

**PLAYBOOK – SOUNDBOKS 4**

**SOUNDBOKS**

**SOUNDBOKS**



# THE SOUNDBOKS STORY

We started SOUNDBOKS in 2015. Just three friends trying to build the most powerful festival speaker we could.

Since then we've gone through a bunch of improvements, with the simple goal of innovating and building the perfect party speaker.

Globally we have sold more than 250,000 units.



**SOUNDBOKS**



## INTRODUCING SOUNDBOKS 4

We're not quite sure what your party looks like, but we are sure that we have built the ultimate speaker for it. And we believe we can always get better at doing that. We're excited to unveil the all-new, upgraded (and seriously powerful) SOUNDBOKS 4. Crafted alongside our community, we have greatly improved both the audio quality and the battery life.

We cranked up the bass, fine-tuned the mids and highs for a crystal-clear experience, and optimized basically everything so that the battery lasts a huge 20% longer at full volume (which, by the way, reaches 126 dB).

While we were at it, we even came up with a signature mechanism that lets you effortlessly pop off the front grill. Why? So you can upgrade your speaker with a coat of paint and really make it your own.

Of course, our heavy-duty party-friendly flight case and legendary swappable battery system are still there.

Bring your people together, and play it loud.

**SOUNDBOKS**





# WHAT WE ARE FAMOUS FOR



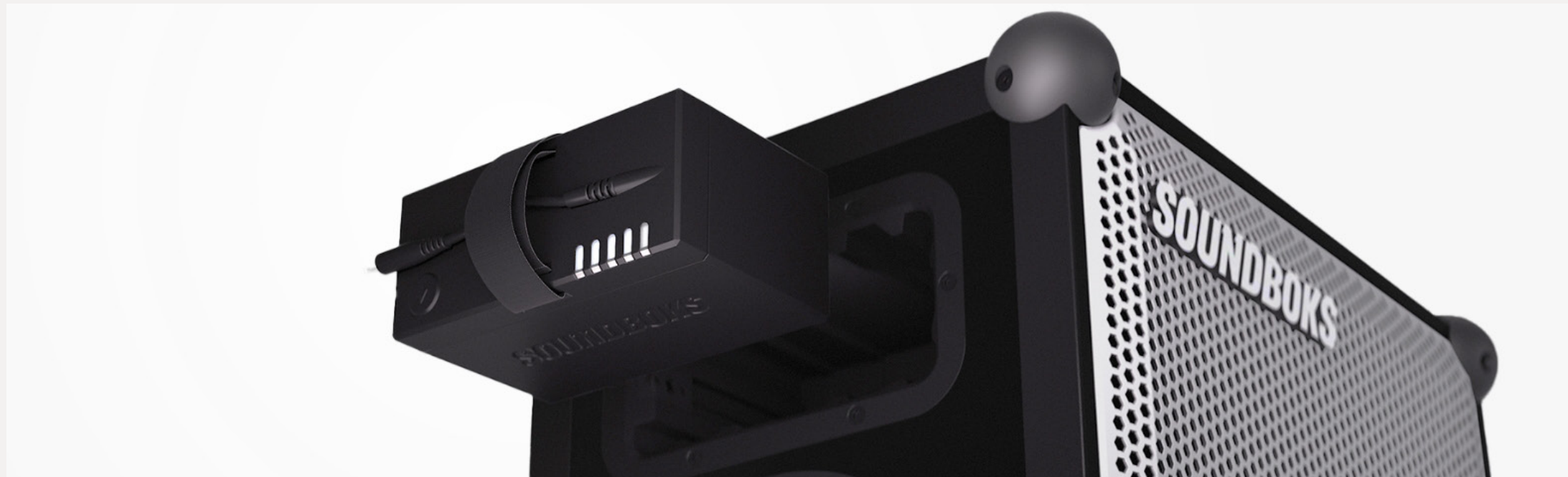
## > LOUD

At 126dB, it's fair to say that SOUNDBOKS is loud but the real magic comes in its ability to retain crystal clear audio at high volume.



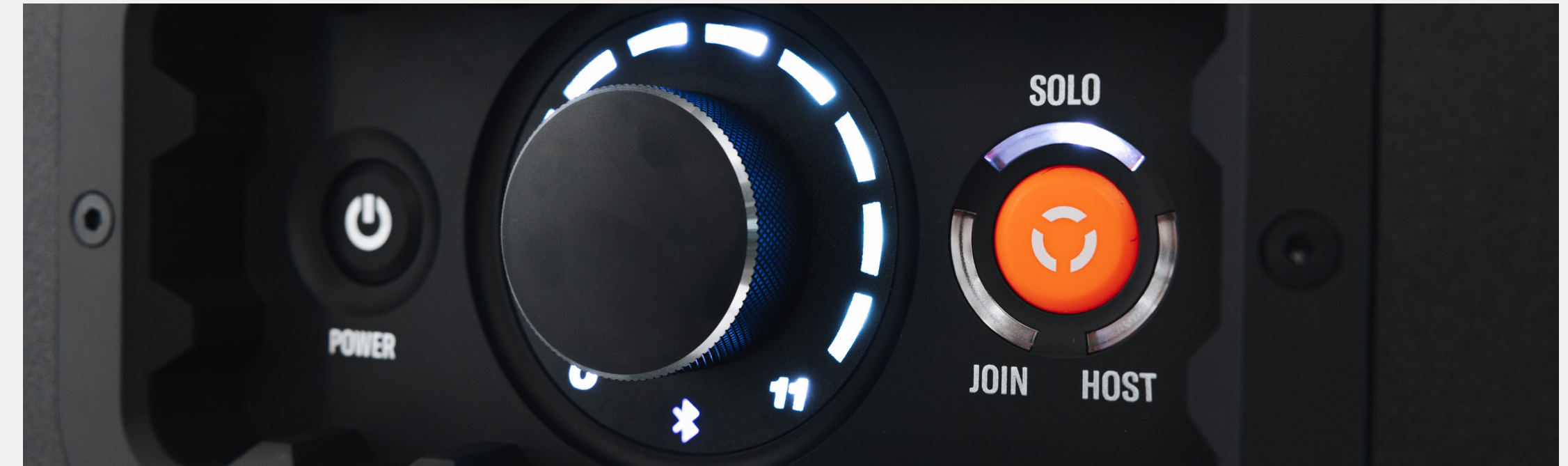
## > DURABLE

We've built a speaker that can handle the realities of partying. At long last you can enjoy your own parties, instead of sweating about bumps or spills.



## > PORTABLE

Up to 40 hours of battery means you can party wherever you damn well please.



## > SIMPLE

Set up in seconds, connect via Bluetooth, play music. Wirelessly connect up to 5 SOUNDBOKS speakers at the press of a button for some serious volume.



# UPDATES



NEW

## > SOUND QUALITY

The good folks in engineering have gone in and really optimized not only the bass but also the mids and treble.



NEW

## > BATTERY LIFE

Same battery as before but with optimized efficiency so you can play 20% longer at full volume. Tell your neighbors we say “you’re welcome.”



NEW

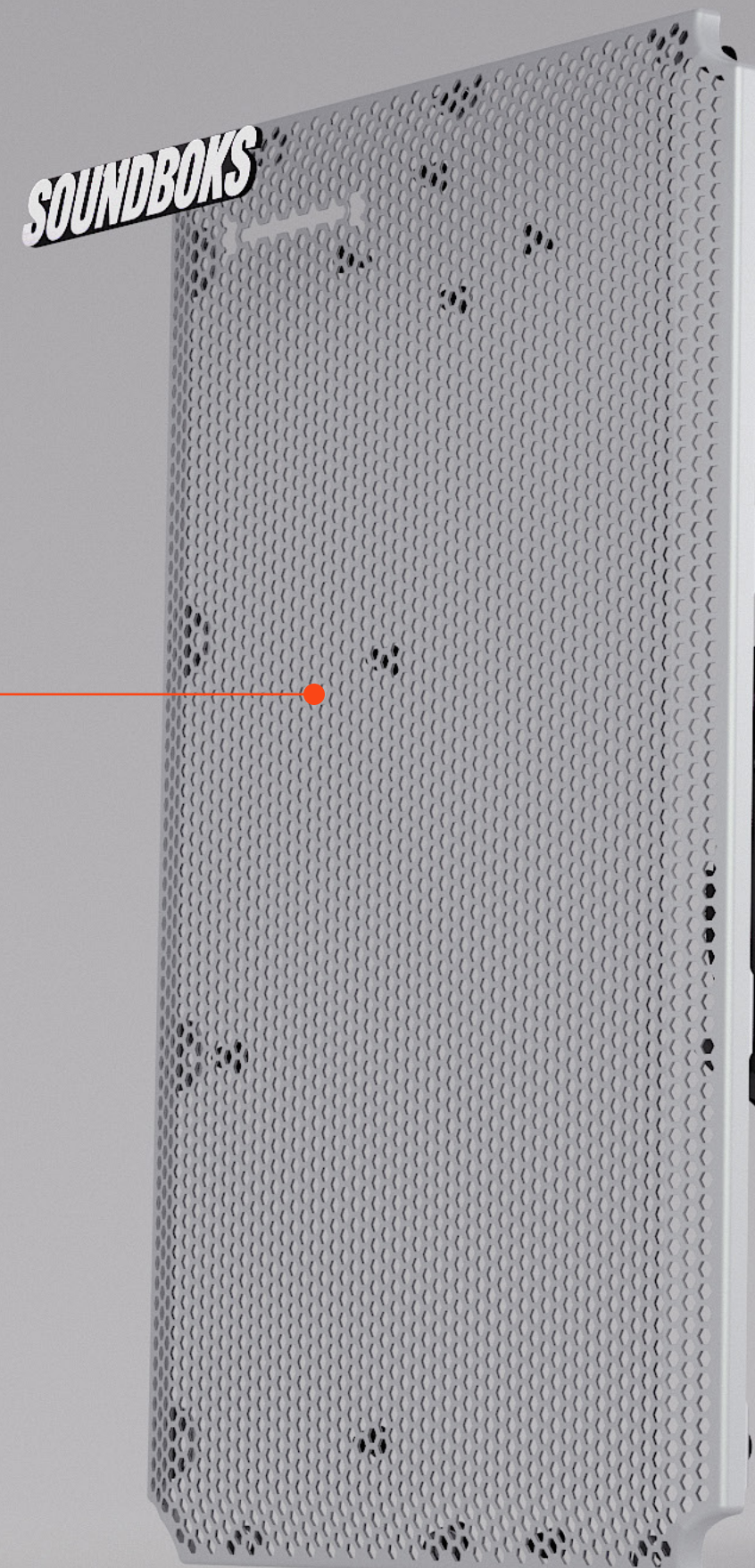
## > CUSTOMIZATION

If you want to bedazzle your grill, go ahead. We’ve made the holes smaller and built an easy detach grill mechanism that allows you to pull it on and off quicker than you can read the next section.



# DESIGN OVERVIEW

Easily detachable grill for DIY customizations



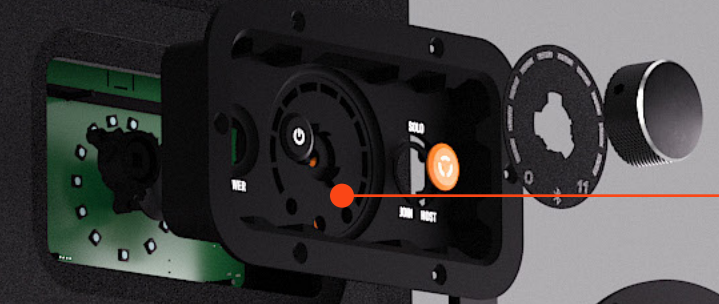
2 x 10" woofers for a strong bass



Shock absorbing silicone rubber ball corners



Simple UI Panel with one knob and two buttons



Poplar cabinet in sturdy flight case design



1 x 1" compression driver tweeter for clear mids and highs



Top hat mount for Tripod Stands



**SOUNDBOKS**



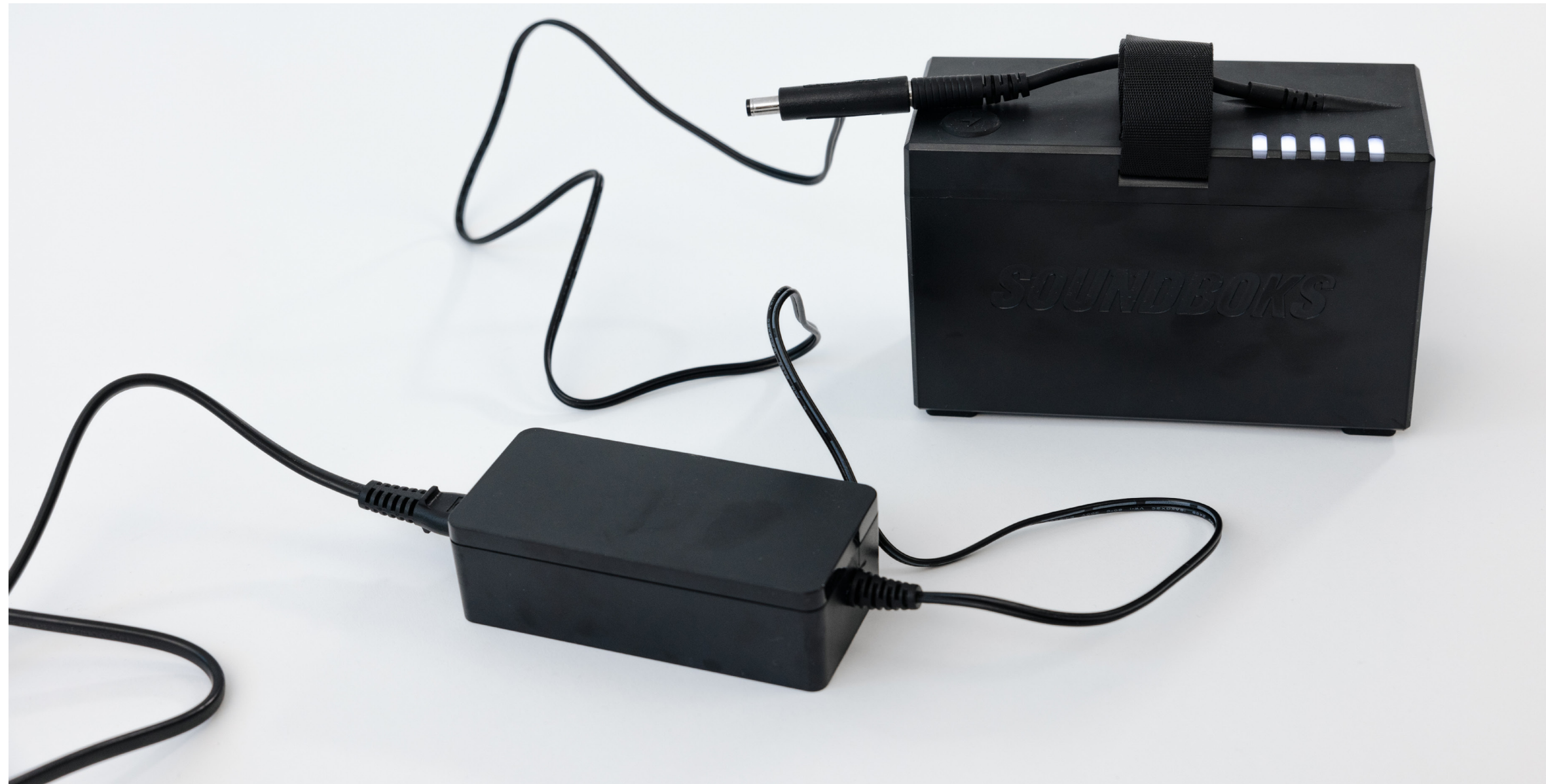
## WHAT'S IN THE BOX?



Grill Hook



Quick Start Guide



Battery & Charger

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SOUNDBOKS 4





# SOUNDBOKS FAMILY

## SOUNDBOKS 3

PRICE: \$999



## SOUNDBOKS 4

PRICE: \$999



## SOUNDBOKS GO

PRICE: \$699





# 8 YEARS OF INNOVATION



## SOUNDBOKS 1

### Core features

- 119 dB volume
- 30 hour battery life
- Extreme durability
- Bluetooth 3.0 and AUX input
- Swappable battery

### Key Innovation

- + Custom swappable battery



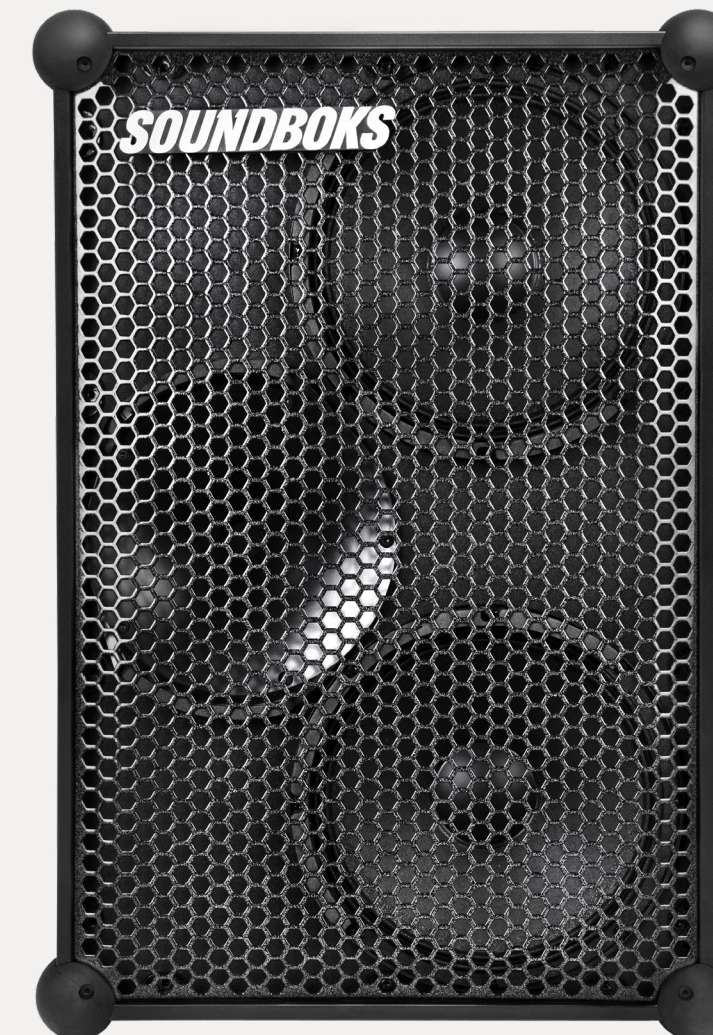
## SOUNDBOKS 2

### Core features

- 122 dB volume
- 40 hour battery life
- Extreme durability
- Bluetooth 3.0 and AUX input
- Swappable battery

### Key Innovation

- + In/outdoor mode switch



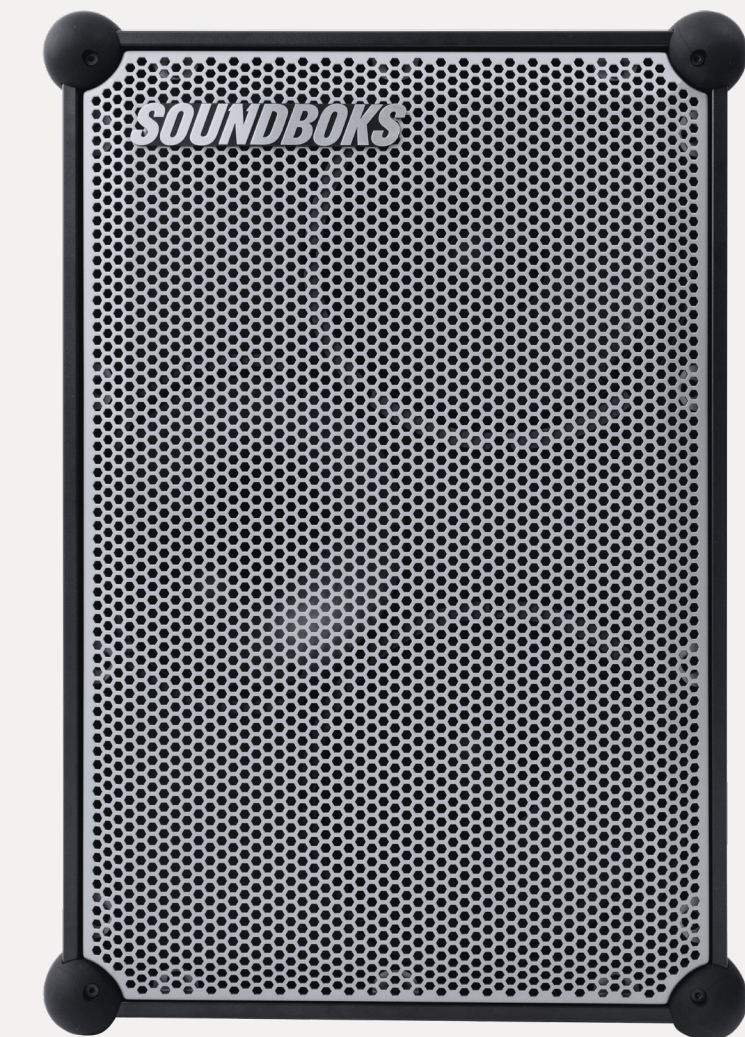
## SOUNDBOKS 3

### Core features

- 126 dB volume
- 40 hour battery life
- Extreme durability
- Bluetooth 5.0 and AUX in/out
- Companion App
- Swappable battery

### Key Innovations

- + Wireless TeamUp function
- + ProPanel for cabled connections
- + Custom pulse reflex port



## SOUNDBOKS 4

### Core features

- 126 dB volume
- 40 hour battery life
- Extreme durability
- Bluetooth 5.0 and AUX in/out
- Companion App
- Swappable battery

### Key Innovations

- + Improved, immersive SOUNDBOKS audio experience
- + Increased efficiency for 20% longer battery life at max volume
- + Snap-on removable grill for easy customization



# THE SOUNDBOKS APP

It is our ambition to expand the digital world of SOUNDBOKS, with more sound, more control, more security and more SOUNDBOKS in the app.

Part of bringing concert-level experiences to new audiences and taking music to new heights will be done by creating new digital experiences for SOUNDBOKS owners through a direct connection, and we have a growing team dedicated to pushing the near-limitless potential of this capability.

## More Sound

Get Sound + Performance upgrades over-the-air directly to your SOUNDBOKS 4, 3 or GO. With these firmware upgrades, we can constantly improve the performance and experience of the SOUNDBOKS for the lifetime of the product.

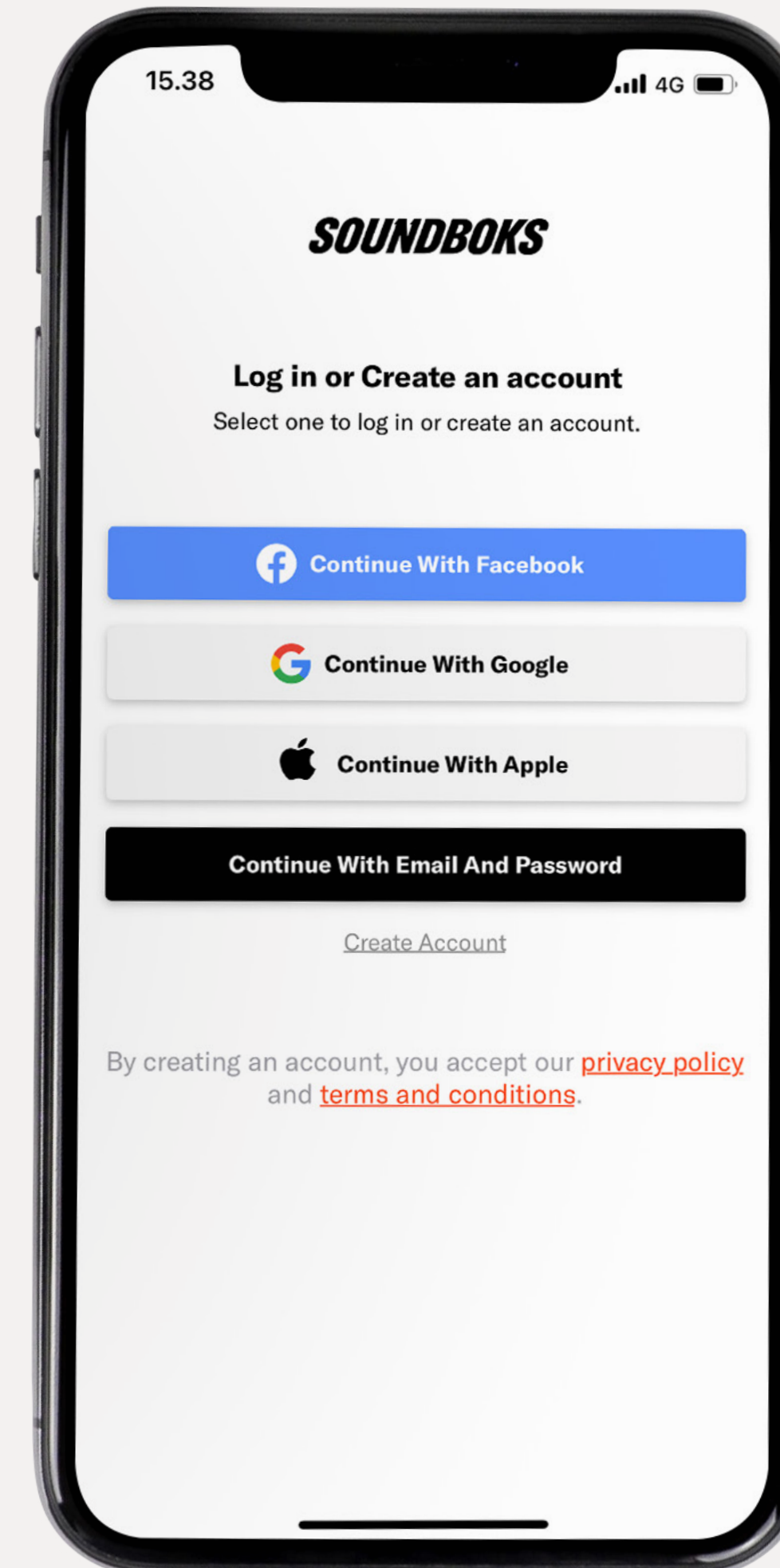
## More Control

Wirelessly control up to 5 SOUNDBOKS speakers. Build a full stereo sound system, and take extra control over the frequencies, with selectable Bass+, Power, and Indoor modes—or create a fully custom sound profile.

## More Security

Lock your speaker and your Bluetooth signal remotely. Create a SOUNDBOKS account and register your SOUNDBOKS in the app, and get +1 year of limited warranty.

The SOUNDBOKS app is compatible with the SOUNDBOKS 4, 3, and Go.





## DID YOU KNOW?

- 126dB is typically referred to as somewhere between a chainsaw and a jackhammer on the decibel scale, however, the SOUNDBOKS 4 sound is much more pleasing to the ear.
- More than 250.000 SOUNDBOKS speakers have been sold globally.
- You can sit, dance, and spill your drink on a SOUNDBOKS.
- A SOUNDBOKS once kept the roof from caving in during a car crash effectively saving someone's life.
- The volume knob on the SOUNDBOKS goes to 11, which is a nod to the cult movie 'Spinal Tap', in which a band member claims that a volume knob going to 11 means that it's one louder than other speakers.
- The SOUNDBOKS was originally born at the Danish festival Roskilde Festival in 2015.
- SOUNDBOKS is loved by the likes of David Beckham, Fred Again.., and the Danish Royal family

**SOUNDBOKS**



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# PRESS RELEASE

## **SOUNDBOKS Introduces the Fourth Generation Speaker: SOUNDBOKS 4, Delivering Enhanced Sound Quality and Extended Battery Life**

[City, Date] - SOUNDBOKS, the leading brand in portable speakers, proudly unveils the highly anticipated SOUNDBOKS 4. This latest generation speaker sets a new standard in audio excellence, offering an impressive upgrade to sound quality at high volumes and a remarkable 20% longer battery life, ensuring an unforgettable audio experience for users.

SOUNDBOKS, with a track record of more than 250,000 speakers sold to date, continues its mission to connect people through the power of sound, no matter what that party looks like. The brand has become renowned for delivering premium audio experiences in outdoor and social settings, empowering individuals and communities to create unforgettable moments.

The SOUNDBOKS 4 takes the brand's commitment to sound performance to new heights. Incorporating cutting-edge technology and meticulous engineering, the SOUNDBOKS 4 pushes the boundaries of sound reproduction, particularly at high volumes. Users can now enjoy crystal-clear audio, enhanced bass response, and an immersive soundstage that truly energizes any occasion.

To achieve this exceptional sound quality, SOUNDBOKS has incorporated state-of-the-art components and advanced acoustic engineering techniques. The SOUNDBOKS 4 features powerful amplifiers that effortlessly drives the custom-built speaker drivers, delivering robust sound without compromising clarity or fidelity. The carefully tuned audio profile ensures a well-balanced sonic experience across all frequencies, allowing every beat and melody to be heard with stunning precision.

In addition to its sonic prowess, the SOUNDBOKS 4 boasts an improved battery that provides an impressive 20% longer playtime. This extended battery life ensures users can keep the party going for even longer, without worrying about running out of power. Whether it's a weekend camping trip, an outdoor gathering, or an all-night dance party, the SOUNDBOKS 4 provides the reliability and longevity needed to create unforgettable moments.

"We are thrilled to introduce the SOUNDBOKS 4 to our loyal customers and audio enthusiasts worldwide," said Jesper Theil Thomsen, Founder and CEO, at SOUNDBOKS. "With its unrivaled sound quality at high volumes and extended battery life, this latest offering exemplifies our commitment to innovation and delivering an extraordinary audio experience. The SOUNDBOKS 4 is the perfect companion for those who crave powerful, immersive sound that fuels their passion for music."

Retailing at \$999, SOUNDBOKS 4 is now available for purchase via the SOUNDBOKS website and select retail partners. For more information about the product and its features, please visit [www.soundboks.com](http://www.soundboks.com)

### **About SOUNDBOKS:**

SOUNDBOKS is a leading brand in the portable speaker industry, renowned for delivering premium audio experiences in outdoor and social settings. With a mission to connect people through the power of sound, SOUNDBOKS has sold over 250,000 speakers to date. The brand continues to empower individuals and communities, enabling them to create unforgettable moments no matter what that party looks like. With an unwavering commitment to quality and innovation, SOUNDBOKS continues to redefine the boundaries of portable audio and inspire music lovers around the world.

Media Contact:

Mikkel Hjortshøj Thomsen

Head of PR

+45 5239 3536

mikkel@soundboks.com