

Bose (Also) Takes on Wireless Audio

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After [Samsung](#) Bose is the next to take on wireless audio space-- the company launches SoundTouch, a custom-wireless audio system range able to automatically network SoundTouch speakers.



In other words, it all sounds quite similar to what Sonos does with its signature wireless systems.

SoundTouch systems are available in 3 sizes-- SoundTouch 30 for big rooms, 20 for medium-sized rooms and Portable for small rooms or portable applications-- and play/stream music from either local sources or Pandora, but lack access to other online streaming sources such as Spotify, iTunes, Radio or iHeartRadio.

Bose tells our friends at rAVe USA it will roll out compatibility with such services over the next few months, but currently believes car stereo-style presets are a key differentiator. Users do not need to login to control the system, instead simply need to press top-mounted buttons on any speaker to change sources or preset stations.

The buttons provide macro-functions, and can be programmed to change between internet radio stations, switch services (such as change from iTunes to Pandora) or simply change songs.

Zoning capability is also on the way.

Go [Bose SoundTouch](#) Go [Bose Intros Wireless SoundTouch Music System \(rAVe\)](#)