

## Bose, Music Streaming Service Provider?

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Is Bose planning to bolster its audio hardware business with music streaming? A job listing for a "Senior User Experience Designer of Cloud Music Services" suggests this is exactly the case.



First spotted by Hypebot, the listing says "[w]e are seeking an expert Experience Designer to lead design and prototyping of our next generation streaming music platform and ecosystem of products." It also tells "we will move quickly and have an immediate and lasting impact on Bose's streaming music products."

What kind of music service would Bose build? Bose products target an audiophile audience, so it would be safe to assume such a service would likewise be aimed at the segment. Meanwhile, according to the listing the ideal candidate would have experience at the likes Pandora, Spotify, Apple, Google Play, Songza, SiriusXM, TuneIn, Amazon, Rhapsody, 8tracks, iHeartRadio, RDIO and the Apple-owned Beats Music-- the competition the same service would have to face, in other words.

Bose is still to comment on the story. Will it manage to tackle Spotify and Apple's Beats Music, we wonder?

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