



Go Further

SOUND DESIGN BY



A SOUND LIFE

Let's look at how music can transform your daily life.
Listen carefully.

6:00am

RISE AND SHINE

You put on your B&O PLAY headphones and go for a jog around the block. Listening to music releases endorphins - our natural 'feel good' hormones and gives us motivation to carry on longer with exercise. And it's not just about happy thoughts - Scientists say it can also increase your endurance.⁽¹⁾

THE PERFECT START TO A DAY!

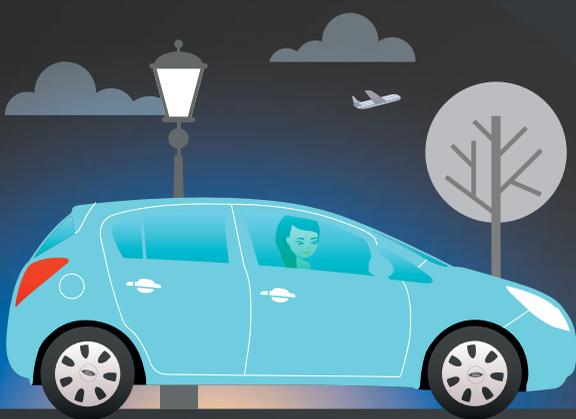


8:00am

ELEVATE YOUR COMMUTE

Listening to music while driving can positively impact your mood. So when you're feeling cranky in the car, try cranking up some of your favorite tunes. Available next year exclusively in Ford vehicles, the custom-tuned B&O PLAY premium audio system will make your music and your spirits shine.⁽²⁾

TURN UP THE VOLUME!



10:00am

TAKING CARE OF BUSINESS

Listening to music while working helps you to complete your tasks more quickly and to come up with better ideas.⁽³⁾

SO LET'S GET CREATIVE!



12:00pm

SOUND BITES

Background music playing in restaurants can influence how quickly - and how much - you eat. The faster the Beats per Minute, the more Bites per Minute you are likely to consume. Listening to slower, softer music can help you to eat less.⁽⁴⁾

ENJOY YOUR MEAL!



7:00pm

END ON A HIGH NOTE

Recent studies have shown that attending a live show could help reduce people's levels of stress hormones, including the steroid cortisol. Listening "actively" is beneficial for our "inner framework": The more the music moves you the better it is for your body.⁽⁵⁾

KEEP ON ROCKING!



10:00pm

ATTENTION, PLEASE

Keep the show going with your favorite artist on the drive home. Listening to music while driving helps to focus, particularly on long, monotonous roads.⁽⁶⁾

KEEP ROLLIN'!



11:00pm

SOUND ASLEEP

Listening to classical music before you go to bed, will help you to sleep better. But make sure it's a soothing piece. We recommend "A LITTLE NIGHT MUSIC" by Mozart.⁽⁷⁾

GOOD NIGHT!

