



# NEW BOSE SOUNDLINK® COLOR BLUETOOTH® SPEAKER II

## The Much-Loved Color Gets Updated with Water-Resistance, New Design

October 9, 2016 -- Today, Bose announces a new member of its iconic SoundLink *Bluetooth* speaker family: the SoundLink Color II. With a more rugged water-resistant design, new colors, and the bold sound of the original, the Color II offers an even better combination of performance, durability and fun than its predecessor, making it ideal to take just about anywhere.

The Color II connects wirelessly to smartphones and tablets to play streaming music in an instant. It packs a punch using Bose's proprietary dual-opposing passive radiators which brilliantly turn vibration in to powerful output, maximizing every inch of its small enclosure. At about 5" wide and high, and 2" deep -- and weighing just 1.2 pounds -- the Color defies its size, playing loud, low, and clear.

The Color II is built for real-life. Its improved durability features an IPX4-rating for water-resistance to withstand pool splashes, spills, or getting caught in the rain. Its new soft-touch silicone exterior has a great look and feel, and helps absorb more dings, drops and bumps. And it comes in new colors -- Aquatic Blue, Coral Red, Soft Black and Polar White.

The Color II is engineered for immediate gratification. Integrated NFC technology offers touch-to-pair convenience, and set-up is fool-proof with plain-language voice-prompts. It features a built-in microphone for taking calls and accessing Siri, Google Now™, and other phone VPAs. The lithium-ion battery will last for up to eight hours and is fully rechargeable via a USB port. And with the super-streamlined Bose Connect app, features and functionality are at your fingertips -- connect devices, switch between them, update software, and more.

### **THE BOSE SOUNDLINK STORY**

Bose SoundLink speakers are globally recognized as the standard for mobile audio. The original SoundLink Mobile speaker redefined the *Bluetooth* speaker category with revolutionary performance from a portable design. The SoundLink Mini and Mini II took the market by storm with an entirely new level of sound quality from an even smaller design. The SoundLink III pushed the boundaries further with an even more powerful experience. And the original Color became a hit with its rugged design and fun colors. 2016 ushers in the Color II, further establishing the Bose SoundLink line as the best-sounding, most-loved Bluetooth speakers in the world.

### **PRICING AND AVAILABILITY**

The SoundLink Color *Bluetooth* Speaker II is available in October for \$129.95. The SoundLink line is sold at Bose stores, Bose.com, toll-free at 1-800-444-BOSE (2673), and select authorized dealers. The Bose Connect app is available for download now on the App Store® or Google Play™.

### **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.

All trademarks are the property of their respective owners.