



## BOSE INTRODUCES NEW WIRELESS SOUNDBAR AND SURROUND SOUND SYSTEMS

### **SoundTouch® 300 Redefines Single-Speaker Performance for Streaming Music and Movies**

### **New Lifestyle® Systems Deliver Ultimate Surround Sound Experience in Stunning New Design**

November 2, 2016 -- Today, Bose announces three new wireless systems created just for staying in: the SoundTouch 300 soundbar, crushing the limitations of single-speaker performance for music and movies, and two new luxury Lifestyle home entertainment systems, combining stunning surround sound with an equally stunning design.

#### **THE SOUNDTOUCH 300 SOUNDBAR**

The SoundTouch 300 measures just 97.8cm L x 10.8cm W x 5.7cm H, and delivers the best audio performance for any soundbar its size, no matter what you're listening to. It's Wi-Fi® and Bluetooth enabled with NFC for easy pairing, so streaming Spotify®, Pandora®, or virtually anything else is simple and fast. For watching movies, shows or sports, it's equally powerful. And it breaks from convention further with its thin profile and premium materials, including a perforated wrap-around metal grille and gorgeous glass top.

"With the SoundTouch 300, we've filled a gap in the market," said Pete Ogle, general manager of Bose audio-for-video. "We pushed the boundaries of size, sound and design like nothing else available in the category. We added Bluetooth to Wi-Fi so you can stream anything, instantly. And because it doubles as a wireless music system and home theater system, you'll get an incredible experience whether you're listening to your playlists, enjoying Netflix, or watching the game -- all from one gorgeous speaker."

For spaciousness, the SoundTouch 300 uses exclusive PhaseGuide® arrays to send signals to the left and right of the room, so you'll hear what you won't see -- separate channels of a soundtrack or song coming from places where there are no speakers. Proprietary QuietPort™ technology ensures deep, clean bass at any volume -- turn it up, and it won't distort. Bose added advanced DSP for detail and balance across all frequencies. And because every room's size, shape and furnishings are different, the SoundTouch 300 uses ADAPTiQ® calibration to customise its sound to your home, automatically.

Set-up is easy with HDMI Audio Return Channel (ARC) -- only one cable is needed to sync the SoundTouch 300 to a TV, DVD player or streaming services. The system is future proof, too; with 4K pass-through, it's compatible with today's technology, and tomorrow's.

While the SoundTouch 300's performance stands on its own, it can be customised with additional components, including the new, acoustically matched Acoustimass® 300 wireless bass module, and/or the Virtually Invisible® 300 wireless surround speakers for a full 5.1 experience. As part of the Bose SoundTouch family, it can also wirelessly connect to other SoundTouch speakers around the house for the ultimate, multi-room entertainment system.

#### **THE LIFESTYLE 650 AND 600 LUXURY HOME ENTERTAINMENT SYSTEMS**

The Bose® Lifestyle 650 luxury home entertainment system has it all -- astonishing 5.1 performance from the most refined Bose design ever. It debuts the smallest satellite speakers in Bose history -- four new OmniJewel™ satellite speakers, measuring in at a staggering 4.7cm W x 14.7cm H x 4.7cm D. Each OmniJewel speaker includes new high-excursion transducers positioned in opposing fashion for dramatic output. Together, they work with a slim center channel and bass module for jaw-dropping, omnidirectional sound. Packed with technology, all of the Lifestyle 650's speakers are housed in brushed, anodised aluminum, driven by a sleek, curved console accented with polished glass. While the system components can easily disappear in a room, they're visually stunning and meant to be seen.

“Our new Lifestyle 650 system is remarkable,” said Ogley. “For people who want the finest quality in sound, aesthetics, materials and build, there’s nothing else like it. When it’s seen and heard for the first time, it simply suspends belief.”

Like the SoundTouch 300, the 650 applies QuietPort technology and advanced DSP for depth, clarity and realism; ADAPTIQ for optimal acoustics in any space; and 4K pass through with 6 HDMI inputs. It’s also Wi-Fi and Bluetooth enabled with NFC, and compatible with other SoundTouch systems for whole-home, wireless audio. Set-up is simplified through Bose’s exclusive Unify® feature that walks owners through every step with plain-language on-screen messages, and operation is simplified through an included universal RF remote for multiple source control.

The new Lifestyle 600 system joins the Lifestyle 650 in the line-up, featuring many of the same luxuries with four, slightly larger Jewel Cube® satellite speakers and one Jewel Cube center channel speaker.

### **PRICING, AVAILABILITY AND COLORS**

The SoundTouch 300 soundbar, Acoustimass 300 bass module and surround speakers, and Lifestyle 650 and 600 systems will be available November 2016.

The SoundTouch 300 soundbar will be sold for HKD 6200 . Its optional bass module is available for HKD 6200 and its acoustically matched surround sound speakers are available starting at HKD 2600. The Lifestyle 650 and 600 home entertainment systems will be sold for HKD 40,800 and HKD 31,000 respectively. Lifestyle products are sold at Bose retail stores and authorised Bose dealers. Additional information can be found at [Bose.hk](http://Bose.hk).

### **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, changing the way people listen to music.

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

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