

THIS INFORMATION IS EMBARGOED UNTIL 03:00 AM EST, OCTOBER 13, 2021

Bowers & Wilkins Reimagines the New Zeppelin For The Streaming Age

- The all-new Bowers & Wilkins Zeppelin is now both smarter and more flexible, while its high-resolution sound is more detailed and dynamic than ever
- The music you love, instantly: stream in up to hi-res quality from a wide range of streaming services with the Bowers & Wilkins Music App
- The new Zeppelin is available from October 13, 2021



WORTHING, UK, October 13, 2021: Renowned British audio brand Bowers & Wilkins has launched its all-new Zeppelin wireless speaker, reborn and reimagined for the streaming age. The new Zeppelin is now both smarter and more flexible, while its high-resolution sound is more detailed and dynamic than ever.

First introduced in 2007 as the ultimate iPod dock, the Zeppelin is returning in 2021 better-sounding, better-looking and smarter than ever.

Engineered for performance

The new Zeppelin is a complete stereo system in one component, drawing on Bowers & Wilkins unrivalled expertise in premium loudspeaker design for both studios and the home. It features reference quality drive unit technologies arranged in dedicated left and right speaker assemblies around a central, large subwoofer, all powered by 240W of amplification. The result is room-filling stereo sound no single-box rival can match.

Every generation of Zeppelin has been the best-sounding system of its era. The new Zeppelin, by combining proven drive unit technology with its new high-resolution streaming platform, is simply the best yet. The overall result is an exceptional musical performance whether from a wirelessly connected source or via a streaming service.

Distinctive, innovative design

For over 15 years, each new generation of Zeppelin has been a leader in beautiful and unique design in its class – and, like every Bowers & Wilkins design, its shape is defined by acoustics.

Available in two finishes, one dark (midnight grey) and one light (pearl grey), the all-new and completely redesigned Zeppelin also includes switchable, dimmable ambient lighting to create a 'halo' effect on to its metal pedestal stand.

The Music You Love, Instantly

If you want to stream music from your mobile device, tablet or computer, the new Zeppelin includes both AirPlay 2 and aptX Adaptive Bluetooth, making it suitable for both iOS and Android users.

Spotify fans can also enjoy the convenience of Spotify Connect, ensuring both high-quality sound and convenient, easy operation. And best of all, the new Zeppelin can also be controlled via the Bowers & Wilkins Music App, which gives instant access to a host of streaming services including Deezer, Last.fm, Qobuz, Soundcloud, TIDAL and Tuneln.

Connected, Smart, Intuitive

The new Zeppelin offers Alexa built-in: no need for any external components. Simply ask for the song you want to hear, and your Zeppelin will oblige. If you prefer, your Zeppelin can be operated by physical buttons on the top rear of its elegant enclosure.

Zeppelin has also been engineered to last. Its powerful digital 'brain' can be upgraded over time, with multiroom capability planned for introduction in early 2022. That will make it compatible with both other new Zeppelins in a multiroom environment or, if you prefer, a multiroom system based on Bowers & Wilkins own Formation range of high-resolution wireless speakers.

The Beauty of Sound

So, the Zeppelin is reborn, better than ever in every regard. With the new Zeppelin, you no longer have to choose between a fully featured wireless speaker with the streaming services you need and a sleek, sophisticated design with the room-filling sound you want. Now, you can have both.

Giles Pocock, Vice-President of Brand Marketing, Bowers & Wilkins, said, "We are so proud to be able to introduce the all-new Zeppelin. It's the best-sounding, best-looking and smartest Zeppelin we've ever created. It really does mean that you can have the audio performance our fans have come to expect from Bowers & Wilkins, plus all the intuitive features and ease of use they demand, in one beautifully designed package."

The Zeppelin is available from October 13 for \$799 USD from select dealers or the Bowers & Wilkins website. Learn more at www.bowerswilkins.com/new-zeppelin

Notes to Editors:

About [Bowers & Wilkins](http://www.bowerswilkins.com)

Bowers & Wilkins, founded in the U.K. in 1966, has been at the forefront of high-performance audio technology for more than 50 years. It designs and manufactures precision home speakers, headphones, custom installation and performance car audio products that set new standards for innovation and sound quality, earning countless awards and accolades from the world's leading recording studios and musicians. Bowers & Wilkins' reputation is based on the unwavering pursuit of the best possible sound and an unsurpassable music listening experience. Bowers & Wilkins joined the Sound United LLC family of brands in 2020. Learn more at www.bowerswilkins.com.

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