



PRESS RELEASE

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The loudest lamp just got better. IKEA and Sonos introduce a new version of the SYMFONISK table lamp speaker.

The original SYMFONISK table lamp speaker debuted in 2019, marking the first product developed together by IKEA and Sonos. Two years later, IKEA and Sonos are launching a new version of the SYMFONISK table lamp speaker, with an even better sound experience and updated, customizable designs.

IKEA and Sonos recognise the importance of light and sound, and its positive effect on life at home. Both are powerful mood boosters and deeply personal, with most people having their own preferences in terms of volume, brightness, type, and genre. Once again, the new SYMFONISK table lamp speaker combines the functionality of a smart lamp with a smart speaker but has been further developed with regards to both sound and design.

“Since launching the first SYMFONISK table lamp speaker, we learned a lot about how and where they are being used. For example, a lot of people use the lamp speaker on a nightstand, which led us to create a new, slightly smaller lamp base. We’re now also offering customers more design choices, making the lamp speaker a better fit for their individual homes”, says Stjepan Begic, product owner at IKEA of Sweden. “By integrating a speaker into a table lamp, we can save space, decrease clutter, and create atmosphere with both light and sound,” he adds.

The new SYMFONISK table lamp speaker allows greater personalisation as the product is now divided into the SYMFONISK speaker lamp base and the SYMFONISK speaker lamp shade, which are being sold separately. Customers can choose between a black or white version of the lamp base, as well as two lamp shades in different styles and colours: A textile or glass lampshade, in either black or white. The new lamp also supports a broader range of light bulbs thanks to the added E26/E27 socket.

“As people continue to invest in their spaces, they’re finding creative ways to showcase their personal style and sound has quickly become an important element for creating the right atmosphere,” says Sara Morris, Principal Product Manager at Sonos. “In addition to its smaller size and variety of design options, the new SYMFONISK table lamp speaker provides a wider and more room-filling sound, creating a great listening experience regardless of where you place it in your home.”

IKEA is one brand and many companies. Around the globe, a large number of companies operate under the IKEA trademarks.

IKEA Range & Supply, consisting of IKEA of Sweden in Älmhult and IKEA Supply AG in Pratteln, Switzerland, have the responsibility to develop, design, produce and supply IKEA stores and sales channels around the world with home furnishing solutions available to the many people. Each year IKEA Range & Supply introduces 2,000 new products. The total range is almost 10,000 products.

The new SYMFONISK table lamp speaker features a completely new acoustic architecture that uses a custom waveguide, creating a great sound experience, from any angle. The lamp speaker connects over WiFi and can be used as the only sound source in a room, or it can be connected with other Sonos products, including those from the SYMFONISK range. As all SYMFONISK products, this speaker is also part of the Sonos system, easily connecting listeners to more than 100 streaming services.

SYMFONISK is a long-term collaboration between IKEA and Sonos that seeks to bring the worlds of home furnishing and sound closer together. Often, speakers and table lamps are placed next to each other, competing for the same counter space. Sonos sound built into an IKEA table lamp can overcome the most critical pain points of placing speakers: finding counter space for another object and fitting into home décor.

Starting from October 2021, the new SYMFONISK table lamp speaker will be available in IKEA stores and on IKEA.com, in North America and selected markets in Europe before it reaches all IKEA markets next year.

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About the SYMFONISK range

The SYMFONISK range includes the SYMFONISK picture frame with WiFi speaker, the SYMFONISK table lamp with WiFi speaker and the SYMFONISK bookshelf with WiFi speaker. All SYMFONISK products are compatible with Sonos' current product range and can be controlled by the Sonos app.

About IKEA

IKEA offers well-designed, functional and affordable, high-quality home furnishing, produced with care for people and the environment. There are several companies with different owners, working under the IKEA Brand, all sharing the same vision: to create a better everyday life for the many people. IKEA was founded in Sweden in 1943.

About the IKEA franchise system

The IKEA retail business is operated through a franchise system with franchisees that are authorised to market and sell the IKEA product range within specified geographical territories. Inter IKEA Systems B.V. is the owner of the IKEA Concept and worldwide IKEA franchisor, who also assigns different IKEA companies to develop the product range, supply products and deliver communication solutions. Today, 12 different groups of companies have the right to own and operate IKEA sales channels under franchise agreements with Inter IKEA Systems B.V.

About Inter IKEA Group

Inter IKEA Group includes Inter IKEA Systems B.V., IKEA of Sweden AB, IKEA Supply AG and IKEA Industry AB related businesses. Inter IKEA Holding B.V. is the holding company for the Inter IKEA Group.

About Sonos

Sonos (Nasdaq: SONO) is the world's leading sound experience company. As the inventor of multi-room wireless home audio, Sonos innovation helps the world listen better by giving people access to the content they love and allowing them to control it however and wherever they choose. Known for delivering an unparalleled sound experience, thoughtful design aesthetic, simplicity of use, and an open platform, Sonos makes the breadth of audio content available to anyone. Sonos is headquartered in Santa Barbara, California. Learn more at www.sonos.com.

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