



Bose Reimagines Home Audio with New Lifestyle Collection

Iconic Bose sound comes to life in flexible, beautifully designed, and effortless systems

May 5, 2026 — Today, Bose unveils the Lifestyle Collection, a reimagined approach to home audio designed to elevate the listening experience without sacrificing convenience. The lineup includes a wireless smart speaker, an immersive soundbar, and a powerful subwoofer, all built with Bose’s most advanced proprietary audio technologies and engineered to work together across flexible configurations — from a single space to multiple rooms — to deliver high-quality sound. Using Google Cast or Apple AirPlay, stream audio directly from any platform and group speakers seamlessly — including those from other manufacturers. Crafted with premium materials, the new collection comes in three timeless finishes to complement any space, and an updated Bose app enables one of the simplest setup experiences in home audio.

The [Bose Lifestyle Ultra Speaker](#) (\$299), the [Bose Lifestyle Ultra Soundbar](#) (\$1,099), and the [Bose Lifestyle Ultra Subwoofer](#) (\$899) will be available starting May 15th and can be preordered today at [Bose.com](#). The Lifestyle Collection comes in Black or White Smoke, and the Lifestyle Ultra Speaker is also available in limited-edition Driftwood Sand (\$349), a soft beige reminiscent of fine upholstery, featuring a solid white oak base that’s destined to age beautifully over time.

The new Lifestyle Collection builds on more than 40 years of Bose innovation in home audio, shaped by iconic products such as the original Lifestyle systems and the world-renowned Wave radio. Together, they helped redefine expectations for high-quality sound in the home by pairing powerful performance with compact, elegantly designed systems that were simple to use — a standard that continues today in this newest collection.

“With the Lifestyle Collection, we wanted every detail to serve a singular purpose: making exceptional sound easy to enjoy,” said Raza Haider, president, premium consumer audio, Bose Corporation. “The flexibility, refined aesthetic, and experience are all built to fit into life at home, delivering on the one central promise that has defined Bose for decades: that sound matters.”

Built for flexibility, engineered for performance



The Lifestyle Collection is designed to work together, offering flexibility to create a system that meets varied listening needs throughout the home. Ideal for an office, bedroom, or kitchen, a single Lifestyle Ultra Speaker brings size-defying audio to any space for everyday listening, or two can be paired for a stereo experience with greater depth and separation. The Lifestyle Ultra Soundbar provides an incredible home theater experience as an elegant all-in-one solution, great for spaces where simplicity matters. Or expand it with the Lifestyle Ultra Subwoofer and two additional Lifestyle Ultra Speakers for a full 7.1.4 multichannel home theater system.

Across every configuration, the collection delivers immersive, uncompromising audio, carefully tuned to preserve clarity, balance, and dynamic range — all thanks to advanced Bose engineering and the application of proprietary technologies within each product.

The Bose Lifestyle Ultra Speaker is the most versatile product in the collection, small enough to fit almost anywhere yet powerful enough to fill a room with rich, enveloping audio. The speaker uses a modern evolution of Bose’s pioneering Direct/Reflecting speaker technology with three drivers — two front-facing and one up-firing — to project sound towards the ceiling and walls and back toward the listener, creating a broad soundstage uncommon for a single speaker.

With TrueSpatial audio processing technology, the Lifestyle Ultra Speaker places sound naturally in space using its up-firing speaker design to intelligently enhance content with added height and dimensional depth — an effect that’s multiplied when in a stereo setup. CleanBass technology enables exceptional bass from a compact design by combining the speaker’s woofer, a proprietary QuietPort acoustic opening, and advanced digital signal processing to deliver deep, controlled low-frequency sound that’s difficult to achieve in speakers of this size.

The Bose Lifestyle Ultra Soundbar features an entirely new acoustic architecture engineered to deliver cinematic performance from a single enclosure, representing the first major soundbar redesign from Bose in over a decade. With six full-range drivers — two up-firing and four front-facing — a center tweeter, and two additional Bose proprietary PhaseGuide drivers, the soundbar is ready for Dolby Atmos® content, capable of playing back three-dimensional sound with lifelike realism and a convincing sense of height — all by itself.



PhaseGuide technology also adds dimension, placing sound to the right and left where there are no actual speakers. For content not originally mixed with Dolby Atmos, TrueSpatial technology creates an experience that's immersive and room-filling. SpeechClarity technology applies Bose's AI-driven speech augmentation to isolate and enhance dialogue, offering adjustable levels so voices stay crisp. CleanBass technology works with QuietPort and proprietary digital signal processing to enable deeper, more controlled bass performance without unwanted distortion. CustomTune technology (formerly ADAPTiQ) analyzes room dimensions, surfaces, and furniture placement to optimize audio performance based on the specific acoustics of a room — all by using an iOS or Android microphone as a reference point.

The result is a system that delivers the lowest frequencies ever from a Bose soundbar with improved reproduction of higher frequencies, clearer separation between audio elements, and a wider, more continuous soundstage that enhances both movies and music.

The Bose Lifestyle Ultra Subwoofer is a sleek, powerful wireless bass module that completes the Lifestyle Collection. Powered by CleanBass technology and the same acoustic QuietPort opening, it delivers deep, controlled bass that remains clear at any volume, adding weight and authority for the ultimate home theater experience. When paired with the Lifestyle Ultra Soundbar and Speakers, it takes on the demanding task of reproducing the lowest frequencies with cinematic impact, allowing the rest of the system to focus on mids and highs for clearer dialogue and more open, detailed sound.

Beautiful, easy to use, and open by design

The entire Lifestyle Collection shares a cohesive design that looks as refined as it sounds. The sculpted, seamless silhouettes of the Lifestyle Ultra Speaker and Soundbar are complemented by a grille with textured knit fabric inspired by home furnishings, helping them fit naturally with almost any decor. For a distinguished finish, the curved frames of the Lifestyle Ultra Soundbar and Subwoofer are accented with a premium glass pane.

For setup, the updated Bose app provides a guided, tailored experience to make the initial install easier than ever with consolidated permissions, third-party account sign-in, and secure Wi-Fi® credential sharing across devices. Whether installing a single product or an entire system for the first time, the process is intuitive and efficient. Once configured, the app delivers precise control over volume, source selection, equalization, surround, and height levels — allowing performance to be personalized to the



room and the listener. Basic functions can also be accessed using soft-to-the-touch buttons on top of the Lifestyle Ultra Speaker and Soundbar, through music service apps, voice — including built-in Alexa+ — or with a compatible TV remote.

The Lifestyle Collection connects over Wi-Fi with an open ecosystem supporting Google Cast, Apple AirPlay, and Spotify Connect, so music plays directly from the services listeners already use without switching apps or platforms. For multiroom music, devices from the Lifestyle Collection can be grouped across the home — including with speakers from other manufacturers — using the Google Home app or Apple AirPlay to create a unified listening experience. Bluetooth® is also supported for quick, direct connections from compatible devices.

For information on these products please visit [Bose.com](https://www.bose.com).

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 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 over 60 years, this belief has driven us to create products that have become iconic, changing the way people listen to music.

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