



🕒 01 October 2026, 09:00 (BST)

# JBL Pulse 6 just launched with bigger sound and a brighter 360-degree lightshow



## Key facts:

- **Product:** JBL Pulse 6
- **Category:** Portable Bluetooth speaker
- **Primary benefit:** JBL Legendary Sound with a customisable 360-degree lightshow and illuminated handle
- **Key technologies:** 360 degree lightshow, AI Sound Boost, Auracast™, JBL One App
- **Works with:** All Auracast™-enabled JBL speakers
- **Target users:** Listeners looking for a powerful Bluetooth speaker with lighting effects

**London, 1 October 2026** - JBL today announced JBL Pulse 6, a portable Bluetooth speaker that combines JBL Legendary Sound, AI Sound Boost technology and a customisable 360-degree lightshow. Designed for listeners who want powerful sound and immersive lighting in a single portable speaker, JBL Pulse 6 introduces an illuminated handle, new lighting effects, Auracast™ connectivity and up to 12 hours of battery life.

### **Bigger sound for bigger moments**

Pulse 6 delivers bold JBL Legendary Sound enhanced by AI Sound Boost technology, which analyses music in real time to maximise acoustic performance with less distortion. An upgraded acoustic design unlocks more natural and balanced sound with deeper bass, creating an immersive 360-degree listening experience everyone can see and feel.

### **Better and brighter light effects**

With new choreographed lighting effects and ambient modes, JBL Pulse 6's 360-degree lightshow is better than ever. The new metal handle is both fun and functional, creating even more powerful lighting effects and ambient modes with a fully integrated lightshow of its own, while making it easier to carry with you.

"Integrated lights in portable speakers have been increasingly trending, but this isn't a new concept for JBL – the 360-degree customisable lightshow has been integral to Pulse's design since it first launched in 2013," said Carsten Olesen, President, Consumer Audio at HARMAN. "Our focus now is creating a more unified experience through sound and lighting across our entire lineup – from functional Edge Lighting in speakers like JBL Xtreme 5, to experience-enhancing lightshows in our PartyBox range and the JBL Pulse 6."

Ready to switch off after a long day? Sunset Mode gradually dims the lighting over a selected countdown period through the JBL One app, helping you relax, recharge and ease into the evening. Need a little extra glow at night? Simply double tap the speaker to activate the new Bedside Lamp feature and fill your space with a warm, comforting light.

### **Light and sound are better, connected**

When one Pulse isn't enough, it's time to go bigger. Auracast™ lets you connect Pulse 6 with other compatible JBL speakers for an even larger soundstage. You can also sync sound and lighting with other Pulse 6 and compatible JBL PartyBox speakers and JBL PartyLights, creating a connected JBL experience where every beat, pulse and colour works together.

### **Availability and pricing**

The JBL Pulse 6 will be available from October 6th, 2026 on JBL.com and selected retailers for £279.99/€299.99 (advised retail price).

### **KEY FEATURES:**

- Bold JBL Legendary Sound with AI Sound Boost and enhanced acoustic design
- 360-degree choreographed lightshow with integrated illuminated handle.
- 16 light themes in total: 10 are ambient themes (Universe, Firefly, Sea, Campfire, Aurora, Blossom, Cheers, Storm, Sky and Hover); 6 are party themes (Neon, Loop, Bounce, Trim, Switch and Freeze)
- Auracast™ multi-speaker connectivity and stereo pair
- Synchronised sound and lighting with compatible JBL PartyBox speakers and JBL PartyLight Stick
- Bluetooth® 6.0; Lossless audio playback via USB-C; easy Karaoke setup with JBL EasySing Mic Mini
- Bedside Lamp feature activated with a quick double tap
- Connect to the JBL One App to unlock full Pulse 6 experience: set different party or ambient themes, activate Sunset Mode, pair with mood setting sounds, customise EQ settings, and more
- Up to 12 hours of battery life
- IP68 waterproof and dustproof
- Made with recycled materials, including 93% recycled metal on the handle

### **FAQ**

#### **What is JBL Pulse 6?**

JBL Pulse 6 is a portable Bluetooth speaker that combines JBL Legendary Sound with a customisable 360-degree lightshow and an integrated illuminated handle.

#### **What makes JBL Pulse 6 different from other Bluetooth speakers?**

The JBL Pulse 6 pairs bold JBL Legendary Sound, enhanced by AI Sound Boost, with a customisable 360-degree lightshow and an integrated illuminated handle. It offers choreographed party themes, softer ambient modes, and Auracast™ multi-speaker connectivity.

### **Is JBL Pulse 6 easy to set up?**

Yes. JBL Pulse 6 pairs over Bluetooth® 6.0 for instant listening, and connecting to the JBL One app unlocks the full experience. A quick double tap of the speaker activates the Bedside Lamp feature, with no app required.

### **How do you use JBL Pulse 6 with the JBL One app?**

JBL Pulse 6 connects to the JBL One app, where users can set party or ambient themes, activate Sunset Mode, customise EQ settings, and more.

### **Can JBL Pulse 6 connect to other JBL speakers?**

Yes. JBL Pulse 6 can be connected with all compatible JBL speakers using Auracast™.

### **What lighting effects does JBL Pulse 6 have?**

The JBL Pulse 6 has a 360-degree lightshow with 16 light themes: 10 ambient themes (Universe, Firefly, Sea, Campfire, Aurora, Blossom, Cheers, Storm, Sky and Hover) and 6 party themes (Neon, Loop, Bounce, Trim, Switch and Freeze). Sunset Mode gradually dims the lighting over a selected countdown period, and the Bedside Lamp feature fills a space with warm light.

### **Is JBL Pulse 6 a good speaker for parties?**

Yes, JBL Pulse 6 is ideal for parties thanks to its dynamic 360-degree lightshow and powerful JBL Legendary Sound.

### **Can JBL Pulse 6 be used outdoors?**

Yes, JBL Pulse 6 is perfect for outdoor listening because it is IP68 waterproof and dustproof.

### **Is JBL Pulse 6 waterproof?**

Yes. The JBL Pulse 6 is IP68 waterproof and dustproof.

### **How long does JBL Pulse 6 battery last?**

The JBL Pulse 6 offers up to 12 hours of battery life.

### **What connectivity does JBL Pulse 6 support?**

The JBL Pulse 6 supports Bluetooth® 6.0, Auracast™ multi-speaker connectivity, and lossless audio playback via USB-C. It also connects to the JBL One app and supports easy karaoke setup with the JBL EasySing Mic Mini.



<https://news.jbl.com/en-GB/272714-jbl-pulse-6-just-launched-with-bigger-sound-and-a-brighter-360-degree-lightshow/>

---

#### 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.

---

 pr.co



JBL