



BOSE RELEASES THE BOSE SMART SOUNDBAR, DEBUTS NEW BOSE PERSONAL SURROUND SOUND TECHNOLOGY

New Bose Smart Soundbar also features popular A.I. Dialogue Mode to deliver ultra-crisp vocal clarity

September 18, 2024 – Today, Bose announces the new Bose Smart Soundbar — a small, sleek soundbar featuring Dolby Atmos® and proprietary Bose TrueSpace technology to deliver exceptionally immersive audio for its size. Replacing the Bose Smart Soundbar 600, the Bose Smart Soundbar now features A.I. Dialogue Mode and debuts new Bose Personal Surround technology.

The Bose Smart Soundbar is available for purchase starting today on www.bose.com for \$499.

A.I. Dialogue Mode

A coveted feature that debuted in the Bose Smart Ultra Soundbar, A.I. Dialogue Mode allows your content to present clearer dialogue that can otherwise be overpowered by accompanying background effects. Using a machine learning algorithm, the soundbar automatically adjusts tonal balance in real-time when it detects speech in an audio stream for clarity. You can now enjoy your favorite show or movie with easier-to-hear dialogue, all without losing any impact of immersive sound effects.

Bose Personal Surround Sound

The Bose Smart Soundbar can now be paired with Bose Ultra Open Earbuds for an added dimension to your favorite content with Bose Personal Surround Sound.

The unique open-ear design of the Ultra Open Earbuds combined with breakthrough Bose Immersive Audio technology enables the buds to act as rear surround speakers for an individual user while still being able to hear the powerful audio emanating from the soundbar — creating an unparalleled sonic experience of sound all around you. The resulting effect is a deep, rich personal sound, bringing an entirely new meaning to immersive audio.

Bose Personal Surround Sound is available now for the Bose Smart Soundbar and coming to the Bose Smart Ultra Soundbar later this fall.

Dolby Atmos & Bose Spatial Technologies

When Dolby Atmos content is available, precisely tuned Bose digital signal processing and Atmos decoding combine with the soundbar's five transducers to produce sound that washes over you, even where there are no speakers. Working in conjunction with each other, two side-firing racetrack-shaped transducers project audio horizontally into the room, a center tweeter delivers crystal-clear dialogue, and two upfiring transducers not only help the



horizontal soundscapes, but reflect sound upward off the ceiling to make it seem as though it's coming from overhead.

When you're not watching Dolby Atmos-enabled content, you can still experience excellent, immersive audio. With support from those same five transducers, TrueSpace intelligently analyzes signals other than Dolby Atmos — like stereo or 5.1 — upmixing them to produce sound just as effectively with similar spaciousness.

For TV and music, Bose QuietPort technology brings deep bass performance with virtually no distortion at any volume level.

Compact Size and Slim Design

The Bose Smart Soundbar is artfully designed to be small and compact. Without adding height to the enclosure, it fits five transducers delivering high-quality audio with no compromise to performance. The soundbar is 2.2" tall, 4.1" deep, and just over 27" long giving the speaker a low profile to fit effortlessly under your TV without obstructing it. It features a refined matte body with a sophisticated wraparound metal grille all in black.

Simplicity, Compatibility, Controls

The Bose Smart Soundbar features a simple setup. Connect one cable — either an HDMI™ eARC to access Dolby Atmos content or an optical cable for a standard setup — from the soundbar to the TV, and you're instantly immersed in audio.

The soundbar offers flexible streaming options and comes Roku TV ready. Wi-Fi, Chromecast built-in, Spotify® Connect, or Apple AirPlay 2 allow for instant access to your favorite streaming music services. Bluetooth lets you connect your phone or tablet to stream whatever is playing on your device. For voice control, the soundbar has Works with Google Assistant functionality and Amazon Alexa built-in — and the Bose Voice4Video feature used with Alexa turns a TV on to the correct channel and input with a simple command.

The Bose Smart Soundbar is compatible with all other Bose smart speakers and soundbars to create a multi-room audio system with SimpleSync, and couples flawlessly with Bose bass modules and rear speakers for an even more robust home theater experience.

About Bose Corporation

Bose is world renowned for its premium audio solutions for the home, on the go, and in the car. Since its founding in 1964 by Dr. Amar Bose, the company has been dedicated to delivering amazing sound experiences through innovation. And its passionate employees — engineers, researchers, music fanatics, and dreamers — have

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remained committed to the belief that sound is the most powerful force on earth; its ability to transform, transport, and make us feel alive. For 60 years, this belief has driven us to create products that have become iconic, changing the way people listen to music.