Stereo excellence.
In tune with you.

Beolab 28 is slimmer, smarter and more surprising than any stereo speaker you've experienced before. Position it anywhere in the home, stream anything you want instantly, and be immersed in powerful studio-grade sound that adapts to your space. All in a beautifully elegant form that can be controlled with a touch.

IMPORTANT FEATURES

♪ Studio-grade sound with exceptional stereo imaging.

🛜 High-resolution wireless streaming built in.

🏠 Sound adapts to your space automatically.

✎ Slender form, can be placed on a wall or on the floor.

⬚ Built with quality materials, upgradeable connectivity module.

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MEASUREMENTS

12.1

137

140.5

14.7

25.3

25.3

15.1

21.2
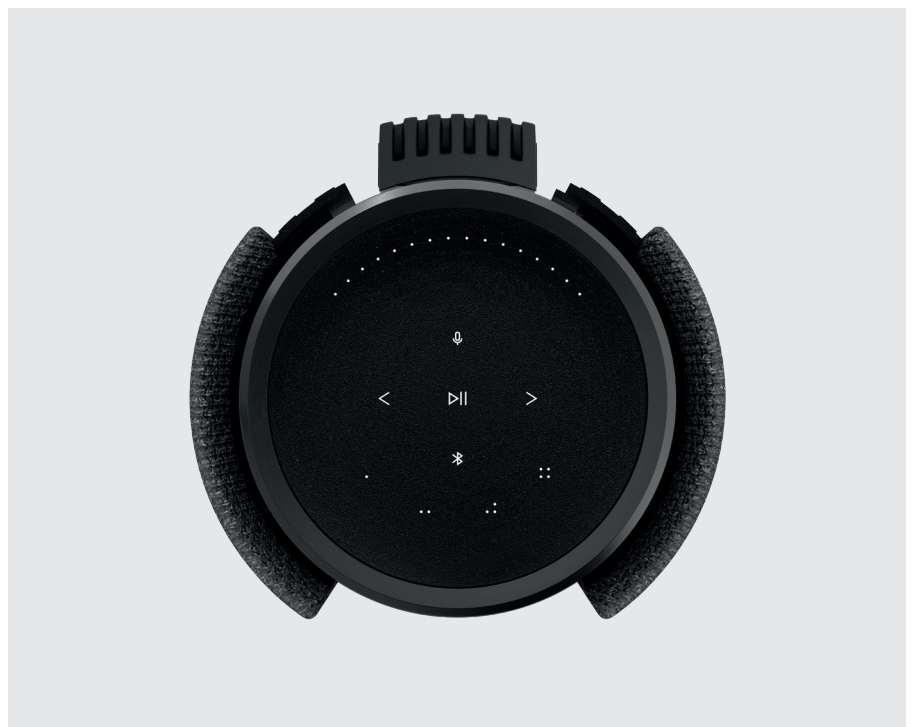
BASIC

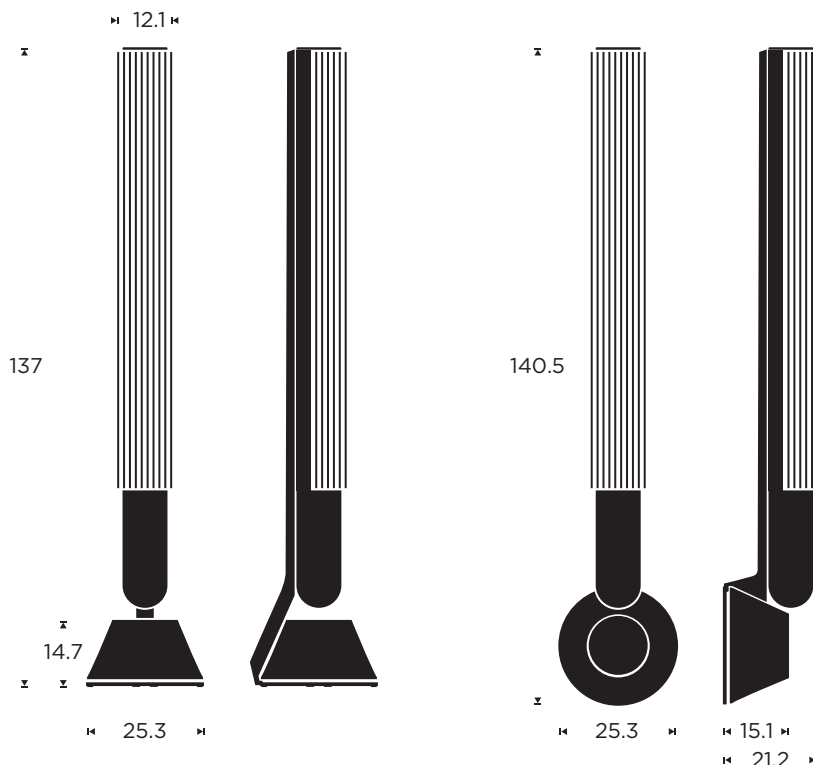**Product dimensions W x H x D**
On the floor:
25.3 x 137 x 25.3 cm
Wall mounted:
21.2 x 140 x 25.3 cm

Weight
18.6 kg

Placement
· Floor
· Wall mounted

Recommended Room Size
15 - 50 m²

TECHNICAL

Power Amplifiers (per speaker)
1 x 100 watt, Class D, tweeter
3 x 100 watt, Class D, full range
1 x 225 watt, Class D, woofer

Speaker Drivers (per speaker)
1 x 1" tweeter
3 x 3" full range
1 x 6.5" woofer

**Maximum Sound
Pressure Level @1m**
110 dB SPL (pair)

Bass Capability @1m
95 dB SPL (pair)

Frequency Range
27 - 23,000 Hz

Power Supply
Power supply built-in.
Power cable included.

Advanced Sound Features
Active Room Compensation
Beam Width Control
Thermal Protection
Adaptive Bass Linearization

09.2022V05

CONNECTIVITY

Wireless Networks
Dual band WLAN 2.4 & 5 GHz
IEEE 802.11 b/g/a/n/ac
Bluetooth type: 5.0

Stereo Pairing
Bang & Olufsen Stereo Pairing*

Connections
1 x Analogue / Optical line-lin
with sensing
2 x Ethernet 10/100 Mbit
1 x USB-C
1 x USB-A (For service)
1 x Powerlink (RJ45) 2 channels

Wireless Powerlink
Wireless Power Link (24 bit / 48 kHz)
WiSA (24 bit / 48 kHz)

Bluetooth
Bluetooth 5.0

Streaming Formats
Chromecast built-in
Apple AirPlay 2
Bluetooth Audio Streaming
Spotify Connect

Integrated Music Services
Bang & Olufsen Radio

Multiroom
Apple AirPlay 2, Chromecast and
BeoLink Multiroom technologies
are integrated and ready for you to
create a wireless Multiroom setup
with Beolab 28.

Voice Assistant
No

Remote Control
Beremote One BT
Beoremote Halo
Bang & Olufsen App

OTHER INFORMATION

Designer
Noto Design GmbH

* Bang & Olufsen Stereo Pairing is factory default encoded using LC3plus high resolution Codec.
LC3plus is licensed by Fraunhofer IIS https://www.iis.fraunhofer.de/audio

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Base
Natural
aluminium

Internal Cover
Grey fabric

External Covers
Grey fabric or oak

Base
Black anthracite
aluminium

Internal Cover
Grey melange fabric

External Covers
Grey melange fabric or dark oak

Base
Gold Tone aluminium

Internal Cover
Gold wool fabric

External Covers
Gold Wool or light oak

AVAILABLE FOR
CUSTOMISATION

With the B&O AR Experience app,
you can preview the customisation
options and view the speakers in
different rooms.

Ask in store or visit
www.bang-olufsen.com for
more information.

Bronze Tone aluminium and grey melange fabric with walnut lamellas

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B&O

PRODUCT DESCRIPTION

Adaptive wireless loudspeaker

COPY BLOCKS

5 words:
An adaptive wireless stereo loudspeaker.

10 words:
An adaptive wireless loudspeaker that reimagines the home stereo experience.

25 words:
A powerful wireless loudspeaker that reimagines the home stereo experience. Beolab 28 adapts to any living space to make the most of every musical moment.

50 words:
A wireless loudspeaker that reimagines home stereo. Beolab 28 adapts to any living space to make the most of every musical moment. Stream anything instantly, control everything with a touch, and enjoy big studio-grade sound that adjusts to the room and your position – all in a beautifully slender shape.

100 words:
A wireless loudspeaker that reimagines home stereo. Beolab 28 adapts to any living space to make the most of every musical moment. Be fully immersed in big studio-grade sound and exceptional imaging that adjusts to the room and your position, ensuring flawless audio quality at all times. Built-in music streaming allows you to play anything instantly, while an integrated touch UI gives you complete control in a touch. All of this power comes in a beautifully slender shape that can be positioned anywhere, made from the finest materials including solid wood and aluminium from our very own Factory 5.

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KEY SELLING POINTS

Adaptive studio-grade sound quality

Beolab 28 delivers incredible sound and stereo imaging from custom-designed drivers, including a down-firing subwoofer. Using Beam Width Control technology from the Beolab 90, music reaches the ear directly and unaltered, minimising the interference of side wall reflections. Active Room Compensation adapts bass response to the room to allow for flexible speaker placement.

Standout design that fits in anywhere

Elegant and slender, Beolab 28 can be placed anywhere in the living room – from the floor to the wall. It fits around you. A solid backbone joins a conical woofer design at the bottom, giving the impression that the speaker is floating in mid-air. Moving curtains add a touch of magic when the speaker is switched on or the beam is adjusted. Finished in a variety of luxurious colours and materials.

Precision engineered to last generations

Beolab 28 is built to last. Formed, turned, milled and anodised aluminium – made in our legendary Factory 5 in Denmark – makes the foundation. It's adorned with tactile knitted fabric and solid wood that comes from a supplier we've worked with since 1949. Every speaker is inspected by eye. The focus on longevity even touches technology, with an upgradeable connectivity module to ensure it plays on through generations.

An exceptional experience right out the box

Beolab 28 redefines what an all-in-one speaker can do. With wireless connectivity, set-up is quick and cableless. Built-in music streaming allows you to play what you want, when you want from popular streaming services. An integrated down-firing subwoofer removes the need for a separate bass speaker, saving valuable floor space. A touch UI at the top gives you elegant control over everything.

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