

B&W Adds Flex to Formation Lineup

Written by Marco Attard
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Bowers & Wilkins announces the next member of the Formation line of wireless speakers-- the Flex, a cylindrical speaker reminiscent of the Apple HomePod customers can use either independently or as part of a wider Formation wireless system.



According to B&W the Flex pushes "the highest quality sound ever" from a standalone wireless speaker of the same size. It carries the same tweeter technology as the company's 600 series speakers, and leverages a wireless audio platform developed by Eva Automation, an obscure 2016 B&W acquisition. The technology allows it to support 24-bit/96kHz audio together with speaker synchronisation of around 1 microsecond, regardless of other products in use.

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Customers can use the Flex either as a standalone speaker, together with another Flex for stereo sound or with any number of other Formation speakers for a whole home audio system, including a Formation Bar for a 5.1 audio experience. B&W says setup takes just minutes, and the system uses a robust mesh network running independently of home wifi.

"Once again, we're introducing world class modern design-- a product that is purposely built for superior acoustics but designed to fit into your home aesthetic and make a statement," the company says. "And one of the key features is the full home scalability, the Flex lets the consumer expand through the entire home with additional Formation products that we introduced in the Spring."

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