



New JBL® Pulse 5 and BoomBox 3 Bring Improved Sound and Design to Portable Speakers Line-up

Light up the listening experience and turn the music way up with JBL's newest additions



CES 2022, LAS VEGAS – January 4, 2022 – JBL introduces two new products to its portable speakers line-up with both bringing new designs and JBL Original Pro Sound for significant improvements on its previous models. The JBL Pulse 5 pairs 360 immersive sound with a vibrant LED lightshow to add a dynamic new dimension to any setting. While the JBL BoomBox 3 with its new 3-way acoustic speaker design and 24 hours of playtime, will fuel any party from sunup to sundown.



The **JBL Pulse 5** delivers a true 360° immersive sound experience and electrifying ambient lightshow under an upgraded sleek surface. The vibrant lights in perfect sync with music adds a new, mesmerizing dimension to any listening experience.

The latest in the popular JBL Pulse series delivers 12-hours of playtime on a single charge, while the IP67 waterproof and dustproof rating ensures the speaker can handle almost any environment including beach and pool time, and its sturdy rope strap makes it more portable than ever. Through the JBL PartyBoost feature, music lovers can wirelessly connect to an infinite amount of other JBL PartyBoost-enabled speakers including other compatible JBL Pulses to create an even brighter lightshow and bolder sound. Partygoers can choose colors and effects to suit any vibe through the JBL Portable app whether music is on or off.

JBL Pulse 5 Features

- **JBL Original Pro Sound:** Enjoy pure, bold JBL Original Pro Sound in all directions
- **Vibrant 360 LED light show:** Visualize music with a variety of light show themes and customizations
- **JBL portable app:** Easily control your light show colors through the JBL Portable app
- **Wireless Bluetooth® streaming V5.3:** Wirelessly connect up to two smartphones or tablets to the speaker and take turns enjoying JBL Original Pro sound
- **12 hours of playtime:** Party all day or all night. Listen on the Pulse 5 for up to 12 hours on a single charge with USB-C charging
- **IP67 waterproof and dustproof:** No worrying about spills, rain or even a tumble in the water
- **JBL PartyBoost:** Pair two JBL PartyBoost-compatible speakers for stereo sound or link multiple JBL PartyBoost-compatible speakers to pump up the party
- Price: €249.



The **JBL Boombox 3** brings massive sound for any environment with its new 3-way speaker system consisting of a powerful racetrack-shaped subwoofer, two mid-range drivers and two tweeters. The newly designed portable speaker provides a deeper bass than its predecessors and has intense clarity and even more powerful sound than before. With 24 hours of playtime, JBL Original Pro Sound can fuel any party from sunup to sundown.

Its IP67 rating for waterproof and dustproof capabilities can brace for most weather conditions. With a sturdy metal handle with an eye-catching orange silicone grip designed with comfort in mind, the speaker provides the feel of an epic party with the convenience of portability. The JBL Boombox 3 keeps devices charged at all times with its built-in power bank, and with the PartyBoost feature music lovers can enhance their experience even further by connecting it to other JBL PartyBoost-compatible speakers for even bigger and bolder sound.

JBL Boombox 3 Features

- **JBL Original Pro Sound:** Provides epic sound all day with monstrous bass
- **Longest Playtime:** Listen all day with a built-in, rechargeable Li-ion battery that supports up to 24 hours of playtime
- **Wireless Bluetooth® Streaming V5.3:** Wirelessly connect up to 2 smartphones or tablets to the speaker and take turns enjoying JBL Original Pro sound
- **JBL PartyBoost:** Pair with two JBL PartyBoost-compatible speakers for stereo sound or link multiple JBL PartyBoost-compatible speakers to pump up the party
- **IP67 Waterproof and Dustproof:** Take the speaker to the beach or the pool without worrying about spills, rain or even a tumble in the pool
- **Built-in Power Bank:** Charges smartphones and tablets via USB even while music is playing
- Available in black and squad colour options
- Price: €549

The JBL Pulse 5 and BoomBox 3 will come in JBL's latest eco-friendly packaging.

The **JBL Pulse 5** and **BoomBox 3** will be available on [JBL.com](https://www.jbl.com) and select retailers starting in Summer 2022.

ABOUT JBL

JBL creates the amazing sound that shapes life's most epic moments. From iconic events like Woodstock and concerts at Madison Square Garden, to games at Yankee Stadium and weekend road trips, JBL elevates listeners' experiences with award-winning audio that lets them make the most of every moment. With 75 years of unmatched professional credentials and industry leading innovation, JBL has expertly blended a bold vision of the future with the passion and talent of engineers and designers around the globe. JBL's Signature Professional Sound is the leading technology that powers major pop culture events, and the brand has partnered with the world's top talent across music, sports and esports.

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ABOUT HARMAN

HARMAN International (harman.com), a wholly-owned subsidiary of Samsung Electronics Co, LTD., designs and engineers connected products and solutions for automakers, consumers, and enterprises worldwide, including connected car systems, audio and visual products, enterprise automation solutions; and services supporting the Internet of Things. With leading brands including AKG®, Harman Kardon®, Infinity®, JBL®, Lexicon®, Mark Levinson® and Revel®, HARMAN is admired by audiophiles, musicians and the entertainment venues where they perform around the world. More than 25 million automobiles on the road today are equipped with HARMAN audio and connected car systems. Our software services power billions of mobile devices and systems that are connected, integrated and secure across all platforms, from work and home to car and mobile. HARMAN has a workforce of approximately 30,000 people across the Americas, Europe, and Asia. In 2017, HARMAN became a wholly-owned subsidiary of Samsung Electronics.

For more information:

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Please add agency information





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The JBL brand epitomizes the amazing sound that shapes life's most epic moments. From iconic events like Woodstock and concerts at Madison Square Garden, to games at Yankee Stadium and weekend road trips, JBL products elevate listeners' experiences with award-winning audio that lets them make the most of every moment. With 75 years of unmatched professional credentials and industry leading innovation, the JBL brand expertly blends a bold vision of the future with the passion and talent of engineers and designers around the globe. JBL's Signature Professional Sound is the leading technology that powers major pop culture events, and the brand has partnered with the world's top talent across music, sports and esports.



by **HARMAN**

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