CREATE
BANG & OLUFSEN

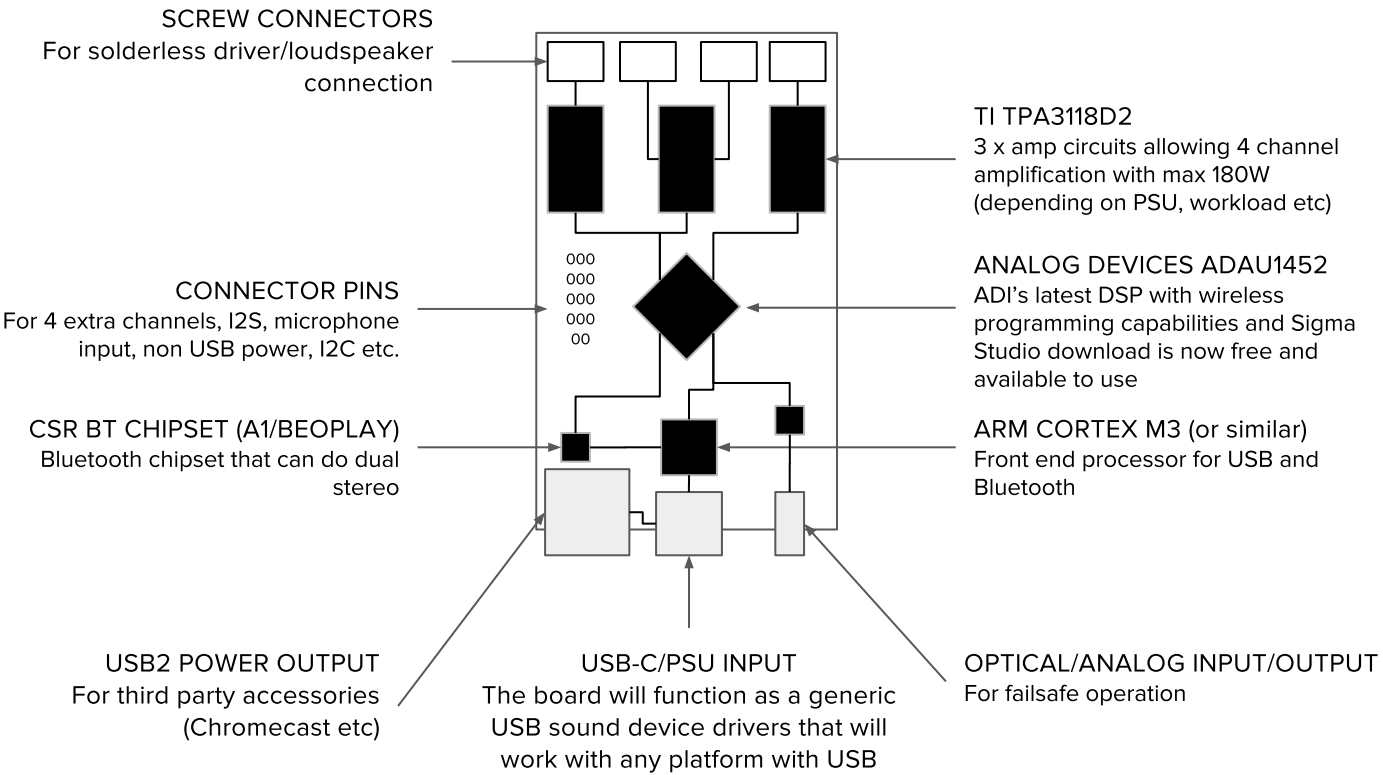
INSPIRE AND BE INSPIRED BY THE
GLOBAL CREATIVE COMMUNITY

HOW?

AN OPEN SOURCE TOOLSET FOR PEOPLE WHO HAVE CREATIVE OR TECHNICAL PROJECTS CONNECTED TO ONE OF THREE THEMES:

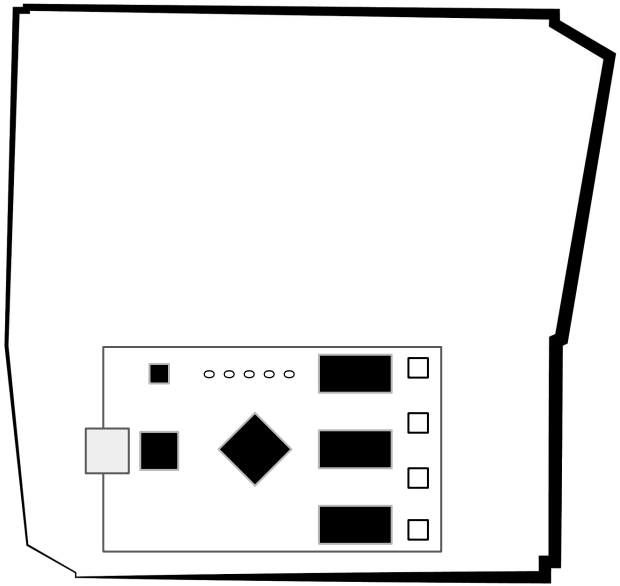
LOOK OF SOUND
LIVING WITH SOUND
LOCAL EMPOWERMENT

THE CREATE FX 2000 THUNDERSTRIKE



ACHIEVING EXPLORER*

20-50 YRS
FULL TIME EMPLOYED
SINGLES AND FAMILY
B&O FAN
AESTHETE
GADGET LOVER

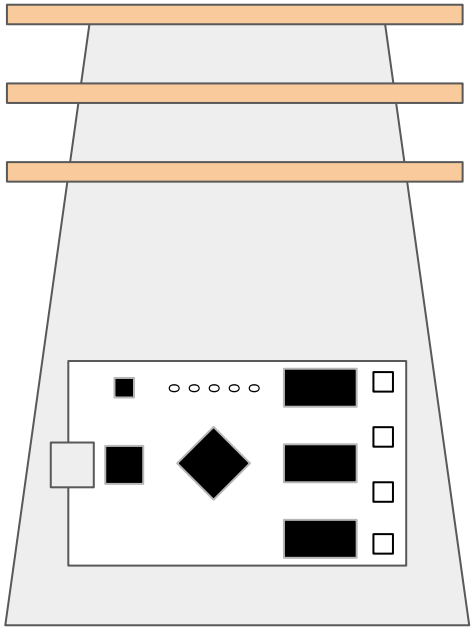


Buys a board from partner, follows instructions from beocreate.com/recreate to upcycle CX50, configures board via BT through OneApp. Simple and easy project to create affordable B&O sound.

BEOVOX CX 50
BANG & OLUFSEN

CONSCIOUS CREATOR

20-30 YRS
STUDENT
CONSCIOUS CONSUMER
TINKERER
DIY-PERSON
PLAYFUL

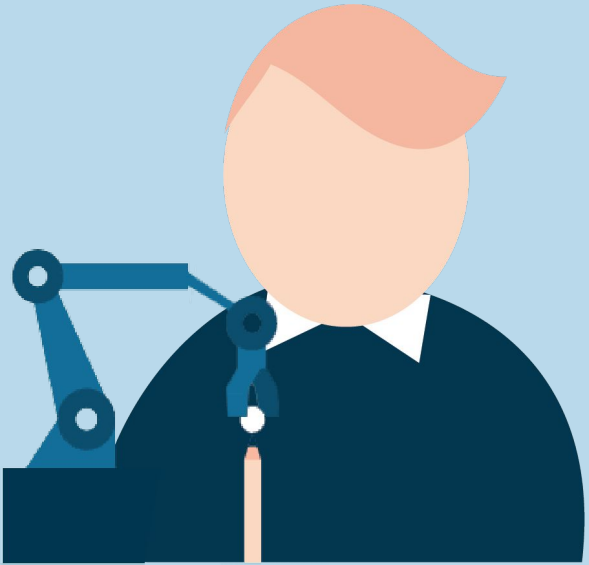


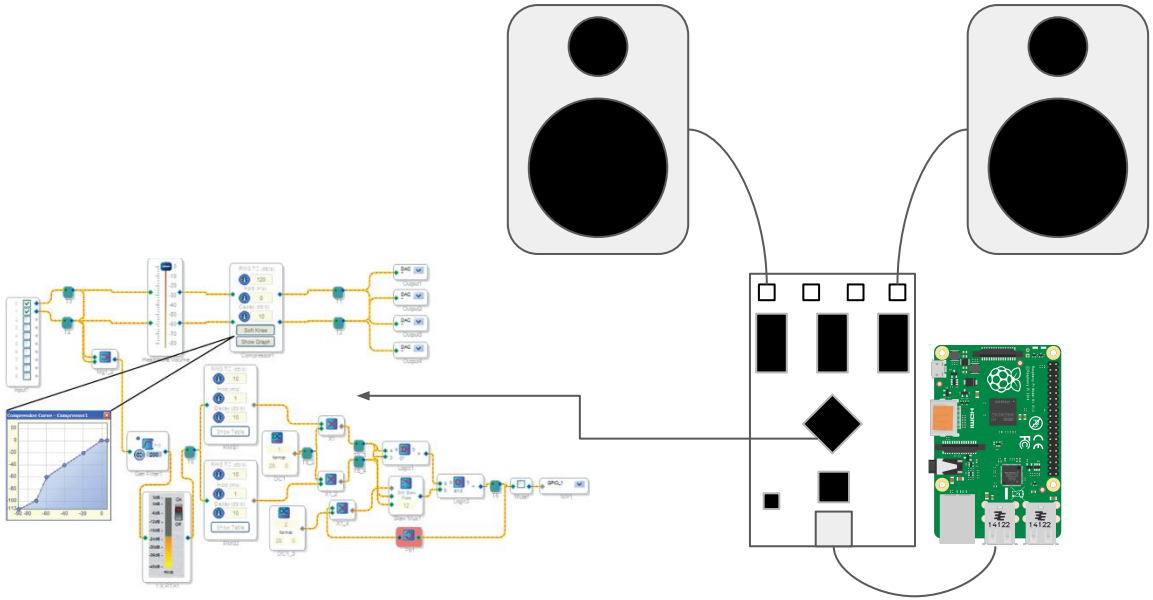
Wants to create a loudspeaker that doesn't look like technology and with a discreet music interface. Uses wiki/forum to get help to set up her loudspeaker.

CREATE X AALTO - LOUD BELONG
Designed by Anastasia Ivanova
https://anafinland.wordpress.com

TECH SAVVIES

30-60 YRS
FULL TIME EMPLOYED
SPOUSE + KIDS
TECHNICAL SPECIALIST
PROFESSIONAL TINKERER
PATIENT





The tech savvy uses the system to create a practical room calibration setting for his existing bookshelf loudspeakers by connecting a Raspberry Pi via USB to program the DSP using Sigma Studio. Uses the wiki, and various internet resources to achieve his goals.

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