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# Bang & Olufsen's New Beolab 28 Loudspeakers Obtain WiSA Certification

*Bang & Olufsen brings Beolab 28 to the consumer electronics market as their support and integration of WiSA technology grows*

SAN JOSE, Calif.--(BUSINESS WIRE)-- [WiSA® LLC](#), founded by Summit Wireless Technologies (NASDAQ: WISA), today announced the launch of Association member [Bang & Olufsen](#)'s WiSA Certified™ high-resolution wireless stereo speakers, [Beolab 28](#). Designed to be placed anywhere in a room, Beolab 28 is a slim, beautifully elegant pair of stereo loudspeakers that are built to stream anything instantly and designed for simple setup to deliver big cinematic sound.

This press release features multimedia. View the full release here:  
<https://www.businesswire.com/news/home/20210510005108/en/>

Beolab 28 (Photo: Business Wire)

Given their storied success and premium position in the

consumer electronics market, Bang & Olufsen is continuing its momentum with Beolab 28, adding to the growing category of WiSA Certified™ Speakers and interoperability with WiSA Ready TVs and WiSA Transmitters. These slim and smart solutions house 1250 watts of pure power and deliver a wide frequency range of 27Hz to 23KHZ. The all-in-one design, which can be controlled with just a touch, is expertly tuned to provide studio-quality sound right in the home.

"Beolab 28 is our most advanced connected speaker to date, providing powerful sound and flexible placement options due to its slim shape and small footprint," said Christoffer Poulsen, Bang & Olufsen's Senior Vice President and Head of Product Management.

"Beolab 28 includes cutting-edge, wireless connectivity and streaming features that allow you to enjoy your music exactly the way you want. With the product being WiSA Certified™, we're automatically offering consumers high-performing loudspeakers with a trusted interoperability standard. The options to enjoy high-quality sound in the home are endless."

With multiple streaming services (Airplay 2, Chromecast, Bluetooth and Spotify Connect) and integrated music services through Bang & Olufsen Radio, the Beolab 28 speakers are designed with a downward-facing woofer and advanced driver configuration that delivers immersive bass. And with its active room compensation, Beolab 28 can be placed in any location in a room and will consistently provide perfect playback.

"Bang & Olufsen continues to bring unmatched style and extremely high standards of sound reproduction to the market," said Tony Ostrom, WiSA President. "The Beolab 28 is a terrific example of the types of distinguished products being developed by our Association members and we're excited to see Bang & Olufsen continue to flourish as they consistently

launch amazing home cinema solutions.”

All WiSA Certified™ and WiSA Ready™ components work together to deliver multi-channel, wireless audio capabilities, creating concert quality sound for the enjoyment of movies, sports, gaming, streaming and more. More than 20 Association members, including Bang & Olufsen, LG, Hisense, Skyworth, Harman Kardon, Klipsch, Onkyo, System Audio, Buchardt, Savant, Primare, Enclave Audio, Axiim, EC Living, Almando, and Platin Audio, are shipping WiSA Ready and WiSA Certified products this year.

### **About WiSA, LLC**

WiSA®, the Wireless Speaker and Audio Association, is a consumer electronics consortium dedicated to creating interoperability standards utilized by leading brands and manufacturers to deliver immersive sound via intelligent devices. WiSA Certified™ components from any member brand can be combined to dramatically increase the enjoyment of movies and video, music, sports, gaming/esports, and more. WiSA also ensures robust, high definition, multi-channel, low latency audio while eliminating the complicated set-up of traditional audio systems. For more information about WiSA, please visit: [www.wisaassociation.org](http://www.wisaassociation.org).

### **About Summit Wireless Technologies, Inc.**

Summit Wireless Technologies, Inc. (NASDAQ: WISA) is a leading provider of immersive, wireless sound technology for intelligent devices and next generation home entertainment systems. Working with leading CE brands and manufacturers such as Harman International, a division of Samsung, LG Electronics, Klipsch, Bang & Olufsen, Xbox, a subsidiary of Microsoft, and others, Summit Wireless delivers seamless, dynamic audio experiences for high-definition content, including movies and video, music, sports, gaming/esports, and more. Summit Wireless is a founding member of WiSA, the Wireless Speaker and Audio Association and works in joint partnership to champion the most reliable interoperability standards across the audio industry. Summit Wireless, formerly named Summit Semiconductor, Inc., is headquartered in San Jose, CA with sales teams in Taiwan, China, Japan, and Korea. For more information about Summit Wireless Technologies, Inc., please visit: [www.summitwireless.com](http://www.summitwireless.com).

### **About Bang & Olufsen**

Bang & Olufsen is a luxury audio brand founded in 1925 in Struer, Denmark, by Peter Bang and Svend Olufsen whose devotion and vision remain the foundation for the company. For nearly a century, Bang & Olufsen has been pushing the boundaries of audio technology and the company continues to sit at the forefront of acoustic 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 products are sold worldwide in Bang & Olufsen stores, on [bang-olufsen.com](http://bang-olufsen.com) and in select retailers. The company employs approximately 900 people and operates in more than 70 markets. Bang & Olufsen's shares are listed on NASDAQ Copenhagen A/S.

\* WiSA Ready TVs, gaming PCs and console systems are “ready” to transmit audio to WiSA Certified™ speakers when a WiSA USB Transmitter is plugged in and a user interface is

activated through an APP or product design like LG TVs.

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