



More than just sound. Get the crowd moving with JBL PartyBox 720

Built for parties that go beyond, with JBL Pro Sound and immersive lighting



Amsterdam, September 3, 2025 – JBL unveils the new JBL PartyBox 720, with a huge 800W of powerful JBL Pro Sound and AI Sound Boost combined to deliver high quality sound and deep bass, no matter the volume. Take the party indoors or outdoors with a next-gen dynamic lightshow, wider, sturdier wheels, and an ergonomic handle. Plus, it's battery-ready* so you can keep the tunes playing even when you're not plugged in. Add JBL PartyBox 720 to your guestlist to keep the vibes going, all party long.

Powerful sound with big bass

Feel every beat of the 800W power as two 9" woofers pump out clean, precise bass even at top volume. AI Sound Boost takes it to the next level, optimizing performance in real-time to make your favorite songs sound even better, no matter how loud you take it. Connect PartyBox 720 to any other Auracast™-enabled speaker to create stereo or even a wall of sound.

With ground-shaking sound big enough to fill a basketball court, its upgraded to a multi-sensory experience with a captivating lightshow. Switch from starry to strobe depending on the vibe, and sync to your soundtrack to put a real show on for your guests. Own your party vibe with full sound and light customization through the JBL PartyBox App.

Made to party, built to last

Hosting your party indoors, out in the garden, or both? Now with wider, sturdier wheels and an improved ergonomic integrated handle, PartyBox 720 is made to move with you.

Need to go for longer? Extend your playtime with optional dual replaceable batteries that offer up to 15 hours of playtime each, plus 2 more hours with 10 minutes of Fast Charging.

The JBL PartyBox 720 will be available from October 1st for €899,99 at [jbl.com](https://www.jbl.com).

*JBL PartyBox 720 has two battery slots and the compatible JBL Battery 600 is sold separately

Key features

- **Superior JBL Pro Sound** with 800W RMS power output, two 9” woofers and two 30mm dome tweeters for clean, deep bass and crystal-clear highs
- **AI Sound Boost** for intelligent audio processing with more power and less distortion
- **Dynamic lightshow** that transforms any party with starry lights and strobe effects – all synced to the beat
- **Ergonomic integrated handle and wider, sturdy wheels** to easily move the party from one room to another
- **Battery ready:** Up to 15 hours of playtime, plus an extra 2 hours from 10 mins of Fast Charging with easy-to-swap replaceable batteries (2x JBL Battery 600 available to purchase separately)
- **Seamless high quality audio connectivity** from any device via Combo Jack-XLR
- **Auracast™** for easy multi-speaker or stereo pairing
- **IPX4 splashproof**
- **JBL PartyBox App** for full sound and light customization
- **2 XLR inputs** bring live talent into the mix by connecting a microphone, guitar or DJ console

About JBL

For over 75 years, JBL has shaped life’s most memorable moments at the intersection of music, lifestyle, gaming and sports. JBL elevates listening experiences with superior audio quality and product designs that encourage individuality and self-expression. With unmatched professional credentials and industry-leading innovation, JBL is a trailblazer in the audio industry because of passionate and talented engineers and designers around the globe. JBL Pro Sound is the foremost technology pushing culture forward through major pop culture events and partnerships with the world’s top talent across music, sports and esports.