

# CLASSIC DRIVER

## Quietly does it



**According to the opinion of American technology historian Professor Edward Tenner, modern electronic aids put more pressure on us rather than helping us save time. There's no better example of this phenomenon than the mobile telephone, but the designers at Bang & Olufsen have designed a soothing new model called, appropriately enough, the Serene. One of its features is a selection of particularly harmonious ring-tones with titles like 'Wood', 'Steel or 'Bronze'.**

No 'Crazy Frog' here please.

The design is classic Scandinavian purity. Serene consists of two halves, joined together by an aluminium joint. An integrated motor separates the two halves on gentle finger pressure. The display and microphone are arranged in the lower half, while the upper has the circular keypad, the loudspeaker and a wheel in the centre that is turned to activate different functions of the phone. The effect is of an old-fashioned 1950s bakelite handset from a black and white film - Ingmar Bergman of course.

The Serene was developed in co-operation with mass-market electronics giant Samsung. Torben Ballegaard Sørensen, CEO of Bang & Olufsen says "We wanted Serene to become a precious item, an item that is a personal expression of quality and convenience. The coherence to other Bang & Olufsen products is experienced through the design and a very simple user operation,".







**Source URL:** <https://www.classicdriver.com/en/article/quietly-does-it>  
© Classic Driver. All rights reserved.