








## 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.



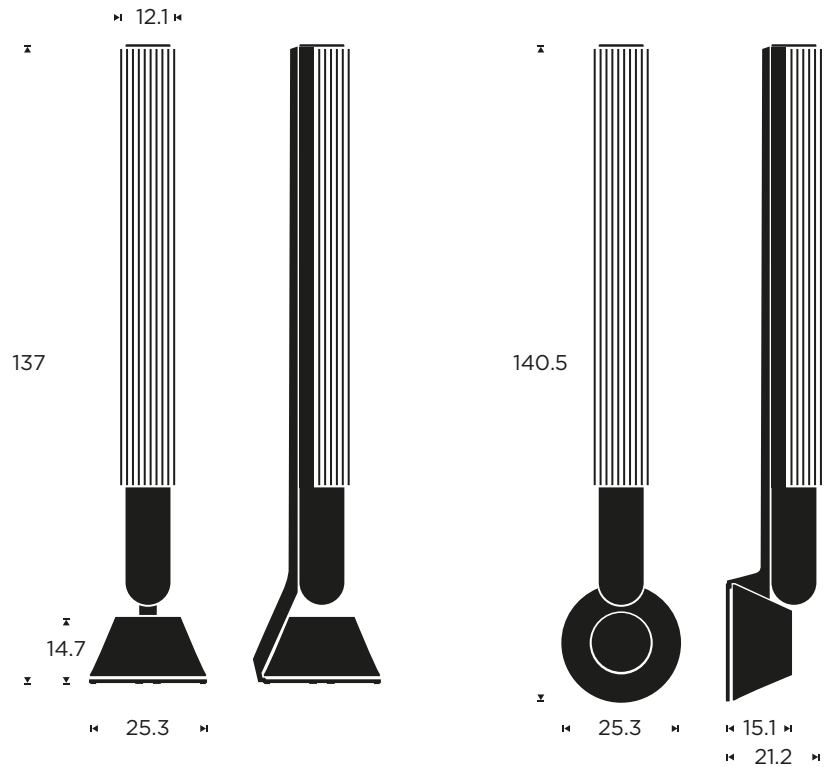
### IMPORTANT FEATURES

-  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.





MEASUREMENTS



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

**Placement**

Floor  
Wall mounted

**Recommended Room Size**

15-50 m<sup>2</sup>

**Weight**

18.6 kg

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

**Effective Frequency Range**

27 - 23,000 Hz

**Speaker Drivers (per speaker)**

1 x 1" tweeter  
3 x 3" full range  
1 x 6.5" woofer

**Power Supply**

Power supply built-in.  
Power cable included.

**Maximum Loudness @1m**

110 dB SPL (pair)

**Advanced Sound Features**

Active Room Compensation  
Beam Width Control  
Thermal Protection  
Adaptive Bass Linearization

**Bass Capability @1m**

95 dB SPL (pair)



## 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-in  
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**

Multiroom technologies from Apple  
AirPlay 2 and Chromecast built-in  
are integrated and ready for you to  
create a connected speaker setup  
with Beolab 28.

**Voice Assistant Integration**

No

**Remote Control**

Beremote One BT  
Beoremote Halo  
Bang & Olufsen App

## OTHER INFORMATION

**Designer**

Noto Design GmbH

**Base**  
Silver Alu



**Internal Cover**  
Grey Fabric

**External Covers**  
Light Oak

**Base**  
Silver Alu



**Internal Cover**  
Grey Fabric

**External Covers**  
Grey Fabric

**Base**  
Black Anthracite Alu



**Internal Cover**  
Grey Melange Fabric

**External Covers**  
Grey Melange Fabric

**Base**  
Black Anthracite Alu



**Internal Cover**  
Grey Melange Fabric

**External Covers**  
Smoked Oak

**Base**  
Bronze Tone Alu



**Internal Cover**  
Grey Melange Fabric

**External Covers**  
Walnut





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.



## 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.