

Bowers & Wilkins

THE ART OF THE DEMO

A track for every taste

A great salesperson can adapt to their client's taste. Here are some impactful demo cuts across various genres. Use the streaming service logo to link directly to each song.

Jazz

Brian Bromberg
"Full Circle"



The high, smooth tones of the guitar, piano and rest of the accompaniment make for a great Jazz track.



Classical

John Rutter
"Pie Jesu"



This classical piece starts off light but brings a huge detailed presence shortly there after.



Acoustic

Rodrigo y Gabriela
"Echoes"



The acoustic and electric guitars provide incredible detail throughout the track.



Female Vocal

Vanessa Fernandez
"Here But I'm Gone"

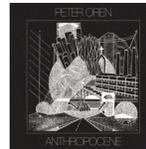


Her smooth vocals layer in well with the guitar, drums and bass for a great demo track.



Male Vocal

Peter Oren
"Anthropoce"



The breath behind the vocals are clear even in the presence of deep rich bass tones.



Blues

Joanne Shaw Taylor
"Blackest Day"



This Blues prodigy (recorded at age 17) really shows her guitar chops through the midrange.



Latin

Bacilos
"Mi primer millon"



Violin blends well with the horns, percussion and vocals on this Latin track.



Rock

ZZ Top
"Blue Jean Blues"



The guitar and vocals shine as the bass and drums bring this track together.



Electronic

Taz Cadey
"SEVE"



This electronic dance mix doesn't need many vocals to paint a picture to the listener.



Pop

Dua Lipa
"Don't Start Now"



This new track features a great bass line and smooth vocals.



Country

The Mavericks
"There Goes My Heart"

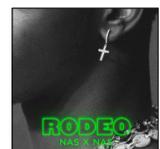


The pedal steel, guitar and drums flow well with the vocals on this twangy country track.



Hip Hop

Lil Naz X, Nas
"Rodeo" (Explicit)



Guitar starts out the track and then the bass line bumps but vocals are clear and detailed.



Why Bowers & Wilkins?

Bowers & Wilkins leverages over 50 years of experience in building the finest loudspeakers, cherished by owners and used by recording professionals to create the music and movies we love. Whether you are composing a soundtrack, unwinding with your new favorite song or watching a movie with your family, Bowers & Wilkins can connect you with these experiences in a way you never thought possible. Listen and you'll see.

A FIVE-STAR LINEUP

50 Years of Excellence



Bowers & Wilkins is a global leader in sound with over 50 years experience in making the very best audio equipment in the world.

High Performance Solutions for any Application



Bowers & Wilkins' nearly invisible Custom Installation speakers are made by the same team as their world renowned in-room models and offer the same level of performance.

CHOSEN BY THE MOST ESTEEMED BRANDS

Recording Studios



From Abbey Road to Skywalker Sound, professionals all over the world trust Bowers & Wilkins to deliver music the way the artist intended.

Automotive



Bowers & Wilkins creates premium audio systems for some of the world's most prestigious car brands like BMW, Maserati, McLaren and Volvo.

A MAGIC NUMBER

90%

Bowers & Wilkins customers become repeat customers at the staggering rate of 90%*. Every Bowers & Wilkins sale you make, not only gives your client the better product they deserve, but it provides you the opportunity to keep that customer for life.