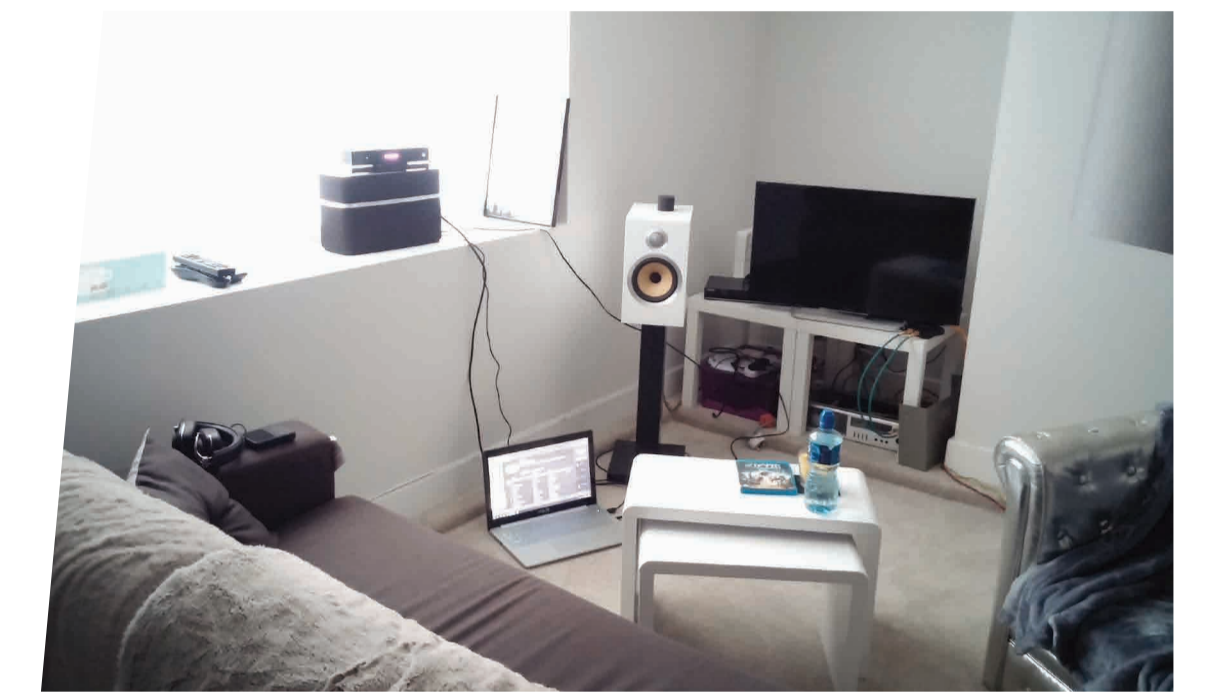


# Bowers & Wilkins

## Intelligent speaker

*A statement in technology and user experience*



The emerging of voice controlled personal assistants and voice controlled speakers is driving British premium loudspeaker manufacturer Bowers & Wilkins to 'up-her-game' for connectivity and user experience. B&W is developing a lifestyle speaker that is a statement in technology and user experience.

A combination of voice- and gesture control will make the products appeal to the early adopter

for its sophistication and to the less tech-savvy because it makes it so easy to use. Gesture control is the way forward for simple navigation through a music library or playlist. Voice control is the essential addition to assist the music lover to navigate through her music preferences.

A new interaction requires a bespoke way to manage content. With a single voice- or gesture command the device plays your favourite tunes.

The discovery element plays a more important role. New content is pushed to the user who can then decide to save the songs for later.

The interaction is embodied in a speaker that gives a nearly equal experience in any place in any room. Equipped with a circular array of drivers it will be able to change its acoustic directivity and beam width.

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Bowers & Wilkins Intelligent Speaker  
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Integrated Product Design

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