



PRESS RELEASE

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Älmhult, Sweden

Looks like music. Sounds like art. IKEA introduces new SYMFONISK picture frame WiFi speaker as part of the long-term partnership with Sonos.

Together IKEA and Sonos want to democratise music and sound in the home and bring a better listening experience to the many people. With the new SYMFONISK picture frame WiFi speaker, people can enjoy both room-filling sound and a beautiful piece of art.

Research shows that many people believe music is the single most important ingredient for creating the right atmosphere at home. IKEA and Sonos recognise the importance of sound and its positive effect on life at home. Combining IKEA's home furnishing knowledge with Sonos' expertise in creating high-quality sound experiences and speakers, SYMFONISK blends great sound with great design. Following the SYMFONISK lamp speaker and the SYMFONISK bookshelf speaker introduced to the IKEA range in 2019, the new SYMFONISK picture frame WiFi speaker also serves as a piece of art that seamlessly blends into the home. The speaker will come in a black or a white version, with interchangeable fronts to offer a variety of looks.

"The space-saving picture frame speaker can hang on its own on the wall as an eye-catching art piece, be matched with other art on the wall, be placed on a shelf or on the floor, leaning against the wall. The interchangeable fronts make it easy to choose a style that suits your individual home", says Stjepan Begic, product developer at IKEA of Sweden. "As part of the growing IKEA Home smart range, this new speaker contributes to our ambition to enable the many to enjoy a smarter everyday life," he adds.

"Each SYMFONISK speaker combines the Sonos sound experience with IKEA design in surprising new ways, creating products neither company would create alone," says Sara Morris, Principal Product Manager at Sonos. "Sonos' acoustic design means the picture frame speaker sounds amazing for such a compact shape, and the Sonos app means it is effortless to set up and effortless to use. This long-term collaboration continues to deliver exciting new ideas that will bring great listening experiences to homes across the globe - we look forward to delivering more unique products together in the future."

The SYMFONISK picture frame speaker connects over WiFi and can be used as the only sound source in a room or connected with other products from the SYMFONISK range or other Sonos products. As the previous SYMFONISK products, this new speaker is also part of the Sonos system, which means listeners can connect to more than 100 streaming services as well as the full range of Sonos products. Starting from 15 July, 2021, the SYMFONISK picture frame WiFi speaker will be available in IKEA stores and on IKEA.com in Europe and North America – other regions will follow later on.

With a curious mind-set, shared values and passion for great products, IKEA and Sonos will continue to challenge each other to find new solutions to enhance life at home through sound and music.

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.

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Read more about IKEA and Sonos on ikea.today.

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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