



SOUNDLINK BY BOSE HAS THE LOOKS OF A RADIO.  
SoundLink外型像懷舊收音機

As the design and quality of mobile phones get cooler and better by the day, so do the accessories

手機性能愈來愈強，  
移動音響也是一日千里

never purchased a music CD, Wong adds. The mobile platform has revolutionised human culture in many ways and music is definitely one of them.

And as the design and quality of mobile phones get cooler and better by the day, so do the accessories.

For instance, Bang & Olufsen and Bose have taken the musical impact of the mobile platform and iPhone very seriously and come up with impressive speaker systems.

BeoSound 8, a speaker system by Bang & Olufsen, allows you to play music from your iPhone, iPad or iPod. Like all B&O products, it has a sharp, edgy look and offers the experience of hi-fi – you can adjust its placement manually. That's great news for the aficionados.

"It offers you flexible placement options with three switch positions – against a wall, in a corner or standing freely. We design our products to fit into the user's lifestyle," says Amanda Chui, marketing manager at B&O.

Bose's SoundLink, on the other hand, has the looks of a radio you can grab and go. It connects wirelessly to iPhone, Android, BlackBerry and other Bluetooth devices.

Whether at home or travelling, you can play the music from your mobile phone, computer or internet stations with spectacular sound quality, thanks to Bose's proprietary speaker technology with dual-opposing passive radiators.

It is slim, but very powerful. It is so light it's hard to believe – just 1.3kg, and no wires or docks.

香港資深樂評人黃志涼指出，網上音樂發展一日千里，商界及工業界正360度各方入手發展相關產品：「許多歌手和樂隊現時都是先出網版音樂，才出CD。」

黃志涼說，現在三十歲以下的人，可能都未買過CD，大家都在追求手機帶來的文化和生活方式。其中一種大眾熱愛的手機文化，正是追求音色及設計風格的手機揚聲器。

好像兩大品牌B&O及Bose，均陸續推出高質手機及iPhone的移動音響，推出炫酷了的移動揚聲器。

B&O的BeoSound 8揚聲器，外型風格鮮明，看起來酷酷的，針對的卻是iPhone, iPad, 及iPod用戶，雖是移動揚聲器，但設計如大型HiFi般講究，一樣有手動定位。B&O市場推廣部經理Amanda Chui說：「BeoSound 8配備空間音效自動調整開關，可根據壁掛、牆角或落地等三種擺放位置進行選擇。」手動定位能幫助音響發燒友找到理想觀聲位置。Amanda說：「我們產品的概念是融入用家的日常生活。」

另一高端品牌Bose剛於十月在港推出的SoundLink揚聲器，看來像一部懷舊收音機，大有握在手裏走天涯的感覺，兼容iPhone、Android系統、藍莓手機及其他藍芽裝置的SoundLink，即是說無論在家中廚房睡房，又或在路上或海邊，隨時挾着一本SoundLink，就可聽到自己手機和朋友手機的音樂。

SoundLink也帶給手機用戶一些驚喜，很輕，僅重1.3公斤，不用連線，不用插座，能自動串連手機、電腦及網上音樂，若閉上眼睛聆聽，怎也想不到那是一個與手機藍芽連接的音響。

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