



BOSE INTRODUCES NEW SOUNDLINK® MINI BLUETOOTH® SPEAKER II

Iconic SoundLink® Mini Speaker Now With Speakerphone, Longer Battery Life, Multi-Connect, and Voice Prompts

June 12, 2015 -- Today, Bose introduces the next-generation SoundLink® Mini Bluetooth speaker, the most feature-rich, ultra-portable SoundLink® speaker ever. The SoundLink® Mini II is updated with a speakerphone for taking calls out loud, longer battery life for all day listening, multi-connect for a phone and a tablet, and voice prompts for easy pairing -- while still delivering the powerful, lifelike audio quality that made it the most famous little speaker in the world. The price remains HK\$1,800.

"The original SoundLink Mini did something remarkable," said Jack Yu, product manager for Bose SoundLink® speakers. "There was nothing else like it, and it continues to amaze people with its sound. Our engineers kept all that performance -- and added new ways to use it and love it."

The SoundLink® Mini speaker II has a built-in speakerphone, so taking calls out loud -- and hearing every word clearly -- just takes a press of a button on the top of the speaker. When you're done talking, music resumes automatically. You can connect two Bluetooth devices at a time, letting you play music or any content from your phone and tablet. And pairing has never been easier. New voice prompts streamline the process, walking you through the simple steps to connect to a mobile device, and identify your devices by name using text-to-speech. The SoundLink® Mini speaker II stores the eight most recently used Bluetooth devices in memory, eliminating the need to pair again.

The SoundLink® Mini speaker II now comes with an improved rechargeable lithium-ion battery that lasts up to 10 hours, ideal for personal listening sessions and long days of work or play. For added convenience, it now charges with most USB power sources and includes a charging cradle, so it's ready to go when you are. Take it almost anywhere. It's durable and solid, tested for the rigors of everyday use, indoors or out.

The new SoundLink® Mini speaker II is still Bose's smallest Bluetooth® speaker, keeping the compact footprint and size of the original -- weighing 1.5 pounds and measuring just 2.0"H x 7.1"W x 2.3"D. It features its iconic anodized aluminum housing that resists scratches and fingerprints, and includes an updated beveled accent and a micro-perforated steel grille. The same sound that redefined the Bluetooth speaker category remains at the heart of the new SoundLink® Mini speaker II, and it's patented and exclusive to Bose. Proprietary dual-opposing passive radiators combine with two custom-designed, high-efficiency transducers to deliver full, clear audio, with dramatically deep low notes. Turn the volume up or down -- Bose® digital signal processing optimizes the audio output for balanced sound at any listening level.

"The SoundLink Mini II is another example of our obsession with the details," said Yu. "Wireless is everywhere, but better wireless -- better sounding, better designed, easier to use -- that's where we're always focused. Combining the amazing sound and look of the SoundLink Mini with new features that are simple, intuitive, and brilliantly delivered provides another chapter in our story."

The Bose SoundLink® Story

Bose SoundLink® speakers have been globally recognized for delivering the standard for mobile audio since their debut in 2011, quickly taking the category by storm. The Bose SoundLink® speaker line features the SoundLink® Bluetooth speaker III, Bose's best-performing Bluetooth speaker; the SoundLink® Color Bluetooth speaker, Bose's most affordable and lightest speaker option; and now, the SoundLink® Mini Bluetooth speaker II, the smallest, most feature-rich Bose Bluetooth speaker ever, and the next generation of the SoundLink® Mini -- now boasting thousands of 5-star Amazon reviews and millions of happy owners everywhere.

Pricing and Availability

The new SoundLink® Mini Bluetooth speaker II will be available from Bose beginning on June 12, 2015, for HK\$1,800. The

SoundLink® Mini speaker II comes in two colors: Carbon and Pearl, with soft covers in Deep Red, Energy Green, Navy Blue, Charcoal Black, and Gray, sold separately for HK\$200 each. They will be sold through Bose stores and select authorized dealers. More information can be found at www.bose.com.hk or by calling the Bose hotline at 2123 9000.

About Bose Corporation

Bose Corporation was founded in 1964 by Dr. Amar G. Bose, then a professor of electrical engineering at the Massachusetts Institute of Technology. Today, the company is driven by its founding principles, investing in long-term research with one fundamental goal: to develop new technologies with real customer benefits. Bose® innovations have spanned decades and industries, creating and transforming categories in audio and beyond. Bose products for the home, in the car, on the go and in public spaces have become iconic. From the company's home entertainment systems and Wave® music systems, to high-quality audio and noise cancelling headphones, digital music systems, Bluetooth® speakers and professional solutions, Bose has changed the way people listen to music.

Bose Corporation is privately held. The company's spirit of invention, passion for excellence, and commitment to extraordinary customer experiences can be found around the world -- everywhere Bose does business.

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