BANG &

Professional

OLUFSEN

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Beautiful sound. For every space.

Spaces shape how we feel, how we connect, and how we remember. At Bang & Olufsen, we believe sound and vision are not simply additions to a space - they are part of its architecture, part of its atmosphere, part of the story it tells.

For over a century, we have crafted products that transform environments into experiences. From private suites and yacht salons to flagship showrooms, restaurants, and commercial spaces, today our professional solutions bring together sound, vision, and craftsmanship to create moments that guests do not just hear or see, but truly feel. Moments that linger long after the visit ends.

This publication is not a simple brochure. It is an invitation.
An invitation to architects, interior designers, enterprise partners, and custom installers who share our ambition to elevate the spaces they shape and operate.
Each of them approaches a project with different needs, different constraints, and different creative visions. Yet they are united by a common purpose: to create environments that inspire, welcome, and leave a lasting impression on the people who experience them.

At Bang & Olufsen, we see ourselves not simply as a technology provider, but as a creative partner in this journey. Our solutions are crafted from enduring materials and designed to integrate seamlessly into any interior, whether as bold centerpieces or discreet architectural elements. But more importantly, they are developed through dialogue, collaboration, and a deep understanding of the spaces they inhabit.

Because exceptional experiences are never created alone.
They are co-created — through shared vision, technical expertise, and mutual trust.

With a versatile portfolio that adapts to both new developments and existing environments, we aim to support our partners at every stage of the process: from concept and design to integration and operation. Together, we can shape spaces that are not only beautiful and functional, but emotionally resonant and timeless.

This is our ambition for Bang & Olufsen Professional.
To build meaningful partnerships.
To push the boundaries of what sound and vision can do in space.
And to create experiences that people remember - not for a moment, but for a lifetime.



Svend Olufsen and Peter Bang (left to right), 1932

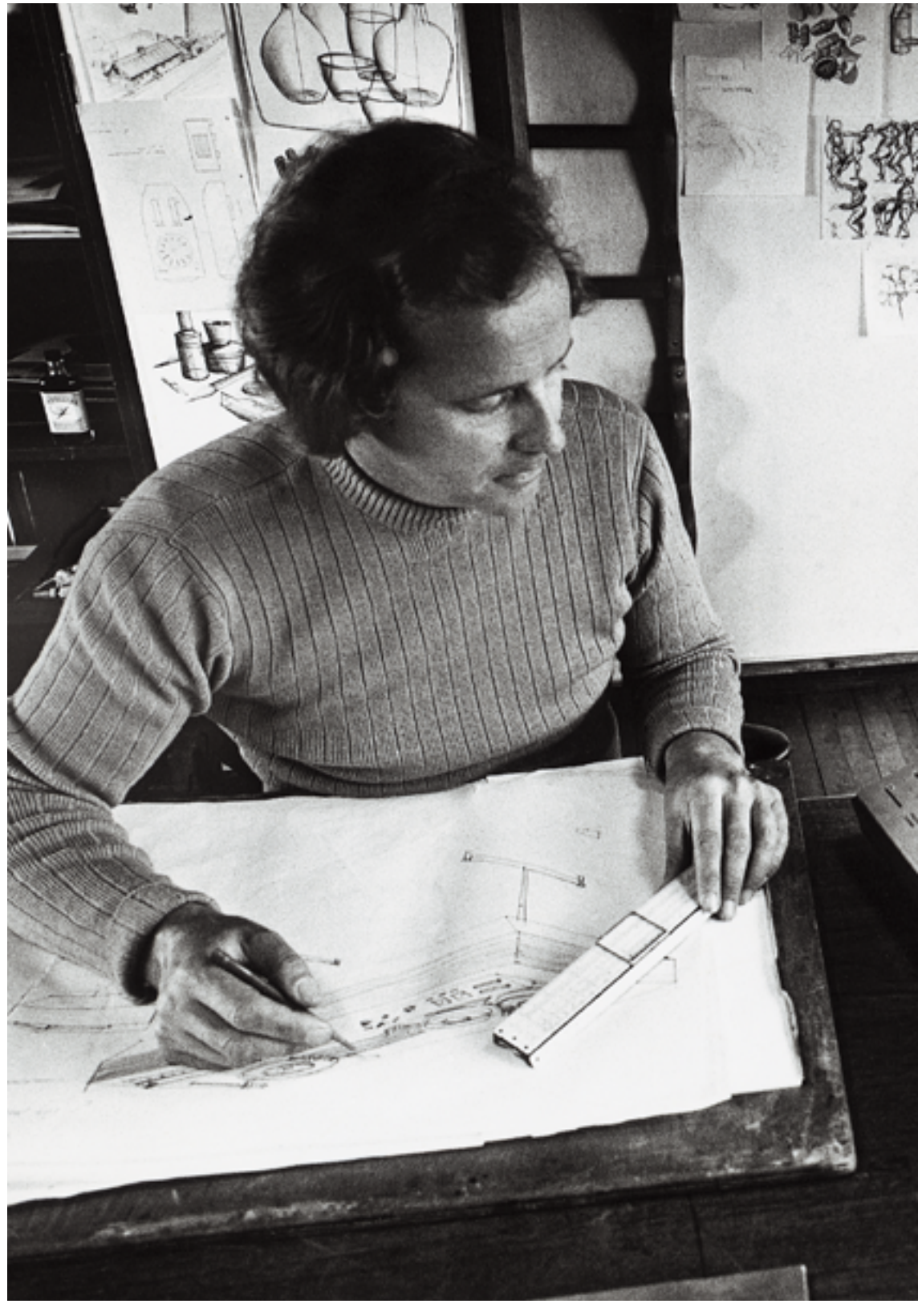
A legacy of beautiful sound.

Bang & Olufsen is a luxury audio brand founded in 1925 in Struer, Denmark, by Peter Bang and Svend Olufsen, whose vision and devotion remain the foundation for the company. Working out of a Danish farmhouse, the young engineers developed the first mass-produced radio that could be plugged into the wall, without the need for a battery.

A century later, we are still innovating. But for a remarkably different world. Bang & Olufsen has been pushing the boundaries of audio technology and design, and the company continues to be at the forefront of acoustic innovation and beautiful sound, and the entrepreneurial spirit lives on in everything we do. It's what drives us to change how we all hear, see and feel the world.

“A never-failing will to create *only the best*, to persistently find new ways and improvements”

Bang & Olufsen’s mission, 1932



To the left, Jacob Jensen in his studio at work on the Beomaster 1200, 1968



100 years of acoustic excellence.

Everything that bears the Bang & Olufsen name has been tuned to perfection, bringing your guests right into the sound.

Our speakers and sound systems are sublime technical instruments, delicately tuned by hand and ear to bring you right into music and movies, revealing all their beautiful details and passionately demonstrating, sound's ability to move you, physically and emotionally.

To the left, Beolab 8 and Beosystem 3000c

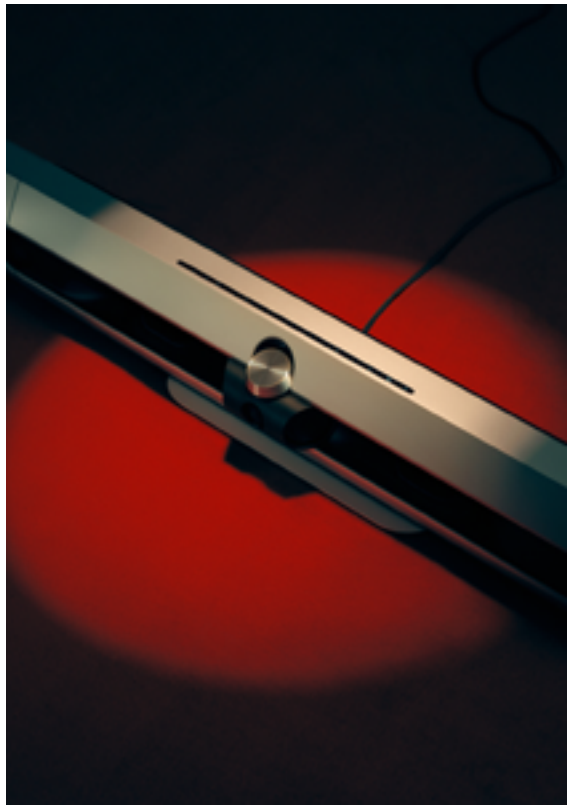


Beovision Theatre, Beolab 8 and Beolab 28

Elevating form and function.

Bang & Olufsen lives at the intersection of culture and craftsmanship, shaping objects that reflect heritage and exclusivity while allowing for personal expression. Our approach to design is rooted in clarity, purpose, and respect for the spaces our products become part of. Every Bang & Olufsen product is built to endure, in both form and function, ensuring it remains relevant in the environments where people live, work, and connect.

Design is not simply about aesthetics. It is about function, simplicity of use, and intuitive interaction. It is about comfort, balance, and the ability to solve a fundamental need: delivering exceptional audio and visual experiences through elegant, minimalistic, and uncluttered product design. Technology should enhance a space, not compete with it. It should feel natural to use, easy to integrate, and consistent with the architectural vision behind it.





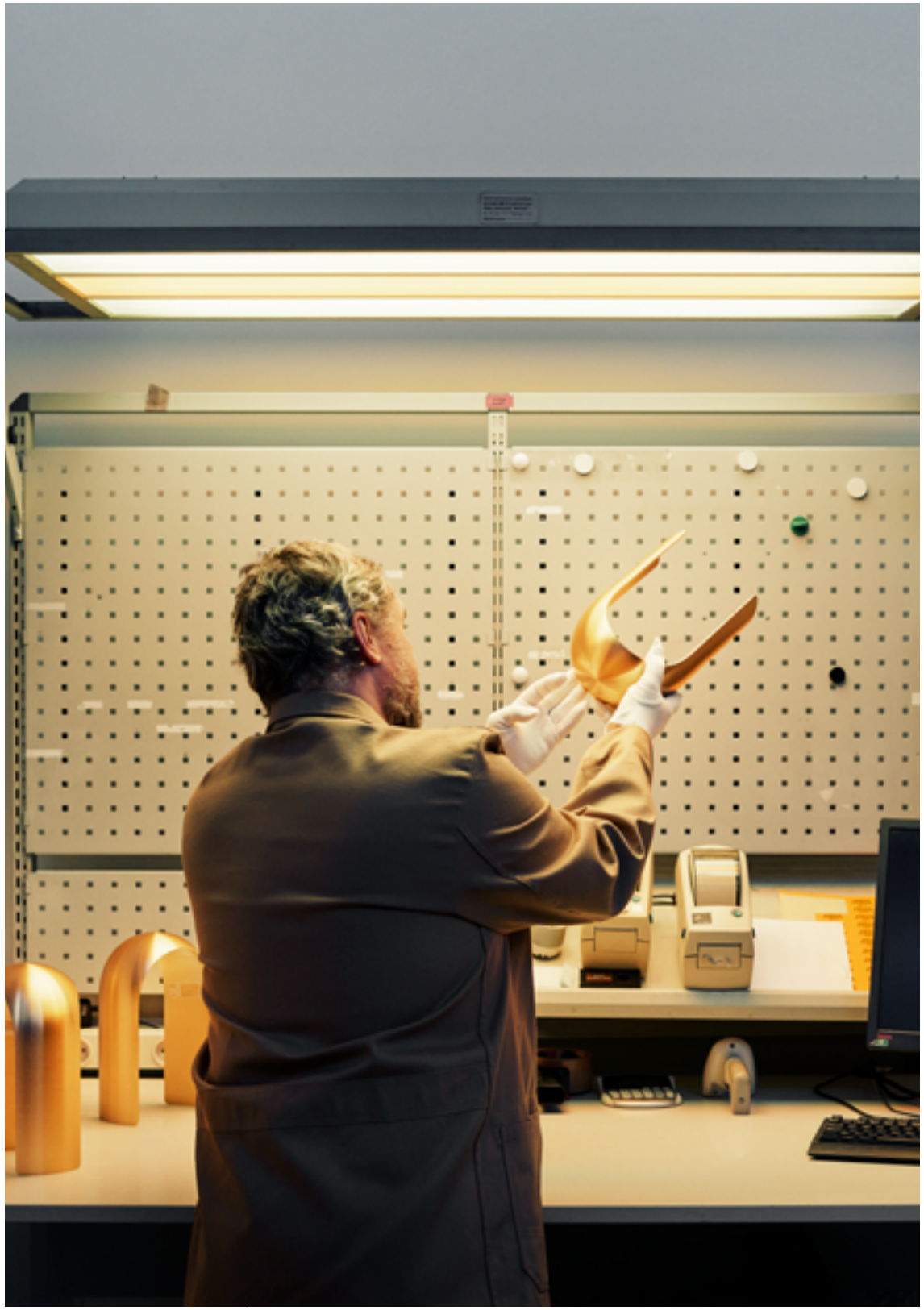
To the left, Beosound Premiere. To the right, Beosystem 9000c

Timeless by design.

Timelessness is a guiding principle in our design process. Purity of form, honest materials, and balanced proportions ensure products remain visually and functionally relevant over time, making them particularly suited to professional environments where consistency and long-term value matter.

Bang & Olufsen design supports this process by offering solutions that integrate seamlessly into interiors, whether as distinctive centrepieces or discreet architectural elements. The goal is always the same: to elevate the experience without disrupting the harmony of the space.

Longevity is also built into every design decision, from durable materials to precise engineering, ensuring solutions maintain their performance and appearance while protecting long-term investment. This perspective is particularly important in hospitality, commercial environments, and private mobility, where every choice contributes to the overall experience, but can also have a considerable financial impact.



Craft matters.

All our materials are chosen for their beauty, functionality, longevity and comfort. We sculpt, refine, finish them. Everything is checked and rechecked by hand, eye and ear. It took years to perfect our craft. 100 years, to be precise.

Aluminium is at the heart of our craft and design. The processes needed to create our signature aluminium finishes and components take place under one roof: our Factory 5 in Struer, Denmark.

Every element is crafted with purpose — where beauty meets performance. Our fabrics, from understated to bold, are designed for both luxurious aesthetics and optimal acoustics, ensuring they sing in your space. Aluminium, meticulously refined in our factory in Struer embodies strength and elegance, pushing the boundaries of durability and design. And our wood, sourced from trusted suppliers, is finished to enhance its natural richness, adding warmth and character to every piece. This is craftsmanship at its finest — materials, perfected.

To the left, quality control in Bang & Olufsen's Factory 5, Struer



"You dream it.
We craft it."

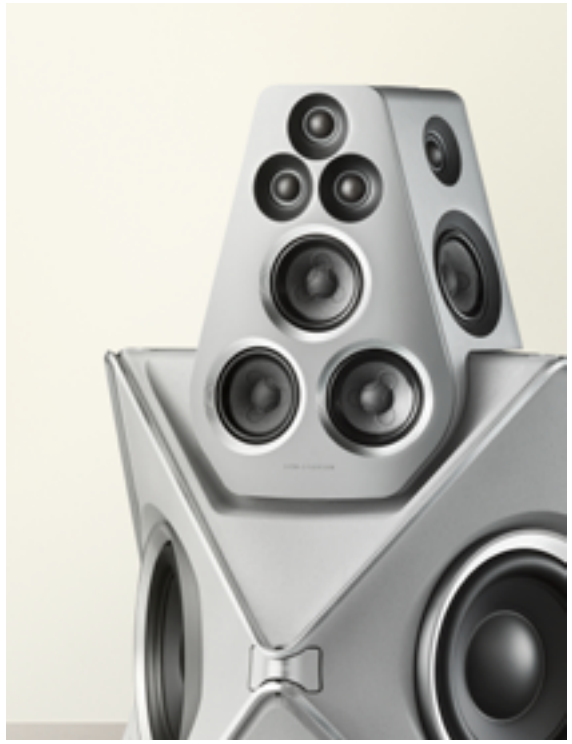
Beolab 90 Alchemy Edition

Atelier Studio. Bespoke made.

Bang & Olufsen's Atelier Program offers customers the opportunity to choose from thousands of colour and material options to create their dream product.
This newly launched, tailored service provides a platform for personal expression through unique creations and a range of customization options.

Collaborating with architects and interior designers, we leverage our Atelier Program to create the ultimate bespoke sound solutions, perfectly matching your showroom environment or corporate identity.

If our curated designer selection doesn't meet your dreams, we invite you into our Atelier Studio - a creative universe that allows you to bring to life your very own pieces. By freely selecting products, colours and materials, we enable you to craft unique products that resonate with your unique design vision.





Beolab 90 Atelier Anniversary Mirage Edition (right) and Titan Edition (above)



Changing how we hear, see and feel.

We live in a noisy world. Chances to pause and appreciate are few and far between. Now as always, music and film are escape routes from the chaos. At Bang & Olufsen, we bring people closer to the artists they love, reclaim moments for themselves and feel everything with absolute fidelity.

For decades, Bang & Olufsen has provided extraordinary audio-visual experiences for private clients worldwide. As we enter our next century, we have the ambition to deliver the same experiences to hotels, showrooms, retail spaces, and yachts, offering your guests and customers the comfort of hearing with sonic freedom. Because we know that time well spent is life's greatest luxury.

To the left, Beosound 2



Beosound A5

A signature of taste.

Bang & Olufsen Professional systems aren't just devices — they're sculptural statements. By integrating premium design AV into the guest environments, the space enhances its luxury image and shows attention to the invisible details that define elevated brands.

With a versatile portfolio that adapts to any space, Bang & Olufsen fits seamlessly into both new developments and existing areas. Every solution is designed to complement the architectural vision and elevate the atmosphere, ensuring consistency across spaces of every scale and style.



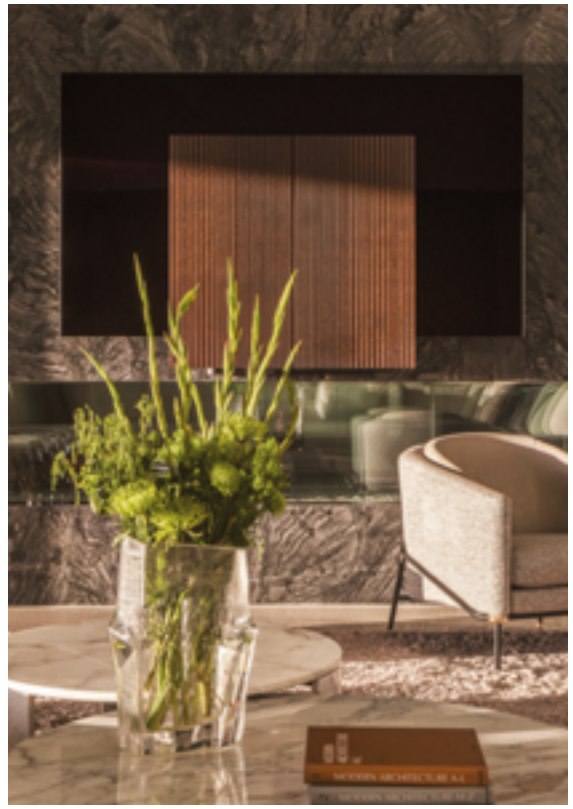
Elevate every stay.

Bang & Olufsen defines spaces through sound, vision, and craftsmanship made to last. By integrating artful AV into the guest environment, the space enhances its luxury image and shows attention to the invisible details that define elevated brands.

From private suites, to wellness clubs, and exclusive restaurants spaces, our solutions turn environments into immersive experiences that guests not only hear and see - but truly feel.

To the left, Beovision Theatre, Beolab 28 and Beoremote One





To the left, Beovision Theatre. To the right, Beovision Harmony

The guest experience. Reshaped.

Welcome guests with a TV that elegantly moves into position. Turn your rooms into enhanced entertainment hubs with cinematic sound and vision. The finest details and the deepest rumble are captured to create hair-raising experiences for your guests. Every time.

Tradition, opulence and technology meet in perfect synergy. Let your guests stream their own music to speakers and soundbars through Bluetooth. We configure all products for easy access to streaming, while locking unnecessary functionality and setting limitations to the client's needs.

Partner with B&O and create a room with the power to stir emotions and generate lasting memories. With the guest in the centre of every decision, we enable seamless access to entertainment and room controls at their fingertips.



One for every interior.

Countless hours have been spent carefully curating the guest experience – selecting furniture, lighting, and materials that will create the perfect atmosphere.

We believe that audio and video products should complement these thoughtful choices and contribute in elevating the quality of the most ambitious professional projects.

Professionals have the possibility of selecting among a wide range of carefully curated colours, materials, sizes and placement options to complement the design of any space. From soft to accent tones, our chromatic and tactile identity is developed to support most of our customers' needs.

We also offer the option to customise the layout and engrave a text, a logo or a room number on our handcrafted remotes. Create tailored experiences by engraving the name of VIP guests on remotes or add a personal touch to portable devices you wish to gift.

And if our curated selection doesn't meet the requirements, we invite our customers into Atelier Studio. By freely selecting products, colours and materials, we are able to co-create unique products. You dream it. We build it.

To the left, Beolab 28



Engineered to belong.

We have extensive experience working closely with professional customers around the globe. No matter the scope of the project, we can assist in every step of the way from inspiration and planning, to implementing and integrating fully customised AV solutions.

We can participate in site visits, review floor plans, and make recommendations based on each specific need. Catering specifically to hotel environments, user interfaces have been carefully optimised for guestrooms, and our TV solutions are designed for Direct Connect ISP integration.

Our systems seamlessly integrate with leading room control platforms through an open API to allow for flexible installation on your existing or desired control solution. All Bang & Olufsen remotes can enable both device and room controls.

Project Inspiration



Hotel d'Angleterre

Hospitality
Copenhagen, Denmark





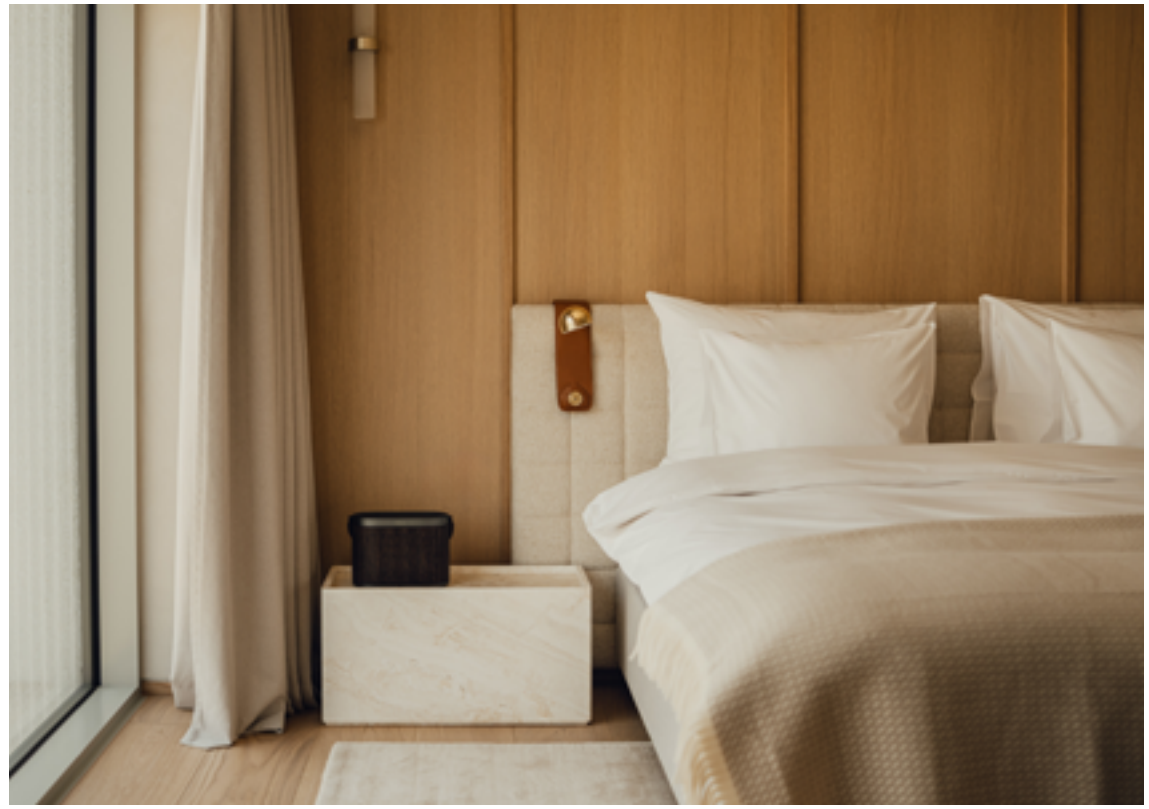




PURO Warsaw Old Town

Hospitality
Warsaw, Poland









The Dorchester

Hospitality
London, United Kingdom



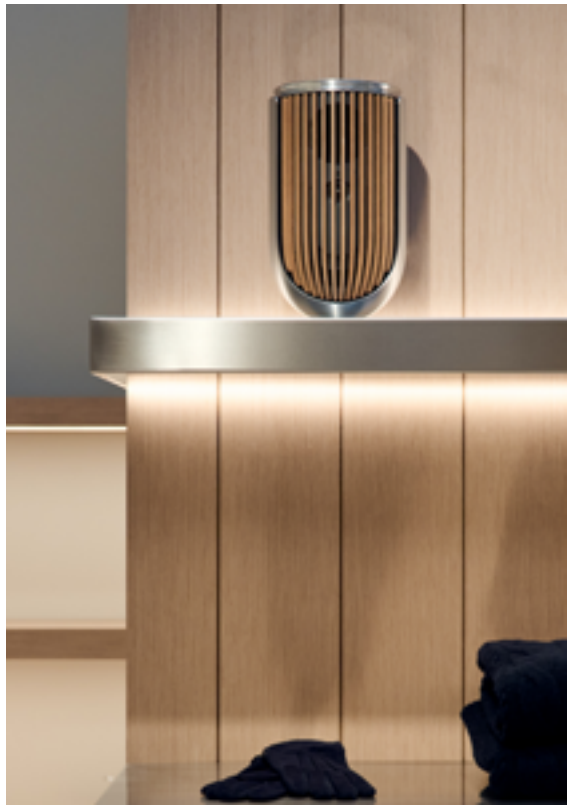
The Lana

Hospitality
Dubai, United Arab Emirates









AMICIS

Commercial Spaces
Parndorf, Austria







Genesis Retail Experience

Commercial Spaces
Marlton, New Jersey, United States







Sa.Mo.Car Ferrari Rome

Commercial Spaces
Rome, Italy

Rite Studios, The Chapel

Commercial Spaces
Antwerp, Belgium





Cabana Sass'

Hospitality
Quarteira, Portugal



Custom Line Yachts, Ferretti Group

Mobility
Ancona, Italy







Product Portfolio

Televisions



Beovision Harmony
65″, 77″, 83″, 97″
Natural / Gold Tone / Black Anthracite



Beovision Theatre
55″, 65″, 77″
Natural / Gold Tone / Black Anthracite

Soundbars



Beosound Theatre
Natural / Gold Tone / Black Anthracite



Beosound Premiere
Natural / Gold Tone / Black Anthracite

Remotes

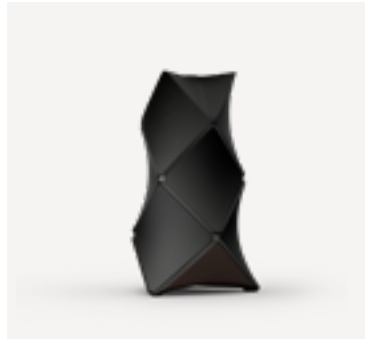


Beoremote Halo
Natural / Gold Tone / Black Anthracite
Bronze Tone / Brass Tone



Beoremote One
Natural / Gold Tone / Black Anthracite
Piano Black / Silk / Bronze Tone / Brass Tone

Beolab speakers



Beolab 90
Black / Sand / Black Anthracite /
Parisian Night Blue



Beolab 50
Oak / Light Oak / Black Fabric /
Black Anthracite / Smoked Oak



Beolab 28
Grey / Oak / Dark Oak / Gold Tone
/ Walnut

Beolab 8
Natural / Black Anthracite / Gold Tone

Beolab 19
Grey / Black / White / Black Anthracite
/ Gold Tone

Flexible Speakers



Beosound A9
Natural / Gold Tone / Black Anthracite



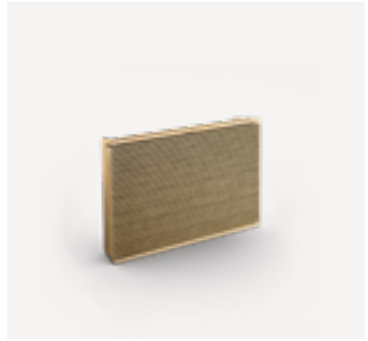
Beosound 2
Natural / Black Anthracite / Gold Tone



Beosound Balance
Natural Oak / Black Oak / White Marble



Beosound A5
Oak / Dark Oak / Nordic Weave / Century Weave / Space Aluminum



Beosound Level
Natural / Gold Tone



Beosound Emerge
Gold Tone

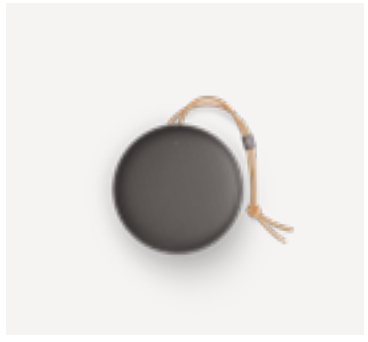


Beosound Shape
Black / Parisian Blue / Brazilian Clay / Purple Heart / Wild Dove Grey / Warm Taupe / Almond Beige Define by Kvadrat / Floral Coral Define by Kvadrat / Meadow Green Define by Kvadrat / Grey Define by Kvadrat / Harvest Ochre Define by Kvadrat / Dark Grey Define / Dark Oak Wood tile

Bluetooth Speakers



Beolit 20
Grey Mist / Black Anthracite



Beosound A1 3rd Gen
Natural / Rustic Red / Warm Granite / Honey Tone / Eucalyptus Green

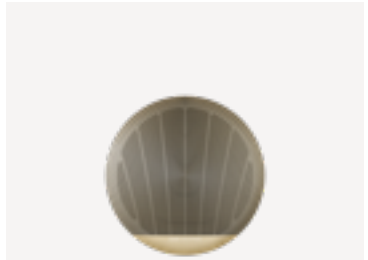


Beosound Explore
Bonfire Orange / Black Anthracite / Green / Grey Mist

Integrated Speakers



Palatial
Natural / Black Anthracite / Gold Tone



Celestial
Natural / Black Anthracite / Bronze Tone / Brass Tone / Gold Tone



Beosound Bollard
Natural / Bronze / Black

At your service.

A partnership with Bang & Olufsen extends far beyond a commercial agreement. We believe luxury is in the details — both in design and experience.

That's why we partner with our professional customers every step of the way to create tailored audio solutions that elevate every space. From the very first conversation, we work closely to identify the perfect setup, ensuring that our solutions complement the customer'sunique style and atmosphere.

Our global Technical Solutions team oversees the installation, making sure every product is perfectly placed and performs flawlessly. And even after the installation, we remain a dedicated partner. With ongoing service, monitoring, and support, we make sure your Bang & Olufsen experience continues to deliver—day after day, guest after guest.

Because true luxury is not just about sound. It's about peace of mind.

Get in touch .

Contact our Global B2B Sales team to arrange a meeting, and discover how Bang & Olufsen can help changing your guests' experience forever: professional@bang-olufsen.dk

You can also connect with us via
our WhatsApp Concierge Service:
scan the QR below or
send a message to +45 31 38 20 38

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