

Bose Adds to SoundTouch Speakers

Written by Marco Attard
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Bose celebrates its 50th anniversary with the launch of 12 products making part of its SoundTouch wireless speaker lineup, including the 2nd generation of one-piece SoundTouch systems.



All SoundTouch systems feature one-touch integration with multiple music services, including Deezer, Spotify, iHeartRadio and Pandora. Setup is streamlined via improved mobile device app, and AirPlay compatibility allows iDevice connectivity.

The audio systems connect directly to the internet, meaning no additional equipment is required.

“Music is at the heart of almost everything we do,” the company says. “So we asked ourselves why the world wasn’t playing it more at home. Like so many things, it’s become too complicated and SoundTouch systems change that. We put all your music in one place. You control it in the easiest way available, and personalise it for what you love and how you live.”

As mentioned above, additions to the product lineup include the 2nd generation SoundTouch systems, namely the 30 Series II, 20 Series II and the Portable Series II. Another new product is the SoundTouch Stereo JC Series II, a premium standalone music system featuring a pair of redesigned Jewel Cube Series II speakers, Acoustimass module and a SoundTouch controller.

Also launched are a number of Lifestyle Series III home entertainment systems and CineMate home cinema products, including 3 soundbars, all featuring SoundTouch compatibility.

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All the new SoundTouch systems will be available in European markets from October 2014.

Go [Bose Expands SoundTouch Wifi Music System Line](#)