

March 2013

Press Release

## Air your tunes

Bowers & Wilkins launches two Wireless Music Systems with AirPlay® and Lightning™ connector

**The new Z2 offers great sound and features, in a form factor that can fit almost anywhere.**

The updated Zeppelin Air brings the iconic Bowers & Wilkins iPhone® docks up to date. Both **speaker docks benefit from the addition of an iPhone 5 compatible Lightning connector, and** feature Apple AirPlay technology for intuitive, high-quality wireless streaming.



Bowers & Wilkins is excited to announce two new wireless iPhone speaker docks, the Z2 and an updated version of the classic Zeppelin Air. Both products offer exemplary sound quality, feature Apple's AirPlay wireless streaming technology, and are equipped with new Lightning connector for iPhone 5 connectivity.

Z2 offers the best of all worlds: amazing sound, the effortless convenience of wireless streaming, a choice of black or white finishes and a versatile design that fits almost anywhere. Plus, the new Lightning connector means customers can dock the latest generation of iPhone, iPod touch® and iPod nano \* as well as streaming wirelessly from many other iPhone and iPad \* models, and from a Mac \* or PC running iTunes \*.

A subtly curved metal grille protects new Bowers & Wilkins engineered drive units, while proprietary Flowport™ technology works to keep bass performance tight and controlled. Decades of Bowers & Wilkins acoustic engineering experience mean that while Z2 is compact, music sounds amazingly natural, controlled and fully formed, no matter how loud you play it.

Zeppelin Air , the number-one-selling AirPlay system has also been updated with the new Lightning connector for iPhone 5 compatibility. Since it originally launched as the world's first premium AirPlay speaker dock, Zeppelin Air has led the way in sound quality and features.

This updated version retains the distinctive design, and offers the same room-filling, highly-detailed audio performance, but thanks to AirPlay and the addition of the new Lightning connector, Zeppelin Air is compatible with the widest possible range of iPhones, iPads and iPods.

The simple to set-up and use AirPlay technology allows you to stream music wirelessly from your iPhone or iPad to either of the new docks, or the A7 and A5 which complete Bowers & Wilkins Wireless Music System line up. It's quick and easy, high quality, retains the rich app experience, and works from the palm of your hand. Plus, many customers already own nearly everything they need to enjoy its benefits: a Wi-Fi network and an iOS device or a computer running iTunes. This intuitive technology is made even more straightforward with the free Bowers & Wilkins setup app, downloadable from the App Store <sup>SM</sup>.

Zeppelin Air, Z2 and the complete Bowers & Wilkins Wireless Music System range combine traditional Bowers & Wilkins audio expertise, with AirPlay wireless streaming, the latest in digital amplifier technology and custom Digital Signal Processing, to deliver the effortless convenience and freedom of wireless music, without compromising on sound quality.

**Z2** Black is available April priced \$399.99

**Z2** White is available June priced \$399.99

**Zeppelin Air** is available May priced \$599.99

## Notes to editors

For more information, brochures, high-resolution images, please contact John or Lucette Nicoll, Nicoll Public Relations Inc., 781-762-9300, john or Lucette@nicollpr.com

Download high-resolution images from [www.nicollpr.com/bw\\_press.html](http://www.nicollpr.com/bw_press.html)



Z2 Wireless Music System



Zeppelin Air Wireless Music System

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## About Bowers & Wilkins

Bowers & Wilkins (B&W) is Britain's leading exporter of loudspeakers, and is also the number-one imported brand in North America. Since 1966, B&W's "Quest for Perfection" has resulted in a succession of technical loudspeaker innovations that have satisfied the world's most demanding listeners. Bowers & Wilkins' rave reviews and universal acceptance as the monitor for classical music recordings have helped Bowers & Wilkins become the dominant premium loudspeaker company throughout the world.

<http://www.bowers-wilkins.com>

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