



NEW BOSE SOUNDLINK® COLOUR BLUETOOTH® SPEAKER II

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

May 8, 2017 -- Today, Bose announces a new member of its iconic SoundLink Bluetooth speaker family: the SoundLink Colour II. With a more rugged water-resistant design, new colours, and the bold sound of the original, the Colour II offers an even better combination of performance, durability and fun than its predecessor, making it ideal to take just about anywhere.

The Colour 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 12.8cm wide and high, and 2.54cm deep — and weighing just 0.54kg — the Colour defies its size, playing loud, low, and clear.

The Colour 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 colours — Aquatic Blue, Coral Red, Soft Black and Polar White.

The Colour 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.

PRICING AND AVAILABILITY

The SoundLink Colour Bluetooth Speaker II is available in May for HKD 1,098. The SoundLink line is sold at Bose retail stores and authorized dealers. The Bose Connect app is available for download now on the App Store® or Google Play™. Additional information can be found at 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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