Sonos Ace



Sonos (Nasdaq: SONO) announced today the launch of its first-ever headphones, Sonos Ace, marking the brand’s long-awaited entry into the personal listening category. As a leading innovator in sound, Sonos is now using its renowned audio and design expertise to transform the way we listen on headphones. The premium over-the-ear Bluetooth headphones feature breathtaking lossless and spatial audio, world-class Active Noise Cancellation (ANC) and Aware Mode, as well as the most precise and immersive home theater experience possible using Sonos’ new TrueCinema technology. Sonos Ace will be available globally in both Black and Soft White starting June 5, 2024 for $449.

“They’re here! Fans have asked us for years to bring the Sonos experience to headphones - and we knew our first foray into the category needed to champion the type of innovation and sound experience Sonos has become synonymous with,”

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said Patrick Spence, CEO of Sonos. “Sonos Ace leverages everything we’ve learned over two decades as an audio leader to bring stunning sound, sleek design and long-standing comfort to one of the largest and most popular audio categories worldwide.”

- Artfully crafted and masterfully tuned, Sonos Ace defies expectations with a range of features that bring the best of Sonos to headphones. Indulge in high-fidelity sound: Savor every second of your favorite song, podcast or friend’s phone call thanks to Sonos Ace’s two custom-designed drivers that render each frequency with impeccable precision and clarity.
- Your own private cinema: Sonos Ace lets you enjoy a surround sound home theater experience while giving your household the gift of quiet. Instantly swap the TV audio from a compatible Sonos soundbar to Sonos Ace with just the tap of a button. Spatial audio with Dolby Atmos envelops you in dramatically detailed sound from all directions and dynamic head tracking keeps you centered in the action even if you need to grab a blanket or reach for the snack bowl. Coming later this year, Sonos’ all-new TrueCinema technology precisely maps your space then renders a complete surround sound system for a listening experience so realistic you’ll forget you’re wearing headphones.
- Turn the world on or off: Make personal listening even more personal with Active Noise Cancellation (ANC), or activate Aware mode when you want more awareness of your surroundings - be it walking on a busy street or working in the office.
- Day-long battery life and ultra-fast charge: Listen or talk for up to 30 hours with an extended, energy-efficient battery life. Ultra fast charging ensures you’ll never miss a beat - get 3 hours of battery life with a quick 3-minute charge using the included USB-C cable.

“Sonos Ace represents our ambition to create moving sound experiences that are equal to the moment we live in. It is an exciting new chapter as we embark on what it means to design for personal listening,” said Maxime Bouvat-Merlin, Sonos Chief Product Officer. “True to Sonos’ heritage of premium products, each individual detail of Sonos Ace has been expertly crafted, custom designed, and tuned by the world’s leading sound experts to give you a listening experience unlike any other.”

Sonos Ace was made to look and feel as good as it sounds. Its distinctive, slim profile beautifully blends metal accents with a sleek matte finish, complementing any style no matter how fast trends move:

- Endless Comfort: Sonos Ace uses lightweight, premium materials for an airy fit that gently hugs your head. Its pillowy soft memory foam interior is wrapped in vegan leather, while a custom headband and ear cups that hide the hinge create the perfect acoustic seal without catching on hair.
- Intuitive Design: Wearing and storing Sonos Ace is a breeze - contrasting colors inside the ear cups subtly signal which way to put the headphones on and beautifully-tactile buttons make controls easy to use while wearing

them. When you’re done listening, put Sonos Ace away effortlessly thanks to its fold flat design that fits snugly in its lightweight travel case.
- Responsibly Made: Sonos Ace is built to last and made for daily wear. The headphones feature replaceable ear cushions, circular materials that allow us to use 17% less virgin plastic, and a 75% recycled felt travel case made from plastic bottles. Engineered to drive energy efficiency, wear detection pauses your music when you remove Sonos Ace from your ears, minimizing the need for charging.

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