



For Immediate Release

BOSE INTRODUCES THE SMART SOUNDBAR 900
Dolby Atmos Meets Bose Spatial Technologies for the
Ultimate All-in-One Wireless Speaker

September 7, 2021 — Today, Bose announces the new Smart Soundbar 900 — a Dolby Atmos® speaker that provides unmatched immersion for music and movies. With proprietary Bose spatial technologies, the 900 elevates Dolby Atmos content by separating instruments, dialogue, and effects, and then places them in discrete parts of a room — far above, and to the far right and left. It also elevates content other than Dolby Atmos by providing a comparable experience no matter what you’re listening to or watching. Featuring HDMI eARC, the Soundbar 900 connects to a TV with just one cable, and packs all its technology in a gorgeous single enclosure. It features Wi-Fi® and Bluetooth® for the best of both worlds, Google Assistant and Amazon Alexa for voice control, a simple app for touch control, and is compatible with Spotify Connect, AirPlay 2, and all other Bose smart speakers for a premium audio multi-room system. The Soundbar 900 is an all-in-one powerhouse that replaces the Bose Smart Soundbar 700, is available on September 20th for £849.95, and can be pre-ordered starting today at [Bose.co.uk](https://www.bose.co.uk).

Dolby Atmos Meets Bose Spatial Technologies

The Smart Soundbar 900 puts you in the centre of your music or movies in an entirely new way. By combining custom arrays, dipole transducers, and low-profile transducers with Bose spatial technologies, it produces a layer of realism no other speaker can duplicate.

While conventional Dolby Atmos soundbars create sound “overhead,” the 900 does more. Bose PhaseGuide™ technology adds other dimensions just as precisely, placing and “pinning” distinct sound to the right and left where there are no speakers. So the helicopter hovers above you — while the actors run past you, not across your screen. Or the singer is standing centre-left when performing — and you hear them performing centre-left in your room. When

there's no Dolby Atmos content, the horizontal spatial effects are just as effective, and Bose TrueSpace™ technology takes over for the vertical experience, remixing signals to add “height” without adding a ceiling speaker.

For programming or playlists, Bose QuietPort™ technology delivers exceptional bass performance and virtually no distortion at any volume. And if furnishings or system placement interfere with audio quality, proprietary ADAPTiQ® technology automatically fixes it, optimizing performance for every space, every time.

Size and Design

The Soundbar 900 is a mere 5.82cm high, just over 10cm deep, and 104cm long. It features an oval-shaped design, wraparound metal grille, tight seams, clean lines, and a polished, impact-resistant tempered glass top. It fits beautifully under televisions 50" or larger.

Simplicity, Compatibility, Controls

The Bose Smart Soundbar 900 delivers instant gratification across the board. Setup is straightforward with HDMI eARC and one cable that plugs into the TV. With Wi-Fi, accessing Spotify Connect and AirPlay 2 is easy; with Bluetooth®, pairing to a phone or tablet takes seconds. Google Assistant and Amazon Alexa are built-in for voice control — and Alexa extends to taking and making calls and enables the exclusive Bose Voice4Video™ feature that turns a TV on to the channel or input asked for — with just one command.

For true flexibility, the 900 works seamlessly and wirelessly with Bose bass modules and rear speakers for a more complete home theatre experience; Bose smart speakers for a multi-room or whole-home system; and the new QuietComfort® 45 headphones for the ultimate private watch party. The Bose Music app helps with pairing, personalisation, and updates.

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 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.

#