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JBL launches new Cinema SB soundbars designed to deliver affordable, immersive home cinema sound

SurroundPlay transforms compatible JBL portable speakers into wireless rear channels to deliver instant cinematic sound



Key Facts:

- **Product:** JBL Cinema SB Soundbar Series
- **Category:** Bluetooth-powered immersive home entertainment

- **Models:** JBL Cinema SB510MK2, JBL Cinema SB550MK2, JBL Cinema SB580MK2, JBL Cinema SB595MK2
- **Primary benefit:** JBL soundbars can connect wirelessly to a pair of compatible* JBL speakers to create true surround sound at the touch of a button
- **Key technologies:** SurroundPlay, Bluetooth and Auracast™
- **Target users:** Home audio listeners looking for a powerful Bluetooth home cinema soundbar

Amsterdam, 28 September 2026 – The JBL Cinema SB MK2 series is a new range of home cinema soundbars designed to easily transform your TV audio. For the first time, JBL soundbars can connect wirelessly to compatible JBL portable speakers as rear surrounds, delivering true surround sound at the touch of a button. Featuring four new models, the range pairs clear dialogue and powerful bass with sustainable design.

No matter your budget, JBL has you covered with the new range that makes it easier and more affordable to upgrade your TV audio. Enjoy clear dialogue even in complex action and bass-heavy scenes thanks to a dedicated center channel. Get immersed in Dolby Atmos® sound in just a few steps with simple connectivity.

SurroundPlay: instant surround sound

This is more than just a Bluetooth powered soundbar series. With JBL's new proprietary SurroundPlay technology, a pair of compatible* JBL portable speakers come together to create a truly immersive home cinema experience. At the touch of a button, your portable speakers transform into rear surround channels, delivering instant cinematic sound.

Setting the bar for sustainability

The new, innovative soundbar series folds into a compact U-shape, creating a more uniform package along with the subwoofer. This reduces packed volume by up to 20%, making the system easier to transport and helping lower its carbon footprint.

"JBL Cinema SBMK2 is about giving our customers real value for their money: whatever your budget, you get clear dialogue, powerful bass and true cinematic sound, and if you already own a pair of JBL Flip 7 portable speakers, you can put them to work as surround channels," said Carsten Olesen, President, Consumer Audio at HARMAN. "That's what innovation should do – bring the products people already love together to deliver more than the sum of their parts, with the performance our customers expect from JBL and at a price that makes sense for every home."

Meet the series

Whether you're looking for a simple way to enhance your TV audio or taking your first step into immersive sound, the new JBL Cinema SB soundbar series has something for every home. Leading the range is the SB595MK2 meaning you can step into the heart of every scene. With 440W of power output and a wireless 6.5" subwoofer, it transforms movies, TV shows, and music into an immersive entertainment experience. Ideal for those who are serious about taking their TV setup to the next level, this soundbar with two upfiring drivers for True Dolby Atmos® delivers cinematic audio with every watch.

JBL SB580MK2 combines 440W of power output with a wireless 6.5" subwoofer, to deliver clear room-filling sound. Dolby Atmos® creates immersive sound, whether you're watching the latest blockbuster or that must-watch series, you'll enjoy rich audio that surrounds you.

Looking to elevate your everyday TV viewing with powerful, immersive sound? JBL SB550MK2, with 360W of power output and a wireless subwoofer, delivers an incredible home cinema experience with a hassle-free setup. JBL SB510MK2 is the ideal upgrade for those who want to enhance their TV sound in the simplest way. This soundbar brings 200W of room-filling, well-balanced audio from an all-in-one design with a built-in subwoofer.

Availability and pricing

JBL Cinema SBMK2 will be available in select markets from 1 October 2026 at [JBL.com](https://www.jbl.com).

* JBL Flip 7 is the compatible model at the time of launch.

	SB595MK2	SB580MK2	SB550MK2	SB510MK2
Power Output	440W	440W	360W	200W
Subwoofer	6.5" Wireless	6.5" Wireless	5.25" Wireless	Built-in
Dolby Atmos®	True Dolby Atmos®	Dolby Atmos®	Dolby Audio®	Dolby Audio®
Dedicated Center Channel	Yes	Yes	Yes	Yes
Multi-Channel	3.1.2	3.1	3.1	3.1
HDMI	HDMI-IN and HDMI eARC	HDMI-IN and HDMI eARC	HDMI ARC	HDMI ARC
Wireless Music	Yes with Bluetooth and Auracast™	Yes with Bluetooth and Auracast™	Yes with Bluetooth and Auracast™	Yes with Bluetooth and Auracast™
Foldable	Yes	Yes	Yes	No
Availability	Available in select markets from 1 October 2026	Available in select markets from 1 October 2026	Available in select markets from 1 October 2026	Available in select markets from 1 October 2026
Price	€449,99	€349,99	€249,99	€199,99

FAQ

What is the JBL SB Cinema MK2 Series?

JBL SB Cinema MK2 is JBL's latest Bluetooth soundbar series which, for the first time, can be connected wirelessly to other JBL portable speakers* to create true surround sound.

Can JBL SB Cinema MK2 connect to other JBL products?

Yes. The JBL Cinema series can connect to a pair of compatible JBL portable speakers to create rear channels using SurroundPlay for an immersive cinematic surround sound experience.

What is SurroundPlay?

SurroundPlay is JBL's proprietary technology that allows the JBL Cinema SB MK2 soundbars to connect to JBL Flip 7 as rear channels.

What are the benefits of SurroundPlay?

SurroundPlay allows you to use compatible JBL portable speakers with Bluetooth, transforming them into rear channels and creating a more immersive home cinema experience.

What portable speakers are JBL SB Cinema MK2 soundbars compatible with?

Currently, JBL Cinema SB soundbars can be connected to a pair of JBL Flip 7 speakers.

Does JBL SB Cinema MK2 support Dolby Atmos®?

Yes. The JBL SB595MK2 has True Dolby Atmos®, the JBL SB580MK2 has Dolby Atmos®, and the JBL SB550MK2 and SB510MK2 have Dolby Audio®.

How many channels do the JBL SB Cinema MK2 soundbars have?

They are all multi-channel soundbars. The JBL SB595MK2 has 3.1.2 channels, with two upfiring drivers and a wireless 6.5" subwoofer. The JBL SB580MK2, SB550MK2 and SB510MK2 have 3.1 channels. The JBL SB580MK2 has a 6.5" subwoofer, the JBL SB550MK2 has a 5.25" wireless subwoofer, and the JBL SB510MK2 has a built-in subwoofer.

Do the JBL Cinema SB MK2 soundbars work with music and movies?

Yes. The new soundbars transform your favorite music, movies, and TV shows into the ultimate immersive entertainment experience.

Do the JBL Cinema SB MK2 soundbars have a center channel?

Yes. Each bar in the series has a dedicated center channel, meaning you can enjoy clear dialogue and bass-heavy scenes, no matter what your favorite content is.

Do the JBL Cinema SB MK2 soundbars have HDMI ARC or eARC?

The JBL SB595MK2 and JBL SB580MK2 have HDMI-IN and HDMI eARC and the JBL SB550MK2 and SB510MK2 have HDMI ARC.

How do I connect to the JBL Cinema SB MK2 soundbars?

JBL Cinema SB soundbars can be connected via Bluetooth and Auracast™.

Do all JBL Cinema SB MK2 soundbars have a foldable design?

Yes, all JBL Cinema SB soundbars feature a new, foldable design. The soundbars fold into a U-shape, creating a more compact package.

How does the new foldable design make JBL Cinema SB MK2 more sustainable?

The foldable design reduces packed volume by up to 20%, making the system easier to transport and helping lower its carbon footprint.



<https://news.jbl.com/en-CEU/271837-jbl-launches-new-cinema-sb-soundbars-designed-to-deliver-affordable-immersive-home-cinema/>

ABOUT JBL

For over 80 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.

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