

Sonos Welcomes Beam Ultra and Sonos Ace Ultra to its System

SANTA BARBARA, Calif. — Sept. 1, 2026 — Sonos (Nasdaq: SONO) today introduced **Sonos Beam Ultra** and **Sonos Ace Ultra**, expanding its home theater and personal listening portfolios alongside the updated release of its audio operating system, Sonos 27. Beam Ultra keeps Beam's compact form while unlocking true 7.1.2 Dolby Atmos. Sonos Ace Ultra arrives with an all-new driver, next-generation Adaptive ANC, and a direct connection to the Sonos system.

"Beam Ultra and Sonos Ace Ultra are physical manifestations of what we mean when we say 'sounds like Sonos' – they combine next-gen innovation, acoustic design, and audio engineering into something only decades of learning in real homes can create," said Tom Conrad, CEO of Sonos. "But the real magic happens when they take advantage of the system around them to fit your mood, whether that's the awe of movie night, or the joy of carrying its soundtrack into your headphones the next morning."

Beam Ultra is Sonos' new mid-size soundbar, built with nine custom drivers, including two dedicated up-firing drivers that deliver true 7.1.2 Dolby Atmos and warmer bass. A redesigned center channel brings clearer dialogue, with four levels of AI Speech Enhancement for when you want more clarity and Night Sound for late nights. Beam Ultra anchors a home theater setup that grows and adapts with you, whether that's adding a Sub for deeper bass or rear surrounds - which now can include compatible Sonos portable speakers - when the moment calls for it.

"A great mix means the listener feels everything without noticing how," said Chris Jenkins, EVP Digital Studios, Universal Music Group. "That's exactly what Beam Ultra delivers - sound that pulls you into the scene instead of reminding you you're listening to a speaker."

Sonos Ace Ultra is Sonos' newest premium over-ear headphone, built with a Sonos-designed 40mm driver, Adaptive ANC powered by ten microphones, and up to 35 hours of battery life with ANC on. It's also the first headphone built on Headphone Engine 2, new hardware that lets you link the headphone directly into the Sonos system, available in Early Access. One press pushes whatever's playing on your Sonos system to your headphones, another press pulls it back, without needing a phone in range.

Built for the Sonos system

Beam Ultra and Sonos Ace Ultra give listeners two new ways to create the sound experience for their home using Sonos 27. Like all Sonos speakers, Beam Ultra and Sonos Ace Ultra 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.

- **Your music ecosystem:** 100+ streaming services make Sonos the world's most complete streaming music system.

- **Better together:** Beam Ultra groups and bonds with other Sonos speakers for multi-room listening and home theater and Sonos Ace Ultra taps into that same system through headphone linking.
- **Tuned to your home:** Trueplay tunes Beam Ultra to any room, and TrueCinema does the same for Sonos Ace Ultra when it's pulling sound from a compatible soundbar.
- **Controlled your way:** Beam Ultra connects over WiFi, Bluetooth, and HDMI eARC, and Sonos Ace Ultra adds USB-C and 3.5mm, so whatever you're listening to has a way in.

A system for the way a home feels

Sonos is an audio operating system that helps you create the sound experience for your home. Built on an open platform, it brings together every way people want to listen, so you can play anything, any way you want. Every speaker is built to work better together. Add one and the rest get smarter, filling more of the home with sound that's tuned to the room it's actually playing in. Continuous platform enhancements and products designed to work across generations mean the system gets more capable over time.

Beam Ultra and Sonos Ace Ultra will be available for pre-order starting September 1, 2026 at sonos.com and select retail partners, priced at \$699 and \$449 respectively, with general availability on September 29, 2026. For more information, visit 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.

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