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Introducing JBL® LINK Series: Immersive JBL Sound Now Available with the Google Assistant

Experience JBL voice-activated speakers with the Google Assistant, combining intelligence with high-definition JBL Sound

IFA 2017, BERLIN – AUGUST 31, 2017 – [HARMAN International](#), a wholly-owned subsidiary of Samsung Electronics Co., Ltd. focused on connected technologies for automotive, consumer and enterprise markets today unveiled the JBL LINK series, the first voice-activated speakers to bring together JBL’s Signature Sound with the Google Assistant. Available in three models, the LINK 10, LINK 20, and LINK 300 give consumers rich, full-range sound and instant access to their favorite music through voice control.

JBL LINK is a hands free voice-activated speaker series with the Google Assistant built-in. Users can stream music, ask questions, manage everyday tasks, and easily control smart devices around the home -- simply by using voice commands. By saying “Ok, Google,” the device can help perform tasks like playing a favorite song, finding delicious recipes for dinner parties, or even checking traffic before leaving the house.

Merging JBL’s signature sound and Google’s voice assistant technology, JBL LINK speakers bring together a powerful listening experience and a conversational voice assistant. The LINK speakers feature high-definition music streaming with Chromecast built-in, providing an elevated music experience, best-in class sound quality and endless entertainment from the most popular music and entertainment apps, all through a simple voice command.

“We are thrilled to pair JBL’s incredible legacy of award winning sound with our growing line-up of voice-controlled speakers,” said Michael Mauser, President of the Lifestyle Audio Division at HARMAN. “JBL LINK is a first-class wireless smart speaker that allows consumers to entertain and enjoy world class sound in a sleek package.”

LINK 10 and LINK 20 speakers are designed to be highly portable with 5 and 10 hours of battery life respectively, and the IPX7 waterproof design gives LINK even more versatility for enjoyment outdoors. LINK 300 delivers more powerful sound. Multiple speakers can be easily linked together for a big, bold multi-room listening experience—within reach of any home Wi-Fi network.

The JBL LINK series with the Google Assistant will be available on www.JBL.com and select retailers in the UK, Germany and France starting fall 2017. For additional information on the Google Assistant, please visit <https://assistant.google.com>.

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 unmatched professional credentials and over 70 years of delivering industry leading innovation, JBL is the authority in engineering superior sound.

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