



JBL launches JBL Cove: A new whole-home audio system to enjoy superior sound throughout the entire home



Key facts:

- **Product:** JBL Cove
- **Category:** Whole-home Wi-Fi audio system
- **Models:** JBL Cove M1, JBL Cove P1, JBL Cove X1
- **Primary benefit:** Simple set-up and effortless listening with powerful JBL sound in every room
- **Key technologies:** JBL One App, Constant Sound Field, AI Sound Boost, Automatic Self-Tuning
- **Works with:** JBL Bar Series MK2 soundbars
- **Target users:** Home audio listeners seeking multi-room wireless music and Dolby Atmos® entertainment

Amsterdam, 1 September 2026 – JBL today introduced JBL Cove, a whole-home Wi-Fi audio system designed to make multi-room music listening simple. The new range includes three wireless speakers that can operate individually, as stereo pairs, or as part of a connected home audio system controlled through the JBL One app. JBL Cove combines room-filling JBL sound, Dolby Atmos® support on select models and flexible room-by-room listening without requiring users to constantly regroup or reset speakers.

Fill every room with powerful JBL sound

The JBL Cove series features three Wi-Fi speakers designed to transform your space into an immersive listening experience.

- **JBL Cove M1** – compact design for effortless everyday listening
- **JBL Cove P1** – portable with battery-powered convenience and immersive Dolby Atmos® sound
- **JBL Cove X1** – flagship performance featuring four tweeters and dual woofers for powerful room-filling audio with Dolby Atmos®

Each speaker performs beautifully on its own, as a stereo pair, or as part of a larger multi-room audio system. Place the speakers in any room, turn the volume up, and let JBL take care of the sound. JBL's proprietary Constant Sound Field, automatic self-tuning, and AI Sound Boost technologies work to optimize performance based on where and how you listen.

“JBL has spent decades delivering incredible sound experiences wherever people are. Today, we’re setting a new benchmark for the future of JBL home audio. JBL Cove marks an important step in our ambition to become a leading force in home audio, combining powerful JBL LegendarySound with the simplicity, flexibility and outstanding value that will help even more people discover how simple it is to have great sound throughout the home,” said Carsten Olesen, President, Consumer Audio at HARMAN.

A system that flows with you

Setting up a home audio system should be easy. Using it should be even easier. JBL Cove is designed to make everyday listening effortless. Play music throughout the house by creating a group on the JBL One app. Want to listen in just one room? Simply start streaming there. No ungrouping. No resetting speakers. No interruptions. JBL Cove’s flexible grouping puts you in charge.

Cove speakers also work seamlessly with JBL Bar Series MK2 soundbars*, making it easy to expand from music listening to immersive home theater experiences within the same connected system. Through the JBL One app, JBL Cove speakers**can be added to the soundbar as the rear channels for a fully immersive Dolby Atmos®home theater set up.

And with JBL’s Music Follows Me feature, your playlist or TV audio moves with you. Simply press and hold the Moment button and your music flows with you, no phone or app required.

Availability and pricing JBL Cove speakers will be available in white and black at JBL.com from XX 2026, JBL Cove M1 for €XXX, JBL Cove P1 for €XXX, and JBL Cove X1 for €XXX.

KEY FEATURES

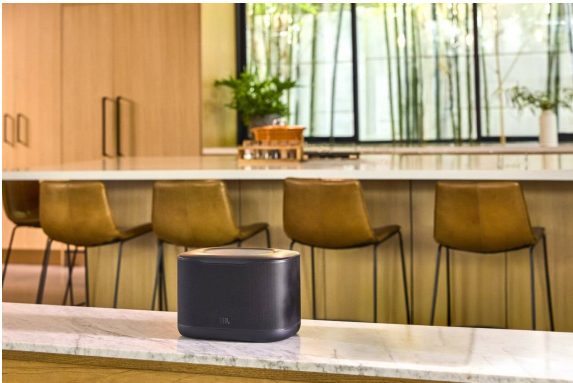
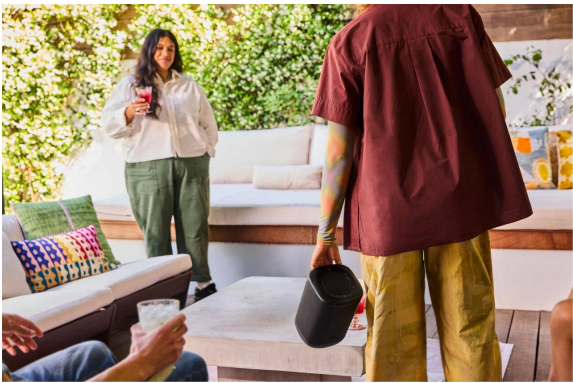
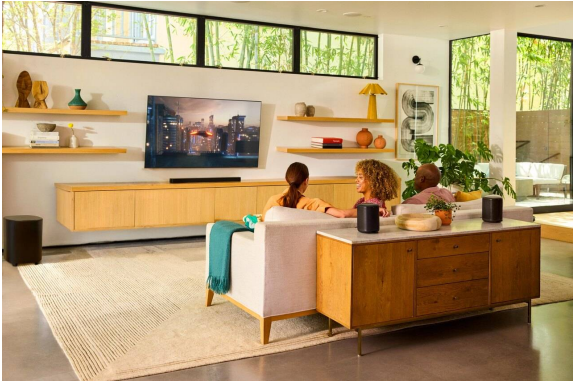
- App-optional whole-home audio made easy with simple 3-step setup
- Audio customization, and in-app music services with JBL One app
- Superior JBL sound performance with 2-way speaker design
- Automatic self-tuning for room optimization and flexible speaker placement

- Compatible with JBL Bar Series MK2 soundbars
- Constant Sound Field technology for well-balanced sound throughout the room
- AI Sound Boost technology minimizes distortion at high volumes
- Full range of connectivity with Wi-Fi, Bluetooth, AirPlay 2, Google Cast™, Roon Ready, Spotify Connect, Tidal Connect, and Qobuz Connect
- Spotify Tap for easy one-tap access to Spotify using the Moment button
- Built-in voice control supported by Alexa+ will be available later this year ***

* JBL Bar 300/500/800/1000/1300MK2 Series

** JBL Cove P1 and Cove M1 at launch

***The over-the-air update for Alexa+ will only be available in the US this year







FAQ

What is JBL Cove?

JBL Cove is JBL's new whole-home audio system that allows music to be played across multiple rooms using Wi-Fi-connected speakers.

What makes JBL Cove different from other whole-home audio systems?

JBL Cove combines whole-home wireless audio, room-by-room listening control, Dolby Atmos® support on select models, automatic sound optimization technologies, and integration with compatible JBL Bar Series soundbars. The system is easy to set-up, simple to use, and is designed to provide a connected audio ecosystem for music, entertainment, and home theater listening throughout the home.

How easy to use and set-up is JBL Cove?

JBL Cove is the easiest whole-home audio system to set-up and use. There is no account needed during the 3-step set-up and the Moment button enables phone-free, flexible whole-home listening.

How does JBL Cove work?

JBL Cove speakers connect through Wi-Fi and are managed through the JBL One app, allowing users to group rooms, stream music, and customize listening experiences.

Can JBL Cove work with JBL soundbars?

Yes. JBL Cove works with compatible JBL Bar Series MK2 soundbars to create expanded home audio and home theatre experiences.

Does JBL Cove support Dolby Atmos®?

Yes. JBL Cove P1 and JBL Cove X1 both support Dolby Atmos® audio.

Which music services are supported?

JBL Cove supports Spotify Connect, Tidal Connect, Qobuz Connect, AirPlay 2, Google Cast, Roon Ready, Bluetooth and Wi-Fi streaming.

How does JBL Cove differ from traditional Bluetooth speakers?

Wi-Fi speakers like JBL Cove connect through the home network rather than pairing directly to a single device, and this underpins their main advantages over Bluetooth products. JBL Cove provides stable playback across the entire home, continuing uninterrupted even when the source phone leaves the room or takes a call. Multiple speakers can be grouped to play in sync across rooms or stream different music to each. The greater bandwidth of Wi-Fi also allows lossless audio and content streams directly from services such as Spotify and Tidal, removing the phone from the chain entirely.

ORIGINAL URL

<https://news.jbl.com/en-NL/d8cc037ba1408f3b5929cd2b02e89ca045f36e2f85b478397150eb54ff494e10/>

ABOUT JBL

Al meer dan 80 jaar geeft JBL vorm aan onvergetelijke momenten op het gebied van muziek, lifestyle, gaming en sport. Met een uitstekende audiokwaliteit verbetert JBL de luisterervaring, terwijl iconische product designs de individualiteit en persoonlijkheid van hun gebruikers benadrukken. Dankzij gepassioneerde en getalenteerde ingenieurs en ontwerpers over de hele wereld loopt het merk voorop in de audio-industrie. JBL stimuleert culturele evenementen met zijn toonaangevende JBL Pro Sound-technologie, evenals grote popcultuur evenementen en partnerships met 's werelds beste talenten in muziek, sport of e-sports.





JBL