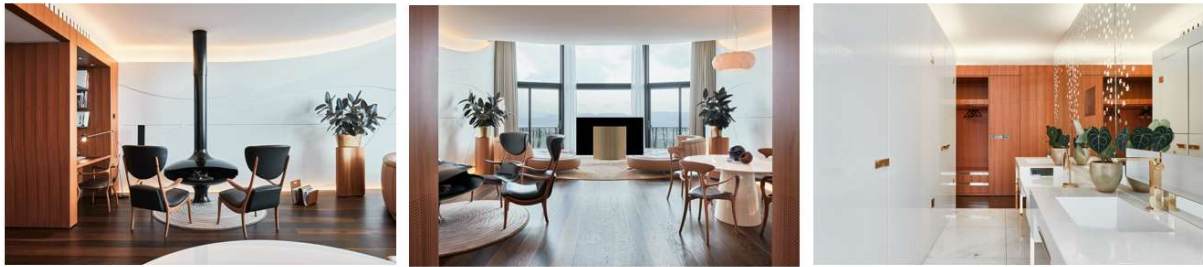


Press release

BANG & OLUFSEN BEOVISION HARMONY – THE IN-ROOM ENTERTAINMENT IN PRESIDENTIAL SUITES

Tradition meets modernity – a combination intrinsic to many aspects of the Dolder Grand and BANG & OLUFSEN.



The City Resort, dating back to 1899, had two wings added to its historic Main Building by renowned London architects Foster + Partners between 2004 and 2008. Ever since, art, architecture and interior design have played a key role for the hotel. But the Dolder Grand has been shaped not least by the people who have stayed there over the decades. Some of these guests have made such a deep impression that one of the presidential suites has later been dedicated to them, including Herbert von Karajan, Giulietta Masina, Alberto Giacometti and the Rolling Stones.

In order to fulfil guests' high expectations when it comes to streaming and entertainment electronics, in 2008, the Dolder Grand entered into a partnership with BANG & OLUFSEN, a Danish entertainment electronics provider in the luxury segment. Just like the Dolder Grand, its brand spirit is anchored to a long history dating back to 1925. Time and time again, BANG & OLUFSEN has also proven that it can master the symbiosis of heritage and the transformation into digitalised everyday life.

For both luxury brands, the focus is on indulging the senses. "With Beovision Harmony, we have found a product that combines the latest entertainment technology with design and guest experience. This can be experienced by guests of our suites in the form of motions, unique visual and audio features, materials and simple operation," says Randy Hitti, Director of Rooms at the Dolder Grand. "The ability to quickly and easily stream your favourite show using your personal device enhances the feeling of 'being at home'."

Oliver Dross, member of the Board of Directors at Bosshard HomeLink AG, the local B&O partner, adds: "In addition to perfect visuals and audio, it is important for us to inspire the Dolder Grand's discerning clientele with surprising elements. For example, the motions performed by Beovision Harmony when it is switched on and off amaze every viewer. Even when switched off, the television has an aesthetic design that harmonises perfectly with the beautiful surroundings of the suites. In addition, guests can let their gaze wander further out over Lake Zurich and the scenery without their view being restricted by the television."

The guest experience of the two lifestyle icons is available from CHF 5,500.00 per night. The Beovision Harmony can be purchased from CHF 18,300.00.

About The Dolder Grand

With its 175 luxurious rooms and suites, exquisite cuisine, a spa encompassing 43,056 sq ft with a separate ladies 'and gentlemen spa, generous banqueting and seminar facilities and a remarkable art collection, the Dolder Grand is a member of the Leading Hotels of the World, Swiss Deluxe Hotels and Responsible Hotels of Switzerland. The Hotel's elevated location between pulsating city and invigorating nature provides guests with magnificent views over Zurich, the lake and the Alps. The 5-star-deluxe property carries the signature of architects Norman Foster as well as Sylvia Sepielli and is one of Zurich's most famous landmarks. <https://www.thedoldergrand.com/>. For key shots and fact sheets please visit our [Newsroom](#).

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 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.

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