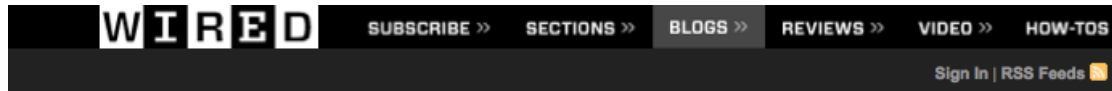


Date: June 7, 2010
To: All B&W Group Dealers
From: Scott Rundle - Director of Marketing
Re: WIRED review of Zeppelin



WIRED reviewer Brad Moon (Electronic Geek, Armchair Geek column writer), recently spent time with our Zeppelin iPod speaker dock and stated “Despite being nearly three years old in a highly competitive market that boasts hundreds - if not thousands - of competing models, the Zeppelin continues to be a point of comparison for new systems.”

“I had three immediate impressions upon unboxing the Zeppelin that B&W sent me:

1. Aesthetically, it's a beautiful piece of gear. The namesake “zeppelin” shape may take some getting used to, but the combination of stainless steel and matte black cloth with the unusual docking arm design looks like a piece of modern art.
2. It's unexpectedly heavy. I've seen products that were intentionally made to look larger (presumably because they would then look more capable), but picking them up gave an immediate impression of “cheap,” whether because of tiny speakers, lightweight plastics or empty space. The Zeppelin is 16.5 pounds. It's solid as a lump of steel.
3. It's not as big as I thought it would be. Aside from price, most of the knocks I'd read about the Zeppelin were over it's size. Granted, it's just over two feet wide, but it manages to look more compact.”

“...how does it sound?”

“One word: **awesome**. It simply blows away most iPod docks and is noticeably more capable than other premium systems I've listened to. The Zeppelin may not offer the same degree of audio tweaking other models offer (controls are limited to volume and the bass adjustment), but you can fine-tune with your iPod's EQ settings if needed. While the unit obviously can't match the stereo separation of standalone speakers hooked up to a component system, the wide positioning of its speakers help to give it a very full sound that's pretty damned close. Dynamic range is excellent. While many systems sound flat or muddy at low volumes, you don't need a whole lot of power for the Zeppelin to sound good. The bass is always present, but there is no muffling effect or vibration at low or high volume extremes; it sounds good, balanced and undistorted right up to its maximum volume, which (with a total of 100 watts of digital amplification) is impressively loud.”

For more information read the entire review at: <http://www.wired.com/geekdad/2010/06/bw-zeppelin-still-soaring-over-above-the-crowd-after-three-years/>