

BANG & OLUFSEN



Market

Bang & Olufsen, a renowned Danish manufacturer of technologically superior audio and video equipment with timeless designs, has been present on the Croatian market for 15 years. This luxurious brand has been available to its customers for almost a century on every continent, with large centres in London, Paris, Copenhagen, Munich, New York, and Sidney just to name a few.

Compared to the sizes of other B&O markets, Croatia is relatively small. However, Bang & Olufsen has a particular demographic of clients in Croatia and the practice of moving products from individual retail sale to multimedia residential systems, through simple but intelligent management, opened a new world of possibilities.

In keeping with that idea, Bang & Olufsen products can be found in residential villas, luxury apartments, yachts, exclusive offices, hotels, and high-end automobiles. Luckily however, middle income individuals can also afford to spend their hard-earned money on these luxurious products that have become something of a cultural phenomenon.

Sales on the Croatian market have been marked by constant increases in two areas. The first is a 25 percent direct increase on average annual sales. The second area refers to the creative implementation of B&O products which resulted in several original multimedia installations, which debuted right here in Croatia.

Fifteen years ago, the number of Croatian customers who purchased Bang & Olufsen products could probably be counted on both hands. Today this prestigious international brand has been duly recognised and rightfully named a superbrand of the Croatian market.

Achievements

Bang & Olufsen is a company which constantly challenges the vision of the future. In that sense it is not hard to believe that almost every year the company certifies some of technology's most revolutionary patents in audio-video production. Nor is it unusual that their products often receive the most prestigious world awards for design. In fact, many of their products are part of the permanent collection at the Museum of Modern Art (MOMA) in New York. These developments reflect on markets as well, as is the case in Croatia.

For example, the first B&O multifunctional audio-video system in the world – Beosystem – was introduced in Croatia, in what was then considered an inappropriate technological environment. In accordance



with the Mediterranean orientation of our country, the first Bang & Olufsen TV system, Beovision 9, was promoted in Croatia in 2007.

History

It all began in 1925 when two young engineers, Peter Bang and Svend Olufsen, invented the so-called eliminator – a radio component that enabled a radio to be connected directly to the mains – on the Olufsen family farm on the northern coast of Denmark. Commercial production began right there on the farm. Two years later, production was moved to a newly built factory in the town of Struer, where the company's headquarters remain today. Since then, their production programme has marked fascinating results; from the first cabinet radios to the tangential gramophone, or from unique remote controls to today's sophisticated multimedia systems.

Today Bang & Olufsen employs some 3,900 people in their

factories in Denmark with a sales network of 1,300 stores in almost 70 countries.

Sale in Croatia began in 1995, with two employees working in a single small boutique. Today Bang & Olufsen has several stores and over 30 employees or associates that directly support the brand.

Product

Bang and Olufsen is known throughout the world for its high-end audio and video equipment and timeless design. This is especially evident in its video systems (for example Beovision 7) which integrate satellite, television picture, as well as radio, CD and DVD players, surround sound and more. As for telecommunications technology, B&O produces multifunctional wireless phones with ear pieces available in up to six different colours and shapes.

Bang and Olufsen is renowned for the fact that all its devices can be operated





using a single remote control. That is especially interesting given today's remote operating technology in both family and business settings. A single B&O remote control can operate a television, a home cinema system, lighting, electronically operated blinds, curtains, awnings, heating, air conditioning and more. It's also worth mentioning that Bang & Olufsen retailers specialise in audio systems for Aston Martin.

Recent Developments

Bang & Olufsen understands the application of latest technology, which includes work on patented inventions. In 2007 the company introduced a robotic Automatic Colour Management system. Over the course of use, the colour on aging plasma screens tends to fade and lose its lustre. Automatic Colour Management is a robotic camera system which analyses the performance of screens. It subsequently adjusts colour and temperature through an automatic control in order to guarantee strong and vibrant colours even after thousands of hours of use.

In 2008 the company introduced a mega-television which boasted a 257 cm diagonal screen. What makes it special is a lift which elevates, tilts, or lowers the screen on this 500 kilogramme piece of machinery.

Also in 2008, Bang & Olufsen introduced a new multimedia system, Besound 5, which enabled the storage of 125,000 units worth of music, photographs or videos. This system's speciality is a patent called "Most of the same" – MOTS, which analyses the first few

musical selections, "recognises" the listeners' preferred style of music, and independently chooses subsequent songs for them.

Promotion

Bang & Olufsen, as a highly positioned world brand, dedicates extreme attention to marketing activities. All stores are decorated in a unique and particular manner. The boutique in Zagreb is no different than the B&O shops in Paris, London, or Rome.

Furthermore, each new product from the factory in Denmark is accompanied by special sales campaigns. The factory guarantees all of its PR material, instructions on launching a new product, direct mail, etc.

What makes these campaigns special are promotional events held at exclusive locations (i.e. the Bulldog Café in Zagreb) and celebrities who promote Bang & Olufsen products.

Brand Values

The Bang & Olufsen brand is widely recognised on the principle of "Being different". First and foremost, this means that there is no compromise to the quality of the company's products.

Home entertainment technology progresses on an everyday basis. Bang & Olufsen always places the highest criteria on technological solutions, taking into

account the fact that the user should not have to change their equipment frequently.

What sets this brand a cut above others is the eternal design of Bang & Olufsen products. In the B&O factory, every product begins in the design studio. New designs are often ahead of their time, so it's up to the company's technical support team to find appropriate solutions. It is no wonder that this kind of design process assures permanence which is not affected by fading trends, quick changes, or a constant race for new models.

www.bang-olufsen.com



THINGS YOU DIDN'T KNOW ABOUT...

Bang & Olufsen

- Bang & Olufsen products are tested in a refrigerator at minus 25 degrees Celsius, then immediately moved for additional testing in a room heated to plus 45 degrees Celsius.
- In the production of B&O remote controls, each key on the keypad is pressed one million times to test the durability of the material.
- The housing of the Bang & Olufsen plasma TV is made of 35 pieces of wood which are assembled manually.

