

BANG & OLUFSEN

BeoRemote

iPhone & Android

Objective

Founded in 1925, Bang & Olufsen designs and manufactures luxury audio products, television sets and telephones. Bang & Olufsen is renowned around the World for producing the best high-end products in the market.

As a brand synonymous with technological innovations globally, Bang & Olufsen have developed their offering to serve the intelligent home. Bang & Olufsen is one of the first companies in the world to empower customers to extend control of home automation and home entertainment via their mobile devices.

As part of its strategy for the future, Bang and Olufsen has focused on innovating to introduce products that not only connect to smartphones and tablets to stream music, but to also use them as remote controls through its Beo range. Having previously launched a version of its BeoRemote app, Bang & Olufsen wanted to offer a new, enhanced app and chose Mubaloo to create it.

Bang & Olufsen wanted to create a new version of its BeoRemote app that would better reflect its brand and enhance the user experience. Working in collaboration with Mubaloo, Bang & Olufsen worked to define the user experience and create a new version of BeoRemote. As a company renowned for product design, it was essential that any app Bang & Olufsen released reflected its design credentials and brand values. Mubaloo's team of in-house designers worked collaboratively with Bang & Olufsen to create the designs.

Solution

The app, which is available for iPhone, iPad and Android, allows users to control their TV with basic controls designed to be distinctly Bang & Olufsen: everything has been pared down and all unnecessary navigation done away with, for convenient and simple control. The app not only controls the TV, but also every source, channel, stand position or speaker group, that a user has already set up on their television. These appear on the app interface - with the names the user originally assigned them.

The BeoRemote app for iPad app has been designed to enhance the experience further and make use of the larger screen of the device. It is an electronic programme guide that enables users to explore their options, discover new content and plan their TV viewing, without disturbing what's happening on the TV screen. Information appears in the BeoRemote app via the same unified user interface, regardless of whether the broadcast comes from the TV tuner or from a connected Set-top Box.

Results

The app, which went live in December 2014, has been well received by Bang & Olufsen internally and by its customers. Mubaloo and Bang & Olufsen tested the app prior to release to ensure that it delivered the right experience to customers and that they found it easy to use. The apps, which were developed by Mubaloo, are now available for owners of the BeoVision Avant, Beovision 11, BeoSystem 4 and BeoPlay V1.

The app has been designed to strip back unnecessary noise and create a beautiful interface that is both functional and usable.



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Devices

g & Olufsen TV

Hifi Dining Room

TV Dining Room

Living Room
TV

BeoVision

TV TUNER

Highway Cops

4:00 pm
Pick-TV

World's Most Dangerous

4:00 pm
Dave

Motorway

Dave

PICKTV

really



Story

Sound

Play