

# BANG & OLUFSEN PARTNERS WITH SAGEMCOM ON VIDEO SOUNDBOX™ WITH DOLBY ATMOS

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## PRESS RELEASE

**Bang & Olufsen has developed the built-in loudspeaker in Sagemcom's new industry leading home entertainment unit, the Video Soundbox™. The unit device integrates all the latest technologies within video, audio, OTT, and voice services and is a targeted product for service operators, such as telecom and tv cable operators.**

Bang & Olufsen aims to bring immersive sound experiences to more consumers around the world through their partnership with Sagemcom on the new Video Soundbox™. The product offers all the latest technology within video, audio, OTT and voice services into one single device.

Bang & Olufsen designers, technicians, and acousticians have carefully crafted the bespoke audio solution for the Video Soundbox™ to ensure that consumers get natural and authentic sound. The set-top box will be the world's first to be Dolby Atmos certified, the surround-sound format used in the vast majority of cinemas and in a number of video streaming applications. Inside are three high-quality speakers with a combined active and passive woofer concept to provide a unique deep bass experience and let users experience the surround audio in premium quality.

"We are pleased to be partnering with industry leader Sagemcom on this exciting new proposition and create immersive audio experiences to more consumers every time they watch TV or listens to music. For Bang & Olufsen, this new product represents a great opportunity to bring amazing audio into people's homes through service operators around the world," said Duncan McCue, Vice President, Brand Partnering & Licensing, Bang & Olufsen.

The new product is expected to be available through service operators, such as telecom and cable TV operators, around the world. Vodafone in Spain will be the first to offer this new proposition to their customers.

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### **ABOUT BANG & OLUFSEN**

Bang & Olufsen is a global luxury 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 1000 people and operates in more than 70 markets. Bang & Olufsen's shares are listed on NAS DAQ Copenhagen A/S.

### **ABOUT SAGEMCOM**

Sagemcom is a French industrial group, world leader in high added-value communicating terminals and solutions for the broadband, audio video solutions and energy markets. Sagemcom designs, manufactures and supplies more than 40 million terminals around the world every year, using its own factories and industrial partners on all continents. The headcount of 5,500 employees works in more than 50 countries. Sagemcom has been profitable since its creation in 2008 and 31% of its capital belongs to its employees. In LBO since its 2008 carve-out with Safran, the Group entered its fourth LBO in 2019, with Charterhouse as major shareholder. The Group is led by a stable management team, whose members have been at the head of Sagemcom since 2008