

Sonos Offers Speakers-as-a-Service

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07. 10. 2019



A number of customers in the Netherlands can rent Sonos speakers through Flex, a service providing a number of speakers from the company for a monthly fee, with the option to cancel the subscription at any time.

Currently available to just 500 Dutch homes, the Flex subscription model comes in three tiers. At €15 per month customers get two Sonos One smart speakers for use either together or in separate rooms. The addition of €10 (making it €25 per month) begets a Sonos Beam soundbar and two Sonos One speakers for TV audio. The top tier is at €50 per month, and provides a Playbar, Subwoofer and two Sonos One speakers for a home theatre setup.

The speakers come in black and white, and Sonos says it will automatically replace them once a new model is released. Delivery is free, and Amsterdam residents can pay €50 for professional installation (after all, Sonos HQ is at Hilversum, around 20 minutes away).

As mentioned earlier, the Sonos Flex service is only available in the Netherlands, although the company says “we’re listening to customers throughout the program, and if that is an area of feedback, we’ll certainly look at it.”

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