

# SONOS

## Sonos Returns to the System That Built the Brand with Two Essential Speakers That Deliver Effortless Sound Throughout the Home

*Sonos Play and Era 100 SL make it easier than ever to start and grow a Sonos system*

**SANTA BARBARA, Calif. — March 10, 2026** — Sonos (Nasdaq: SONO) today introduced **Sonos Play™** and **Sonos Era 100™ SL**, two new speakers that reflect a renewed focus on strengthening the Sonos system. Designed to deliver powerful, room-filling sound, they make it easier than ever to start and expand it room by room — creating a connected listening experience that grows with you over time.

“Much of consumer tech promises innovation, yet too often delivers isolation — new devices replacing old ones instead of building on what already works,” said Tom Conrad, Chief Executive Officer of Sonos. “We believe a great sound experience shouldn’t reset every time you add something new. It should get better. Sonos Play and Era 100 SL are a clear expression of what Sonos does best — creating products that feel simple on the surface, but are deeply powerful because of the system behind them.”

### **Two Essential Speakers. One Powerful Sonos System.**

**Sonos Play** is the brand’s most versatile speaker with rich stereo sound that’s designed to live at home and move seamlessly beyond it.

- **Part of Your Sonos System:** Connect over WiFi to group across rooms or pair for stereo, with a Charging Base to anchor it in your home.
- **Portable Listening:** Designed for everyday carry with a removable utility loop, you can listen on the go with 24 hours of battery life in a durable, IP67-rated waterproof design and a built-in power bank to charge your phone.
- **Extend Your System Anywhere:** For the first time, group multiple speakers directly from a Bluetooth connection when away from home. Connect Sonos Play to your phone, then press and hold Play/Pause on up to three additional Sonos Play or Move 2 speakers to sync them together. Automatic Trueplay™ tuning dynamically adapts the sound to any environment.
- **Sustainable by Design:** Built with optimized power management and a replaceable battery for a lifetime of listening.
- **Control Seamlessly:** Use voice services, Spotify Connect, Apple AirPlay 2, and the Sonos app to bring your music, rooms, and devices together in one experience.

**Era 100 SL** offers a simplified, more accessible way to enter the Sonos experience. With a mic-free design and streamlined feature set, it delivers confident, room-filling sound on its own and expands effortlessly into the Sonos system over time, whether that means another room, stereo pairing, or building out a home theater experience.

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“We believe the first speaker you bring home should sound complete on its own, and become even better as your Sonos system grows,” said Chris Kallai, VP of Product Creation at Sonos. “Sonos Play and Era 100 SL offer two distinct ways to shape a listening experience that fits how people actually live, while making it simple to add new rooms, new moments, and new possibilities over time.”

## **Easy to Start, Effortless to Expand, and Built to Grow with You**

Enjoy your music, podcasts, TV, and movies in every room, with the freedom to choose from 100+ streaming services, use your preferred voice assistant, and listen over WiFi or Bluetooth — indoors or out — all designed to work effortlessly together.

Continuous platform enhancements, expanding compatibility, and products designed to work across generations mean your system evolves with you instead of being replaced. Built in collaboration with industry partners and shaped by feedback from the Sonos community, it’s designed for long-term listening.

And like all Sonos speakers, Sonos Play and Era 100 SL were tuned with input from the Sonos Soundboard, a group of leaders across music, film, and more, to deliver sound that stays true to the artist’s intent.

Sonos Play and Sonos Era 100 SL will be available for pre-order starting March 10, 2026 at [sonos.com](https://sonos.com) and select retail partners, priced at \$299 and \$189 respectively, with general availability on March 31, 2026. For more information, visit [sonos.com](https://sonos.com), and follow along on [@sonos](https://twitter.com/sonos).

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## **About Sonos**

Sonos (Nasdaq: SONO) is a leading audio company dedicated to elevating life through sound. Sonos has built a connected system that brings together all the sounds people love, from music and movies to stories and conversations. Its portfolio of home theater speakers, components, plug-in and portable speakers, and headphones grows more powerful with every room and device added. Trusted by more than 17 million households in over 60 countries, Sonos is headquartered in Santa Barbara, California. Learn more at [www.sonos.com](https://www.sonos.com).

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