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The Bang & Olufsen
BeoVision 7
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Bang & Olufsen BeoVision 7 40-inch LCD "Does" America

The company debuts its LCD/home cinema-line on US soil

The Danish company Bang & Olufsen is very well-known as a manufacturer of high-end (and thus, very expensive) audio systems aimed especially at audiophiles. However, the company has recently extended its line-up of products, and has now announced that it will try to conquer the very competitive North-American market with its new BeoVision 7 40-inch LCD widescreen displays, which provide a very interesting set of features, albeit at a very, very hefty price tag. First of all, we're not talking about a mere display here. Thus, the 1080p-capable BeoVision 7 also incorporates a DVD player (which hides away until "summoned" by the user), but is also fitted with a digital sound module that supports surround sound in 7.1 channels and the connection of BeoLab loudspeakers, including the BeoLab 7-2 and BeoLab 7-4 for the center channel. Thus, the BeoVision 7 can be described as some sort of hybrid high-end home-cinema, capable of delivering a very "intense" audio experience, as well as very clear and crisp video. And speaking of video, it's worth mentioning the fact that Bang & Olufsen's device incorporates the VisionClear package of picture technologies, meant to enhance the quality of video playback. Among these, the most important are daylight adaptation with an anti-reflective contrast screen for pleasurable viewing even in strong light, an adaptive motion compensation algorithm, a dynamic noisereduction system as well as automatic picture control sensors. The BeoVision 7 also provides enhanced mounting features, as it includes a motorized floor stand and wall bracket, giving complete freedom to tilt and turn the screen from one's viewing position with a simple touch on the remote control. BeoVision 7 can be set to turn automatically to the viewing position when switched on, and to return to a resting position when switched off. The company's representatives are looking forward to some great achievements in the US. "We are very excited for the arrival of BeoVision 7 as it is truly an unparalleled LCD television and home entertainment unit that exhibits renowned Bang & Olufsen design and technology," said Kim Gravesen, President of Bang & Olufsen America. "This product is a great representation of our home theater capabilities and our constant drive to ensure the ultimate user experience. We believe BeoVision 7 will resonate well with customers because of its sleek form, superior performance, and advanced picture qualities." As you might have expected, this thing is uber-expensive, as it has an MSRP of around 13,250 US dollars, including the BeoLab 7-2 or BeoLab 7-4 center channel loudspeaker, and it's quite clear that we won't see it in too many homes (well, perhaps in Steve's and Bill's cribs we will). We are just a few, but there are many of you, Softpedia users, out there. That's why we thought it would be a good idea to create an email address for you to help us a little in finding gadgets we missed. Interesting links are bound to be posted with recognition going mainly to those who submit. The address is .