



BOSE INTRODUCES NEW SOUNDLINK REVOLVE BLUETOOTH SPEAKERS

True 360 Sound, Dramatically Deeper, Astonishingly Loud

May 8, 2017 – Bose today announced its best Bluetooth speakers ever – the new SoundLink Revolve™ and SoundLink Revolve+™. With true omni-directional performance, and an entirely new acoustic design, Revolve speakers spread deep, jaw-dropping sound in every direction – from a seamless aluminum design.

“When SoundLink first hit the market, it took the industry by storm,” said Glenn Gomes-Casseres, director of products for Bose wireless speakers. “We didn’t want to make small improvements to the audio that made it famous. We wanted the difference to be so dramatic, that it would take just one song to hear the best sound you’ve ever heard from a little speaker – all over again.”

To do that, Bose engineers started from a clean-sheet to redefine the relationship between size, sound, and battery-power. An entirely new acoustic package was developed first, then matched with the cylindrical shape it required, and a single-piece aluminum enclosure. There’s no “front” or “back,” because Revolve speakers don’t have to be pointed to favor one location over another. They combine dual-opposing passive-radiators with a powerful, ultra-efficient transducer – positioned face-down – and a new patented acoustic deflector. With an added “pressure trap” to eliminate distortion, the result is dramatic. Sound radiates uniformly in every direction, with deep, rich bass – and without the sweet spots and frequency drop-offs of conventional 360-degree speakers. Set in the middle of the room, a corner, or anywhere in between, Revolve speakers deliver the same experience for everyone. Music is spacious, clear, and when you want – remarkably loud.

Both new Revolve models are just at home outside. They feature an IPX4-rating to withstand spills, rain, and pool splashes; and rugged durability to survive dings, drops, and bumps. A quarter-twenty thread on the bottom of each makes for easy mounting on a tri-pod for listening in the yard or an outdoor party.

Revolve is 15.2cm high and 8.3cm deep, weighing a mere 0.68kg, and provides up to 12 hours of battery life. Revolve+ is slightly bigger for more performance at 18.4cm high and 10.2cm deep, 0.9kg, and up to 16 hours of playtime. Both can pair through NFC, feature plain-language voice-prompts for fool-proof set-up, and integrate microphones to use as a speakerphone, or with Siri and Google Assistant.

The free Bose Connect app now syncs two SoundLinks – any combination, for any models starting with the SoundLink Color II. New Stereo Mode enables left-right pairing, and new Party Mode lets you play the same music on both simultaneously.

THE SOUNDLINK OBSESSION

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 colors, and has just been updated with the Color II. Today, Revolve and Revolve+ usher in the next generation of SoundLink, made possible by the same obsession that started it all – to make the smallest, best sounding wireless speaker ever.

PRICING, AVAILABILITY AND COLORS

The SoundLink Revolve and SoundLink Revolve+ Bluetooth speakers will be available beginning May 22, 2017 for HK\$ 1,798 and HK\$ 2,598 respectively, and come in two colors – Triple Black and Lux Gray. SoundLink Revolve and SoundLink Revolve+ are sold at Bose stores and authorized Bose dealers. 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.

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