

Sonos Introduces Sonos 27, the Next Generation of Its Audio Operating System

Sonos expands its open platform with AI control, introduces new ways to move sound around the home, and welcomes Beam Ultra and Sonos Ace Ultra to the system portfolio

SANTA BARBARA, Calif., Sept. 1, 2026 — Sonos (Nasdaq: SONO) today introduced Sonos 27, the latest version of the audio operating system the company has spent more than two decades building. **Sonos 27** brings a new set of features that expand its open platform and adaptability: AI control through multiple assistants and agents, new ways to move sound around the home, and a more intuitive app experience. Sonos also welcomes two new flagship products, Sonos Beam Ultra and Sonos Ace Ultra.

"Twenty years ago, we made a bet that the rest of the industry is only now arriving at - a home deserves an audio operating system made just for it," said Tom Conrad, CEO of Sonos. "We built our system around a shared love of music and the belief that nothing sets the mood like great sound. Sonos 27 takes that further, bringing acoustic engineering, adaptable software, intelligence and design together in a way only Sonos can. This is just the start of what our audio operating system can do."

An open approach to AI

Sonos 27 gives listeners the option to control their system using any AI they prefer, a natural progression of the company's open platform philosophy. Sonos is introducing **Sonos 27voice**, the company's own assistant built for

music and mood curation, and **Sonos 27mcp**, which lets you connect any outside AI assistant or agent to your system, including OpenAI's ChatGPT.

"With this Sonos integration, people can ask ChatGPT to play music anywhere in their home from their phone or computer, without leaving the conversation they're having," said Atty Eleti, product lead for ChatGPT Voice at OpenAI. "It's a simple way to stay in the moment, and we're excited to bring it to Sonos listeners around the world."

Sonos also previewed where its open platform goes next with **Sonos Custom Agents**, which will let people create their own agents through the system, each with its own model, persona and voice.

"The smartest home isn't run by one do-everything assistant, it's run by people having the ability to pick - or create - the right agent for each job. That's what Sonos' open platform gives you." said Nick Millington, Chief Innovation Officer.

Sonos Fabric, moving sound in new ways

Sonos Fabric is the system capability that enables Sonos products to sense each other and adapt to the moment. This fall, it powers two new features that show what a system built for adaptability can do.

Headphone linking connects Sonos Ace Ultra directly to the Sonos system as an Early Access feature, giving listeners the ability to push and pull sound between nearby speakers and their ears.

Sonos Positioning Technology uses high-frequency sound to sense a speaker's location and change its role within the system based on that. This enables the new portable surrounds feature, which lets Move 2 or Sonos Play become rear surrounds the instant they're moved into position.

Enhanced navigation on Sonos 27app

Sonos is also rolling out new features and improvements to its Sonos 27app, making it easier and more intuitive to navigate. Shaped and tested by the Sonos community, Sonos 27app is one of many ways listeners can control their Sonos system, alongside Sonos 27voice and Sonos 27web.

Two new additions to the Sonos system

Alongside Sonos 27, Sonos is introducing two new products designed to take advantage of the expanding capabilities of its system.

- **Beam Ultra** is a mid-size soundbar delivering true 7.1.2 Dolby Atmos, bringing a more immersive home theater sound to a smaller form factor.
- **Sonos Ace Ultra** builds on Sonos' headphone portfolio with hardware designed to enable deeper integration with the Sonos system, including headphone linking, launching in Early Access.

Together, Sonos 27, Beam Ultra and Sonos Ace Ultra represent the next stage of Sonos' evolution from a collection of connected audio products into an increasingly intelligent and adaptable audio operating system for the home.

Availability

Sonos 27 will become available through a software update to all Sonos S2 products, though some features are only available on certain products. New app navigation starts rolling out Sept. 8, alongside Sonos 27mcp in Early Access. Portable surrounds also start Sept. 8, available to Sonos Move 2 and Sonos Play owners. Beam Ultra and Sonos Ace Ultra are available for pre-order starting today at sonos.com and select retail partners, becoming generally available everywhere Sept. 29, alongside headphone linking as an Early Access feature exclusive to Sonos Ace Ultra. Full details on each will follow. For more information, please visit [Sonos.com](https://sonos.com).

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.

Press Contact

Tanya Elm

PR@sonos.com

Investor Contact

James Baglanis

IR@sonos.com

Pressekontakt detaljer

Sonos Comms Team

APAC

apacpr@sonos.com

Sonos Comms Team

EMEA

eupr@sonos.com

Sonos Comms Team

Global and Americas

pr@sonos.com

Kopier artikellink

<https://newsroom.sonos.com/269844-sonos-introduces-sonos-27-the-next-generation-of-its-audio-operating-system/>