

**THIS INFORMATION IS EMBARGOED UNTIL 12PM EST, MARCH 3RD 2022**

Bowers & Wilkins delivers the ultimate one-box immersive audio experience with the new Panorama 3

* **New Bowers & Wilkins sound bar delivers powerful, room-filling sound with films, TV, and games from just one elegant, ultra-low-profile and easy-to-use component**
* **Built-in Dolby Atmos spatial audio for the ultimate in immersion – tuned by the engineering team behind the loudspeakers used in Abbey Road Studios**
* **Enjoy all the music you love instantly with the Bowers & Wilkins Music App, ensuring high-resolution music streaming from a wide range of services**



**Worthing, UK, March 3rd 2022:** Bowers & Wilkins, the renowned British audio brand, has unveiled its all-new state-of-the art sound bar, the Panorama 3. Designed to get the most from the latest in immersive spatial audio, the elegant loudspeaker is an all-in-one solution offering outstanding, room-filling sound for films, TV shows, games, and your favorite music.

# A rich heritage in film sound

For over 40 years, artists, composers and recording studios the world over have trusted Bowers & Wilkins loudspeakers to help them create the movie soundtracks that have shaped a generation. From films as world-famous as *Return Of The Jedi* and *Raiders Of The Lost Ark* through to epics such as *The Lord Of The Rings* and *The Avengers*, Bowers & Wilkins speakers have played a crucial role in the creation

of each iconic score.

So, it’s no surprise that with the same team of Bowers & Wilkins acoustic engineers defining the sound quality of the new Panorama 3, great sound is guaranteed. This truly is the bar, raised.

# A strong legacy of excellence

Bowers & Wilkins introduced its first sound bar, the Panorama, back in 2009. Named in tribute to two iconic film technologies from the golden age of cinema – Panavision and Cinerama – the Panorama defined a new concept for sound bar design. Unlike most rivals, it was conceived as a premium, no-compromise product offering the best possible sound quality from a single speaker, with no need for an external subwoofer or other add-ons.



In 2013, Bowers & Wilkins updated that successful original premise with the improved Panorama 2, which featured upgraded drive units for even better sound, plus HDMI inputs for easier connectivity.

The new Panorama 3 builds on the proven heritage of its two forebears. As with those models, it has been specifically designed to offer great sound from just one elegant component, with no need for an external subwoofer.

Its elegant design and low profile, at just 2.5” in height, makes it easier to install, easier to set up, and easier to live with than most rivals. Despite its slim proportions, Panorama 3 still features 13 individual drive units, including twin subwoofers built-in for deep, extended bass, plus a mighty 400W of amplification. The result is a room-filling and powerful sound no one-box rival can match.

# Immersive spatial audio

Panorama 3 is also the first Bowers & Wilkins sound bar to feature true Dolby Atmos upwards-firing drive units. Specifically engineered and carefully angled to deliver optimal immersion, they’re accompanied by a sophisticated Dolby Atmos decoder and processor to deliver great sound from spatial audio soundtracks on TV, film, game and music streams.

Installation and set-up is simple and seamless with Panorama 3. Its low profile makes it easy to place on a piece of furniture in front of your TV without obstructing the bottom of your screen, with a metal wall bracket also included in the box if you prefer to mount your sound bar on the wall.

Connection is simple: just one HDMI cable is all you need to link your Panorama 3 to your TV and to share the sound from any other sources you may also have, such as a set-top-box or games console. Once connected, you can use your TV or satellite/cable box remote to control the Panorama 3’s volume and power functions. The sound bar also includes capacitive-touch ‘hidden until lit’ buttons on its top surface for instant control, and even features built-in Alexa, giving effortless voice control over your listening.

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Download high-resolution images, fact sheets, and press release from the Bowers & Wilkins Hub:   
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# Streaming in high resolution

As you would expect from a brand with such a rich history in stereo sound, the Panorama 3 also excels with music. It includes both AirPlay 2 and aptX Adaptive Bluetooth, so both iOS and Android users can easily stream their favorite music to it from their mobile devices. Spotify fans can also enjoy the convenience of Spotify Connect, ensuring both high-quality sound and convenient, easy operation.

For high-resolution listening plus the most seamless user experience, the new Panorama 3 also supports the Bowers & Wilkins Music App, giving listeners instant access to a host of streaming services including Deezer, Last.fm, Qobuz, Soundcloud, TIDAL and TuneIn.

Like its iconic Zeppelin stablemate, Panorama 3 has been engineered to last. Its powerful digital ‘brain’ can be upgraded over time, with multi-room capability planned for introduction shortly after launch. That will make it compatible with both other Panoramas or other Zeppelins in a multiroom environment or, if you prefer, a multiroom system based on Bowers & Wilkins Formation products.

Commenting on the launch, Stephanie Willems, Brand President of Bowers & Wilkins, said, “We are thrilled to launch the new Panorama 3, our first Dolby Atmos sound bar. It combines all the performance and pedigree of a Bowers & Wilkins product with the best in elegant design and effortless usability. I’m sure our fans will love its class-leading combination of room-filling sound and comprehensive features.”

Sleek, smart, easy to install and thrilling to listen to, the new Panorama 3 is the sound bar you’ve been waiting for. With it, you can finally experience all the movies, TV shows and music you love as they were meant to be heard.

The Panorama 3 is available from March 3rd for **$999 USD** from the Bowers & Wilkins website and select dealers. Learn more at [**www.bowerswilkins.com/new-panorama3**](http://www.bowerswilkins.com/new-panorama3)

# Notes to Editors:

**About Bowers & Wilkins**

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**](http://www.bowerswilkins.com/).