

# Newsletter

BeoLink  
March, 2010

## A new BeoLink application

BeoLink is a new software application that can be used to expand and extend the Bang & Olufsen experience offered via the Master Link Gateway. It gives access to both AV and home automation systems using selected smart mobile phones with integrated Wi-Fi.



It is specifically aimed at customers buying into the concept of the 'intelligent home'. With the intelligent BeoLink application offered via App Store, Bang & Olufsen is able to provide a highly personalised and tailor-made Wi-Fi control via the mobile phone (or iPod Touch).

Bang & Olufsen is among the very first companies in the world to introduce mobile control of both your AV equipment and your home automation setup in one solution.

The application is downloaded to the mobile phone and replicates the setup of the scenes that the customer requested when installing the Master Link Gateway. The customer gets access to the selected scenes/zones from the mobile phone. It is a unique way to extend the benefits of the Master Link Gateway with control from the minute you are within Wi-Fi range.

### Benefits

BeoLink is a Wi-Fi-enabled application that offers a Bang & Olufsen touch and feel to selected touch-sensitive

mobile phones. It gives mobile phone users extra convenience and a sensation of magic-like control of both home automation and audio/video equipment at the touch of only one button.

The graphical user interface (GUI) is extremely simple and well organised and designed to match what you expect from a touch phone. The source buttons can be moved around to your preference.



BeoLink is not replacing the remote control you have in your home, but should be regarded as an extension and supplement that allows you to be in control even before you enter your home, after you have left your home, when you're in the garden or simply whenever you have your mobile phone in your hand. It is simple, personal and convenient and a great solution for those who use the mobile phone extensively and prefer collecting all applications here.

### Communicating Master Link Gateway

BeoLink is a unique opportunity to communicate the benefits of the BeoLink system and Master Link Gateway to a large group of existing and potential customers at the same time. It enables your mobile phone but does not replace your remote control. It offers control beyond the house limits. It is conveniently always at hand when you need it, and it is a highly personal tool.

# Newsletter

BeoLink  
March, 2010

## When would BeoLink be useful?

You can see examples of different needs in different situations below

### On-the move context

- You are approaching home and want the gates to open and the lights switched on (you are outside your residence and have Wi-Fi access).
- You are leaving home and want to switch off the music, the lights and lock the doors (you are in your car leaving).

### Room context

- You are coming home entering your living room and want to listen to the news – you access the room/zone and get control of what's available in that room (context aware).
- You are on the phone and want to turn down the volume (BeoLink provides the most used commands such as volume, track, channel, station etc. only).
- You are at home but still working and have not settled in one room yet (your phone is closest to you).

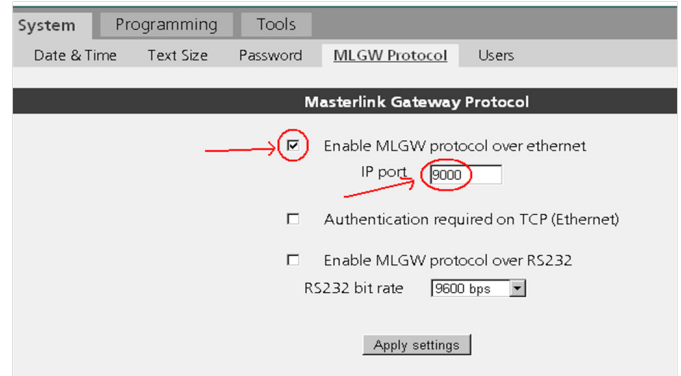
### House context

- You cannot find the remote – but you always have the mobile in my pocket.
- You want to turn on the music from the garden – the remote is in the house.
- You want to open the garage door and turn on the lights – your remote is in the living room.

Only the most basic and generally most used remote control functions are implemented in BeoLink. Therefore, and by no means, is the mobile phone meant to be a Beo4 or Beo5 substitute.

## Programming

The customer downloads BeoLink from the App Store free of charge and the installer or retailer simply synchronises it with the Master Link Gateway in less than 10 minutes. In the Master Link Gateway system, the retailer simply ticks off the feature and it automatically configures itself ensuring the same graphical user experience Bang & Olufsen has designed for the Master Link Gateway in the house. The synchronisation can be done via remote access (if enabled on the Gateway) or at the customer's home via Wi-Fi.



The BeoLink application will be rolled out in touch phones starting with iPhone and iPod Touch and followed by other touch phones later.

## Customers

The target group for BeoLink is customers buying into almost any type of intelligent home, involving Bang & Olufsen AV solutions and our Master Link Gateway, but at the same time are looking for simplicity, elegance and convenience. Even the simplest installations will benefit from the BeoLink application.

BeoLink will be upgraded with new functionalities as they become available.