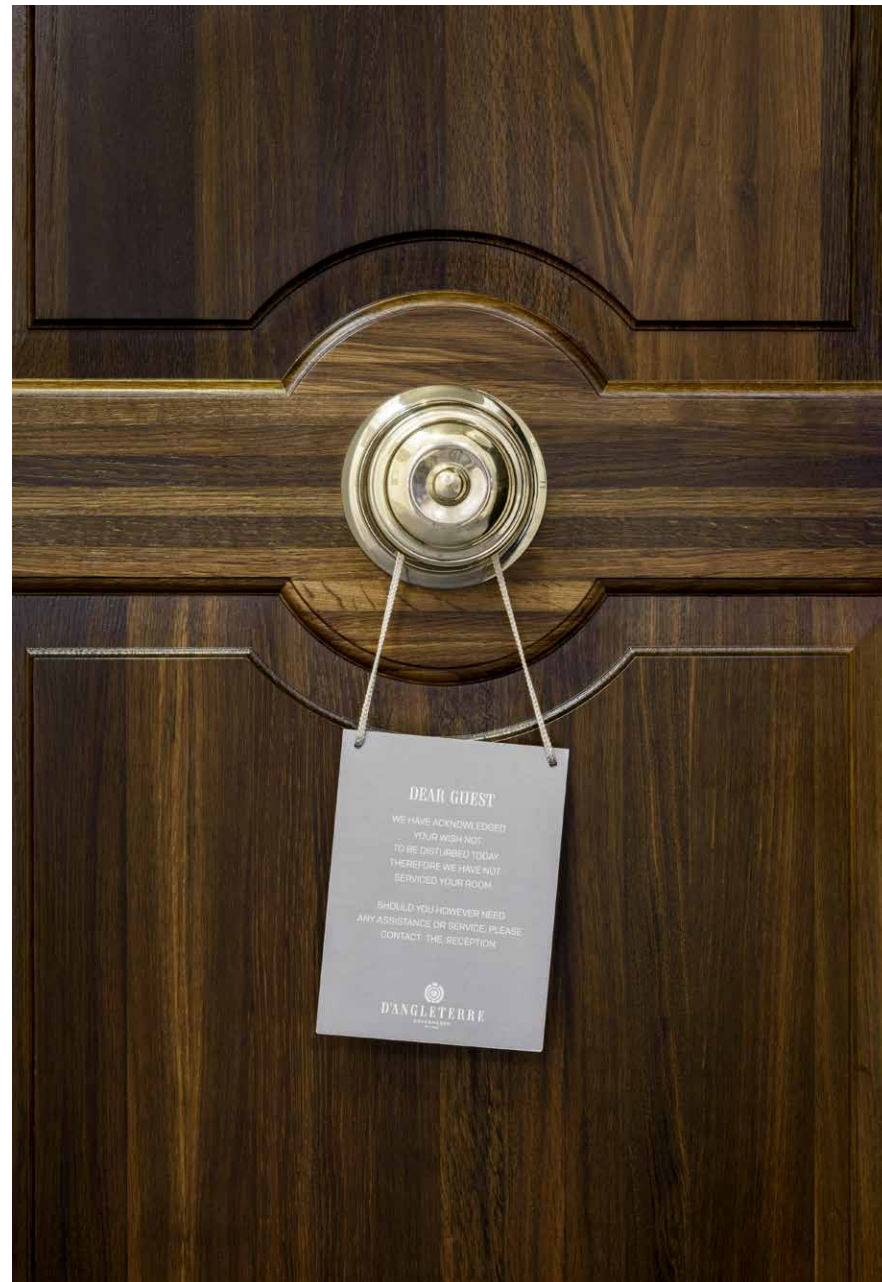


SOLUTIONS FOR HOTELS

THE WELCOME EXPERIENCE

BANG & OLUFSEN



THE SIMPLE JOY OF CHECKING INTO A HOTEL ROOM AND TURNING ON THE TV TO WATCH THE LOCAL NEWS. WITH OUR AMBITION OF PROVIDING LUXURIOUS SIMPLICITY FOR THE END USER, OUR RANGE OF PRODUCTS IS EXCEPTIONALLY WELL SUITED FOR ACCOMMODATING THE WEARY TRAVELLER.

At Bang & Olufsen, the concept of hospitality has a special place in our hearts. Everything has to be perfect to make a hotel experience stand out, and at Bang & Olufsen, we are all about perfection.

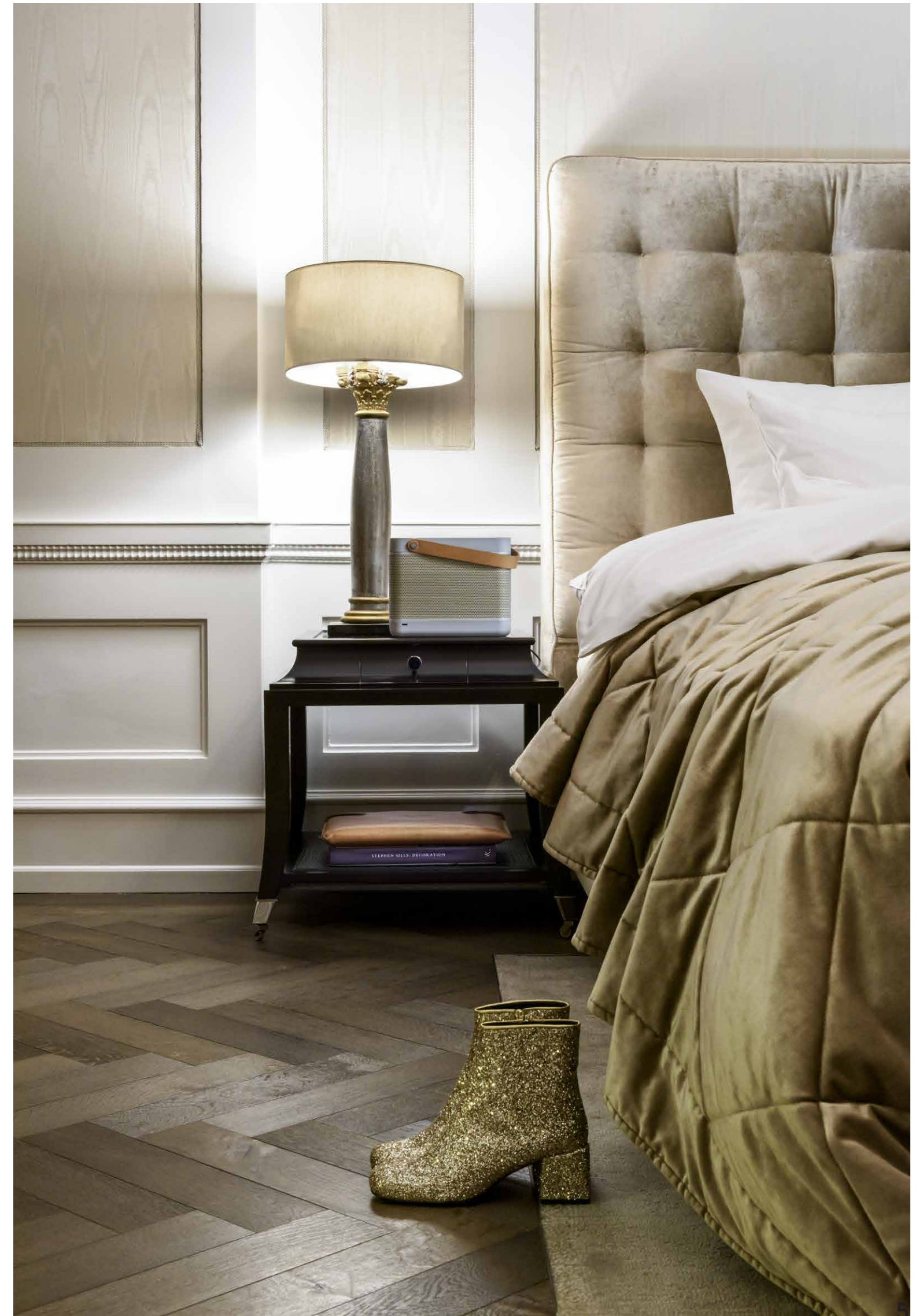
The Bang & Olufsen brand stands for beautiful sound, iconic design and seamless integration. These are qualities that we believe are integral to creating the welcome experience. With our ambition of providing luxurious simplicity for the end user, our range of products is exceptionally well suited to accommodating the weary traveller.

Our products provide ease of use, high quality experiences, crisp sound and clear images. They look great in all settings, adding to the design of rooms and suites. It is fundamental to our business to create 'that special something' that makes a visit extraordinary.

Tue Mantoni,
CEO of Bang & Olufsen

“ALL THE SENSES PLAY A PART IN CREATING THE PERFECT ATMOSPHERE FOR A HOTEL. ICONIC DESIGN CREATES AN IMPACTFUL FIRST IMPRESSION, WHETHER IT HAS A CONTEMPORARY OR TRADITIONAL TWIST, AND SOUND IS INCREDIBLY EVOCATIVE.”

TIM DAVIS, VICE PRESIDENT BRAND & MARKETING,
SMALL LUXURY HOTELS OF THE WORLD



EXPERIENCE

THE PERFECT STAY

»
The H.C. Andersen Suite at the famous d'Angleterre, shown here with the BeoSound 35. The dynamic, sleek sound system contrasts perfectly with the traditional, yet modern room.

THE WELCOME EXPERIENCE

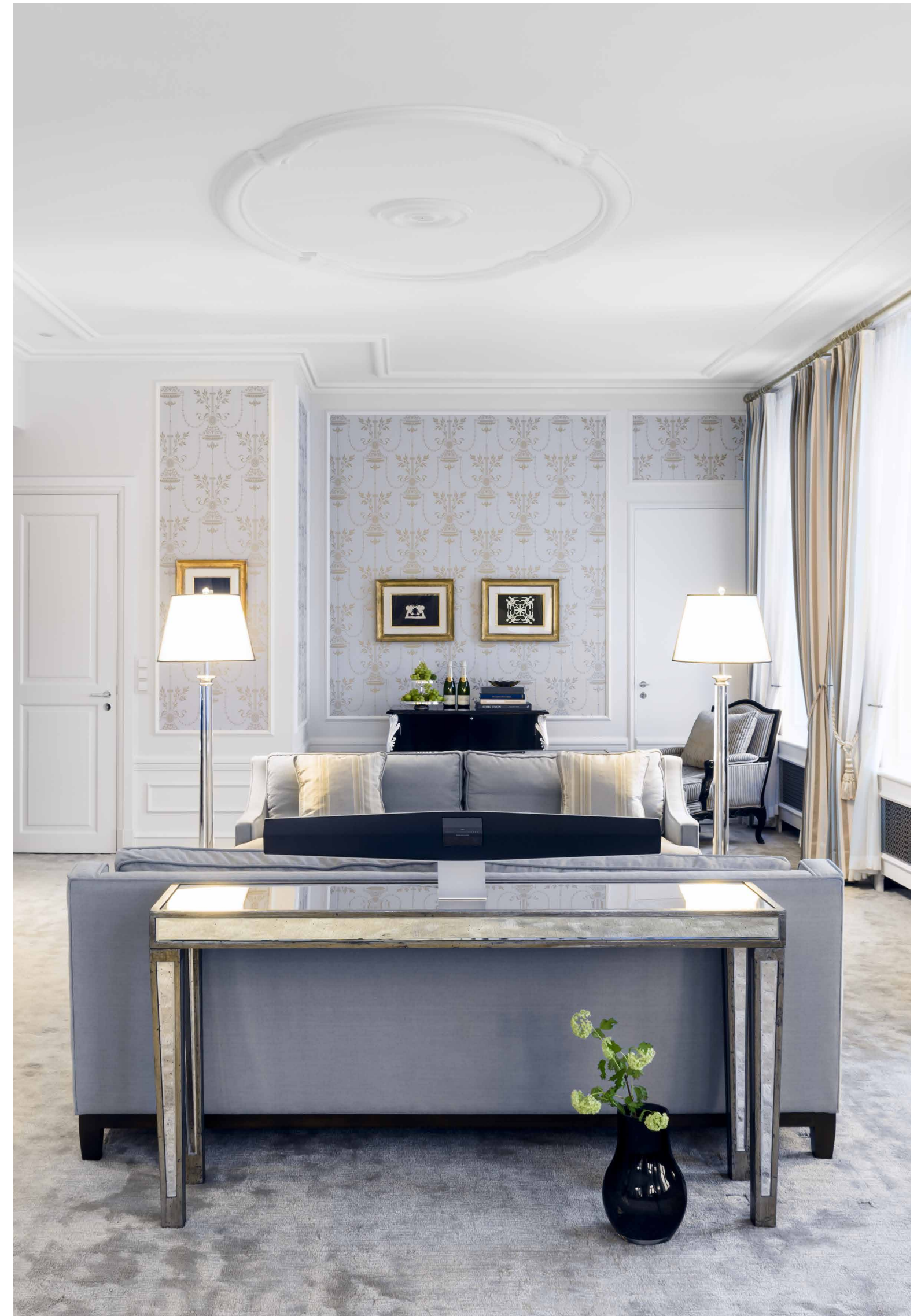
Hospitality is all about spoiling your guests with good experiences and creating the perfect atmosphere for their stay. We spoke to esteemed hoteliers about the art of hosting, the creation of the perfect welcome experience and the advantages of choosing Bang & Olufsen products. Approaches differ from hotel to hotel, but everybody seems to agree that attention to detail and picking the right brands to work with are pivotal to success.

When asked specifically what a Danish brand such as Bang & Olufsen can offer the world of luxury hotels, Tim Davis, Vice President Brand & Marketing for Small Luxury Hotels of the World, put it like this: "All the senses play a part in creating the perfect atmosphere for a hotel. Iconic design creates an impactful first impression, whether it has a contemporary or traditional twist, and sound is incredibly evocative, whether it's music from a local artist, the sound of nature, or waves on a beach." He continues:

"It is a question of getting the balance between design and sound just right, so that neither is overpowering, and they all combine to create a powerful atmosphere that complements the environment and creates a lasting memory."

When we spoke to Lucas Johansson, General Manager of Copenhagen's most prestigious historic luxury hotel d'Angleterre, he trod a similar path: "Our job here is simply to create magic moments, to make our guests feel elevated. They should be on a little cloud from the moment they enter the building. And it is our job to let them remain on that little cloud throughout their stay. Offering luxury design such as Bang & Olufsen is part of creating this magic."

We are proud to play our part in the creation of the perfect welcome experience.





»
The d'Angleterre restaurant Marchal relies heavily on the highest quality of sound when creating the perfect ambiance for its dinner guests.

“I THINK THE PERFECT
WELCOME EXPERIENCE
IS A MIX BETWEEN
CURIOSITY AND COMFORT.
WE WANT TO MAKE THE
EXPERIENCE MEMORABLE,
AND ONE WAY TO DO SO
IS BY HAVING EXTREMELY
HIGH STANDARDS WHEN
IT COMES TO DESIGN
AND SOUND.”

FRANCOIS-XAVIER SCHOEFFER, DIRECTOR OF OPERATIONS
CAFÉ ROYAL HOTEL, LONDON



⤴
The remarkable Café Royal Tudor Suite,
fitted with a BeoVision Avant television.
Standing out, yet blending in just
enough, it's a great fit for the room.



«
The Regent Suite at Café Royal has a Beo4 remote placed discreetly on the bed, allowing for the guest's ultimate convenience when controlling the Bang & Olufsen products in the room.

CAFÉ ROYAL LONDON

Café Royal opened in 1865 in the heart of London, with elegant Mayfair to the west and creative Soho to the east. Already by the end of the 19th Century, Café Royal had established an original reputation for excellent hospitality, dining and entertainment. Recently it has been restored and reopened as a luxury 5 star hotel.

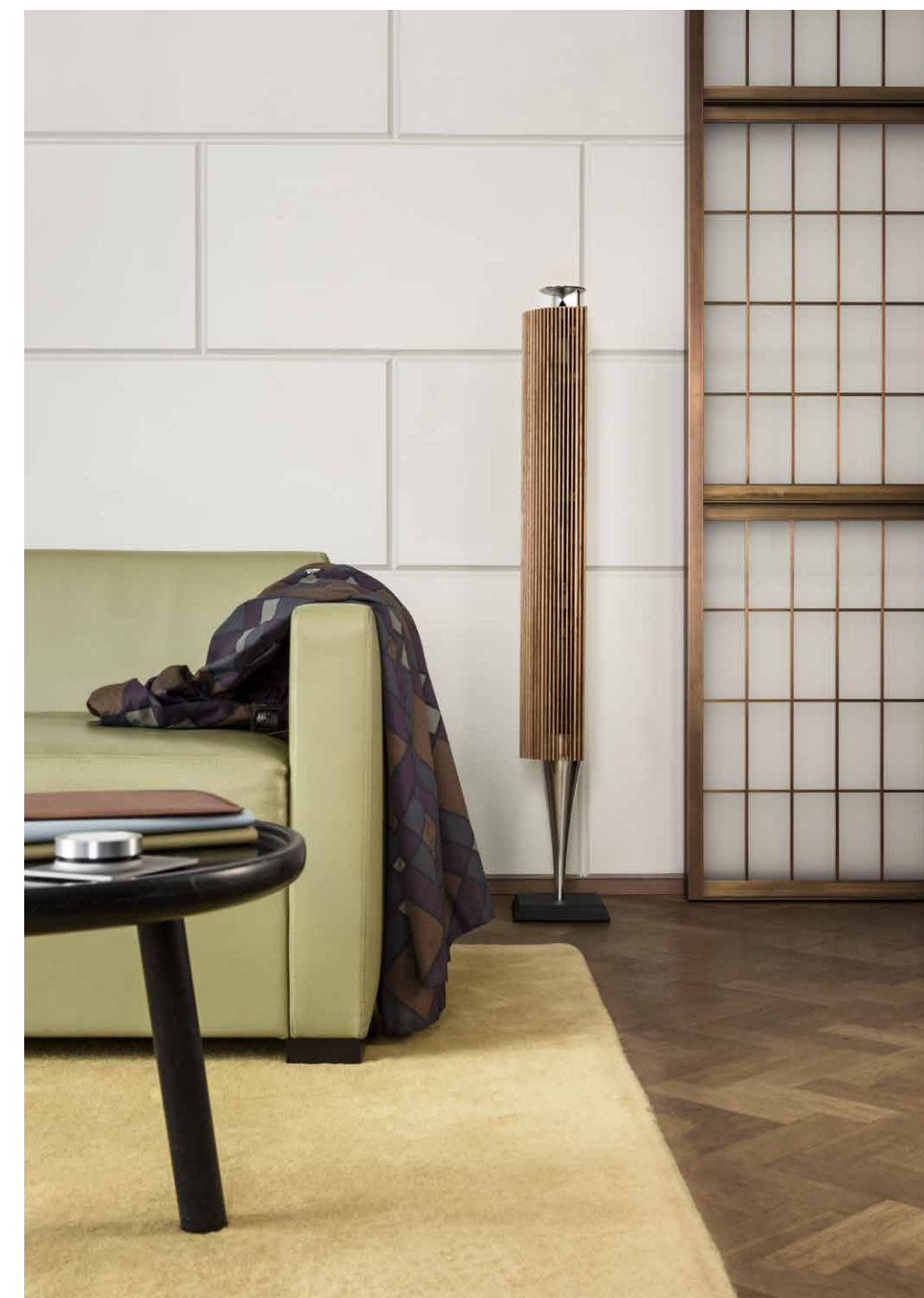
Paying homage to the history of the building, grand historic areas have been sensitively restored and a selection of restaurants, bars and events spaces are a tribute to the rich heritage of excellent hospitality and dining.

In its reincarnation, this iconic London landmark now features 160 contemporary guest rooms, including 54 suites and seven signature suites fitted with Bang & Olufsen TVs and loudspeakers.



«
At Café Royal, nothing is
mundane or left to chance
– even the elevator door
looks like something leading
to heaven.

»
The Regent Suite at Café
Royal, with a BeoLab 18, and
a BeoSound Essence remote
to control the room's various
devices. Both pieces blend in
perfectly with the room.





⤴
The contemporary Beoplay A6 wireless speaker, placed on a desk in the Tudor Suite of Café Royal.

“SIMPLE LUXURY IS ALWAYS THE CONCEPT AND THE FEELING WE ARE GOING FOR. EVERYTHING IS ABOUT THE WARMTH, THE WELCOME, THE SMILE. THE SMALL DETAILS THAT MAKE THE DIFFERENCE, THAT INTIMATE FEELING.”

FRANCOIS-XAVIER SCHOEFFER, DIRECTOR OF OPERATIONS
CAFÉ ROYAL, LONDON

»
The beautiful d'Angleterre Suite,
with a prime example of a fully
integrated Bang & Olufsen solution.
The suite has a BeoVision 11,
BeoLab 18 and a BeoRemote One –
all connected and working as one.

D'ANGLETERRE COPENHAGEN

The d'Angleterre was established in 1755 in the centre of Copenhagen as one of the world's first luxury hotels. After an extensive renovation, the d'Angleterre reopened in 21st May, 2013 as a revitalised grand palace, balancing legacy and style with intuitive tailored services.

The historic building has been fitted with modern interior design, aimed at establishing that special Danish concept of "hygge". Every square meter is renovated in a classic style with a modern touch. The spacious and elegant rooms and suites are individually decorated to create the most comfortable environment throughout the hotel.

The hotel features 90 rooms including 60 suites – all with spacious bathrooms as well the latest technology in TVs and sound systems from Bang & Olufsen.





«
A BeoLab 5 in the H.C. Andersen
Suite, partnered with an original
piece by the famous author himself.

“ELEVATION! WE
MAKE OUR GUESTS
FEEL ELEVATED. THEY
SHOULD BE ON A
LITTLE CLOUD FROM
THE MOMENT THEY
ENTER THE BUILDING.
AND IT IS OUR JOB
TO LET THEM REMAIN
ON THAT LITTLE
CLOUD THROUGHOUT
THEIR STAY.”

LUCAS JOHANSSON, GENERAL MANAGER
D'ANGLETERRE, COPENHAGEN



«
Many Bang & Olufsen products are subtle enough to provide excellent sound without interfering with the interior of the room.

THE DORCHESTER LONDON

The Dorchester opened in 1931, and is one of the world's most iconic luxury hotels. Located in the centre of London, overlooking both Hyde Park and Mayfair, The Dorchester is a favourite choice of celebrities, world leaders, royalty and high society.

Luxurious hospitality and extraordinary experiences are key to The Dorchester, offering specially designed rooms with commissioned fabrics, antique furniture and exceedingly comfortable beds, not to mention a 3-star Michelin restaurant and first class service.

The Dorchester features 250 rooms, a variety of meeting rooms, restaurants, tea rooms and lounges, TVs and loudspeakers by Bang & Olufsen.

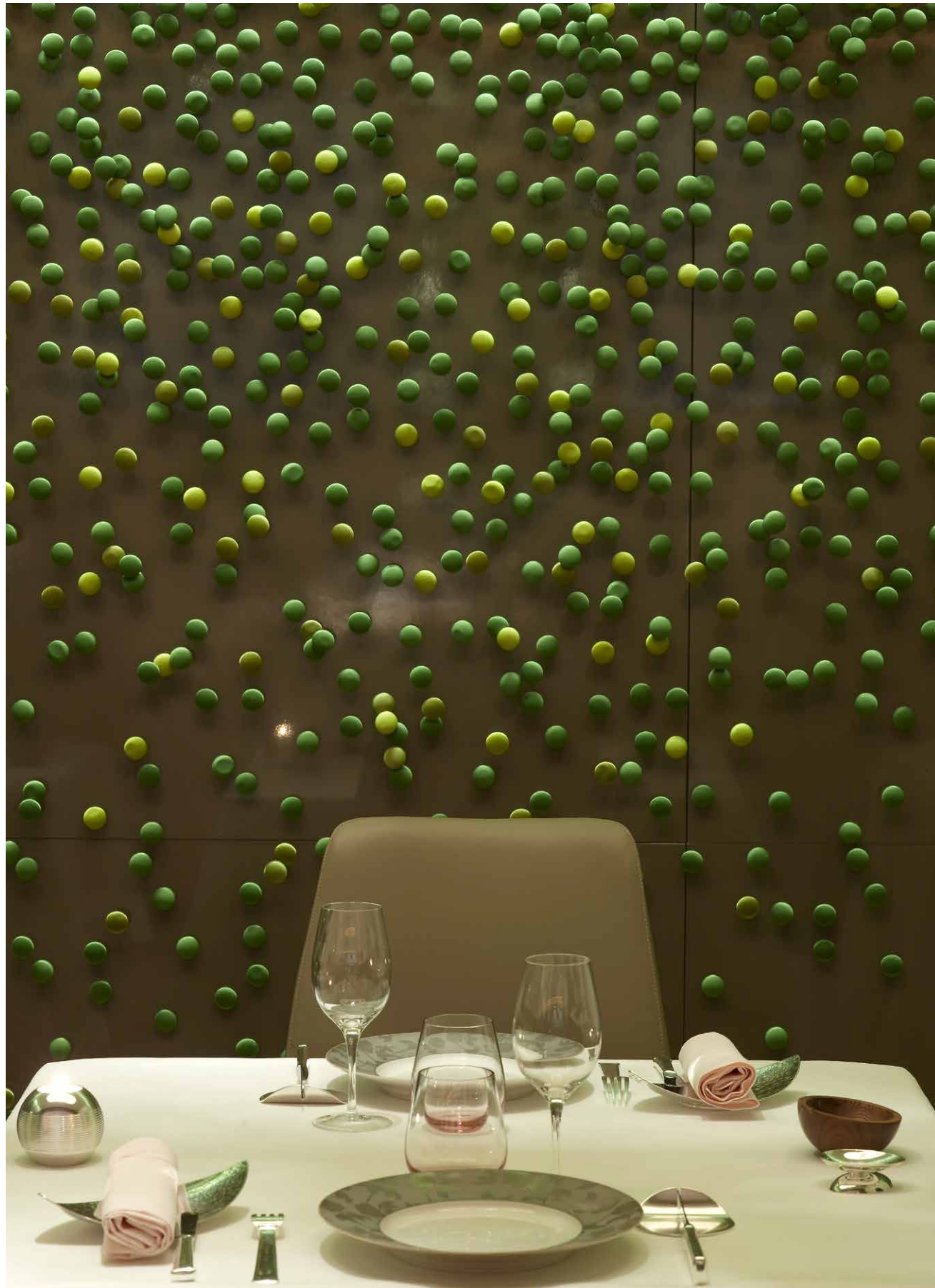


⌘
The BeoRemote One allows for full control of all Bang & Olufsen products in the room.

»
The sitting room in The Park Suite of The Dorchester is fitted with a BeoVision 11. Placed above the fireplace, it creates a natural focal point for the room.



«
Dining is an experience for all the senses. Taste and smell are key, but the perfect sound is also immensely important in creating an amazing meal.




“IN SELECTING A NEW TV SYSTEM I WANTED TO FIND A SYSTEM THAT WOULD BE BOTH IN KEEPING WITH THE QUALITY AND LUXURY OF THE DORCHESTER AS WELL AS ONE THAT HAD A NAME THAT OUR GUESTS WOULD BE PARTICULARLY FAMILIAR WITH, AS THEY WERE LIKELY TO HAVE THEM IN THEIR OWN HOMES. I THEREFORE COULD NOT THINK OF ANY BETTER THAN BANG & OLUFSEN.”

CHRISTOPHER COWDRAY
CHIEF EXECUTIVE OFFICER, DORCHESTER COLLECTION

EXPLORE

THE POSSIBILITIES



In celebration of Café Royal's musical past hosting some of the most celebrated rock stars of the time, including the infamous retirement party for Ziggy Stardust, David Bowie's alter ego, as well as musical legends including The Beatles, Mick Jagger and Lou Reed to name a few, your guestroom at Hotel Café Royal is equipped with the latest, state-of-the-art music technology from Bang & Olufsen for your listening pleasure.

CUSTOMISED HOSPITALITY BY BANG & OLUFSEN

Guests at high-class hotels have high expectations when it comes to audio and video equipment. At Bang & Olufsen we fulfill these expectations with our beautiful range of products and user-friendly connectivity solutions.

Our highly skilled service team will help any hotel customise a solution that fits perfectly to their needs. Bang & Olufsen's brand-to-brand promise is to add an extra element of customised hospitality to the welcome experience and make sure the guests will stay elevated throughout their visit.

Bang & Olufsen's world-renowned television, user control and loudspeaker designs have won numerous international awards and received widespread acclaim. The advanced patented technology inside delivers optimum audio and video in any environment.

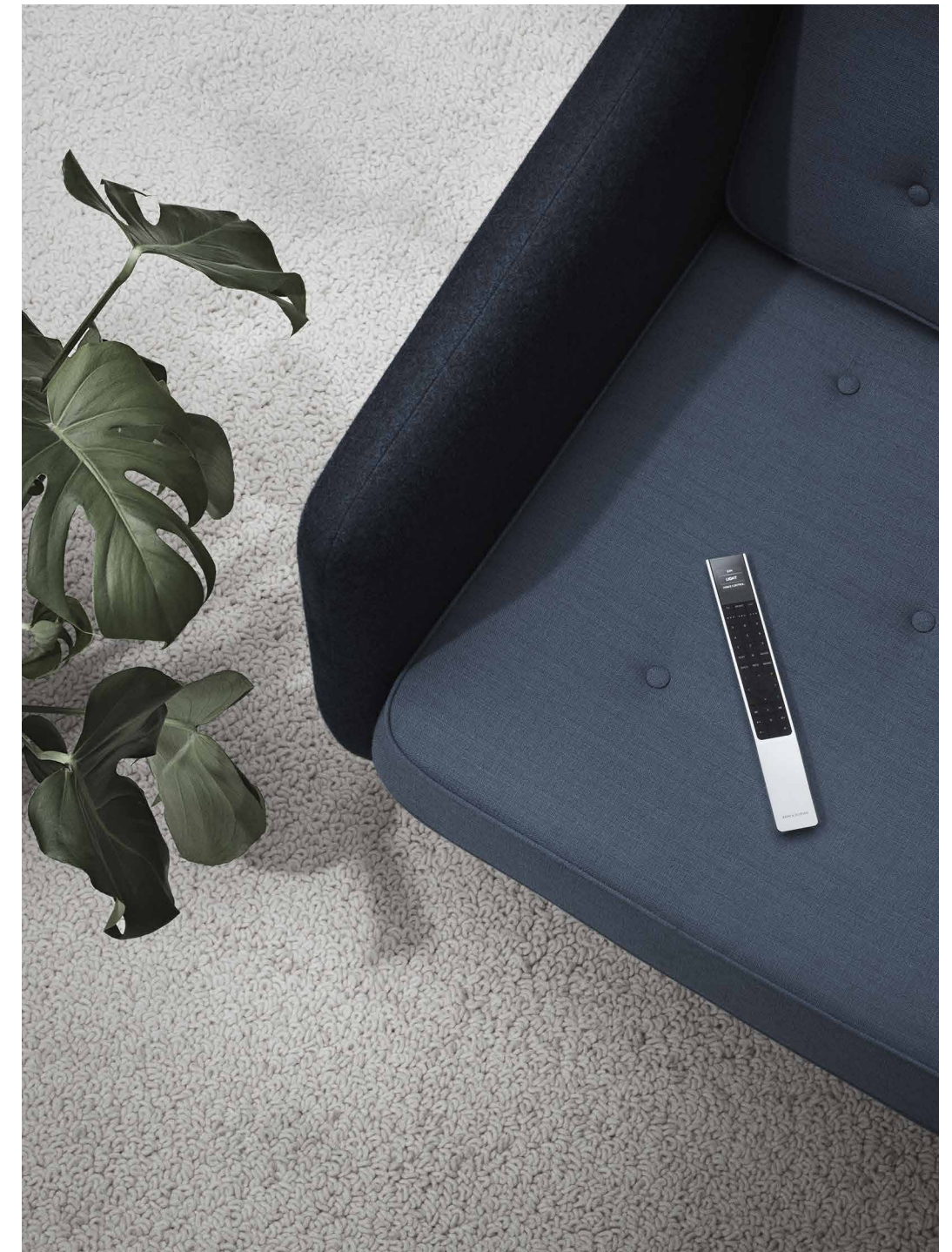
Every model is designed with a focus on performance, functionality and usability. With one single customised remote control, guests can easily control audio and video

equipment in their room, even the lighting, curtains and air conditioning.

“Our wide range of products are available in a multitude of colours, sizes, designs and positioning options, giving you an amazing amount of creative room to design interiors, suites and public areas. You decide if the product fits in or stands out.”

One noticeable trend throughout the industry is that an increasing number of travellers are bringing their own devices for entertainment and work, and they expect an easy connection between these devices and the hardware in their hotel rooms. Our loudspeakers are fitted with Bluetooth technology for integration with third party devices, and our products can easily be integrated in third party connectivity panels, allowing guests to play their own music or film on Bang & Olufsen products.

Choosing Bang and Olufsen is choosing the possibilities of the future, today.



The BeoRemote can be individually customised for your hotel. Choose specially designed buttons or have your own logo engraved on the remote.

«
With a bedside connectivity panel,
guests are able to connect their
devices to the room sound system
and television.



“TODAY’S TRAVELLER
HAS THE WORLD AT
HIS OR HER FINGERTIPS
WITH SMARTPHONES
AND TABLETS. WE MAKE
SURE ALL OF THESE
PERSONAL DEVICES
CONNECT SEAMLESSLY
AND EASILY TO ANY
BANG & OLUFSEN
PRODUCT.”

RON HOLTDIJK, DIRECTOR, GLOBAL ENTERPRISE DIVISION
BANG & OLUFSEN



LOUDSPEAKERS

Bang & Olufsen has been synonymous with the art of acoustic perfection since 1925. To this day, our craftsmen still calibrate and tune every loudspeaker model by hand. Bang & Olufsen precision engineering means fine-tuning every component to

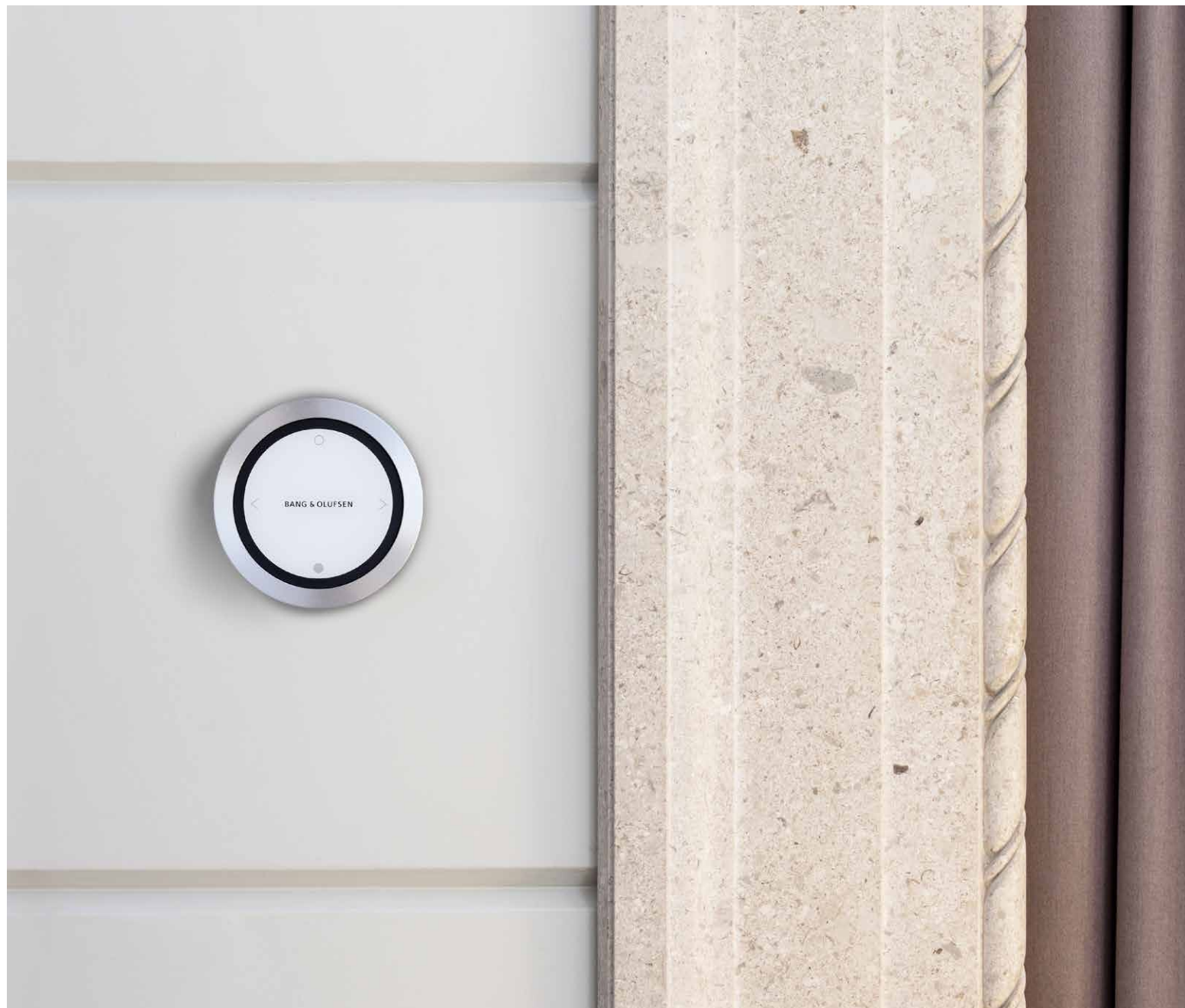
produce stunning sound, and maintaining constant clarity and power throughout the entire room. The range of Bang & Olufsen active loudspeakers covers every thinkable need. Pictured above is the BeoLab 18, one of our most iconic loudspeaker designs.



TELEVISIONS

A Bang & Olufsen TV not only delivers perfect images, it combines them with perfect sound too. By combining stunning image quality with exceptional sound, Bang & Olufsen TVs deliver experiences that are way beyond the sum of their dimensions.

The range of Bang & Olufsen TVs spans from understated elegance to technical masterpiece. Pictured above is the premium range BeoVision Avant. It comes in three sizes and features a multitude of placement possibilities.



«
BeoSound Essence, with its
simplistic and intuitive design,
makes controlling the room
easy for your guests.

SOUND SYSTEMS

A Bang & Olufsen sound system is more than a loudspeaker – it is an integrated system for producing amplified music. It allows you to access your music directly, and treat it with the respect it deserves. Let a Bang & Olufsen sound system get the most out of your own collection of personal classics, or discover a new favourite through Deezer, Spotify or Tunes. Pictured above is BeoSound Essence, a one-touch music control to hang on your wall or place wherever you need it. It is designed to let you control your music in the simplest way imaginable.

AT YOUR SERVICE

With you all the way

By bringing Bang & Olufsen into your hotel environment, you also bring in a professional and highly competent business partner, capable of helping you with all the information that you and your team may need.

Perfect Planning

Our highly skilled Key Account Managers and engineers will help define your project's specific requirements and provide the best solution, including technical integration and connectivity advice regarding wiring and fittings.

Expert Installation

At Bang & Olufsen, we work with a global network of carefully selected AV professionals. Installation will be arranged to suit your construction or refurbishment schedule, and is carried out efficiently by our professional installation teams.

Instruction & Satisfaction

Upon delivery, we ensure that the equipment is functioning to Bang & Olufsen standards. To guarantee a smooth transition from installation to daily operation, the hotel staff receives dedicated training and user guides for future maintenance.

After Sales Service

Bang & Olufsen offers specific and individual Service Packages, matching the precise needs of your hotel, ensuring consistent performance and prolonging the lifespan of your Bang & Olufsen products.

WELCOME

**TO THE WORLD OF
BANG & OLUFSEN**

THE ARTIST & THE SCIENTIST

Bang & Olufsen was founded in 1925, by the two young engineers Peter Bang and Svend Olufsen, in a small town named Struer in the northwestern part of Denmark.

Ever since then, we have been working on creating synergy between design, sound and engineering, meanwhile creating an internationally recognised quality brand.

Our founders defined the special duality that is at the core of our brand; the encounter between artists and scientists, and between design excellence and engineering excellence.

Sometimes these immediate opposites collide, in what we like to call 'friendly battles'. This is where true originality occurs, when different worlds collide and unison arises.

This is where we see new possibilities and take on new directions. This is where we evolve to meet the future.





ICONIC DESIGN

We only focus on the essentials. Our designs are minimalistic, intuitive to use, and always have character. They are rich in quality and detail, and visually appealing from all angles. Our products are based on the highest standards of craftsmanship and engineering.

We advocate uncompromising attention to detail, and the deepest respect for the materials we use. We cherish clarity and honesty in materials. What you see is what you get. Every single component in use is given the same level of consideration.



BEAUTIFUL SOUND

Sound has a strong impact on people's emotions. It has the ability to act as a mood-altering sensory experience. We always keep the human and emotional sides of sound in mind when we design and test our products. For the last 90 years, it has

been our hallmark to create authentic and passionate sound. We tune our sound to the way you live with music - and our use of intelligent acoustic adaptability ensures you will get a great sound experience, no matter what the circumstances.



SEAMLESS INTEGRATION

The products we make are part of a strong, integrated family. They speak to each other both visually and technologically, but they also speak to the world around them. It is imperative to us that our products are useful and relevant in the context you place

them in. They have to make your life with sound and images simpler and more enjoyable, by providing everyday convenience. Simple access and thoughtful interactions between you and the products.

WE BELIEVE THAT
SUCCESS COMES TO
THOSE WHO DARE TO
STAND OUT AND DEFINE
THEIR OWN PATH. WHO
NEVER COMPROMISE ON
THEIR DREAMS, VALUES
AND COMPETENCIES.
WHO VENTURE INTO THE
UNKNOWN TO ELEVATE
THE ORDINARY TO THE
EXTRAORDINARY.



**LIKE NO
ONE ELSE**