



Danish style with quality and technological excellence

Founded in 1925 in Denmark, Bang & Olufsen is recognized around the world for its distinctive range of quality audio, video and multimedia products. Søren Bech, Head of Research at Bang & Olufsen, is responsible for providing insights into the perceived sound and image quality of the A/V products and for supplying objective data to aid the decisions regarding A/V quality.

Working with industry leaders

“We collaborate closely with DTU (Technical University of Denmark) and Nofima (Nowegian Institute of Food, Fisheries & Aquaculture Research) who introduced us to The Unscrambler® in 2001” says Søren. While the relationship between food research and high-end consumer electronics may not be obvious initially, the principles of sensory analysis are fundamental to both.

“We run viewing and listening experiments, which are very similar to the sensory experiments used in the food and beverage industry, for example measuring taste and smell. Our experiments and analysis help us perfect the sound and image quality in all of our products,” explains Søren. “The Unscrambler® is clearly developed with this purpose in mind.”

Dedication to excellence

Bang & Olufsen place design, quality and the user experience at the core of all of their products, and the company has a long tradition of leading-edge research and development.

“We are constantly looking for ways to deliver unsurpassed quality across the entire company. We had been using a well-known generics statistical software package, but we needed something that had more powerful analytical tools to help us better optimize the analysis of data from viewing and listening experiments,” explains Søren.

“In particular, we were looking for software that was easy to use for PLS regression, which wasn't the case in the generic statistics software. The Unscrambler® also includes other more advanced methods that were either not available in the previous software or were much harder to use.”

“Some programs try to put every possible feature into their software, but it's often difficult to use or hard to find the function you need. The Unscrambler® is much more intuitive, and has all the features I need for my daily work, plus more advanced methods than generalist statistical software.”

Industry:

- ▶ Manufacture & sell hi-end consumer electronics

Product:

- ▶ The Unscrambler® X

Executive Summary:

- ▶ Conduct sensory experiments into sound and image quality
- ▶ Needed more powerful analytics than generic statistics software
- ▶ Required user-friendly PLS regression capabilities
- ▶ Finds The Unscrambler® X easy to use and intuitive
- ▶ Enjoys the convenience of combined DoE & MVA features

At a glance: Bang & Olufsen

- ▶ Founded in 1925 in Struer, Denmark by Peter Bang and Svend Olufsen
- ▶ World renowned for quality audio, video and multimedia products
- ▶ Sold by over 1200 dealers and an extensive network of retail stores
- ▶ Turnover of DKK 4092 million (€548.6 million) in 2007/2008
- ▶ Employs 2550 staff worldwide

Try The Unscrambler® X in your web-browser

Free TestDrive 

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Søren Bech
Head of Research, Bang & Olufsen

All in one software tool

In addition to powerful regression methods and ease of use, having Design of Experiments (DoE) functionality integrated in the software was an important factor in choosing The Unscrambler®. Søren explains “It saves me time because I can run designed experiments and then do the analysis in one package, without having to swap between software.”

As a long-time user of The Unscrambler®, Søren has first-hand experience of both the software, and the people behind it. “Their service level and the relationship I have with my account manager in CAMO Software is excellent.”

Design, quality and an incredible user experience is fundamental to the Bang & Olufsen vision, and The Unscrambler® is helping this world-leading company turn their vision into reality.



For more information on Bang & Olufsen please visit www.bang-olufsen.com



For more information on our full range of solutions please visit www.camo.com

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