

# SYMFONISK

Sales start August 2019

SONOS



# When it sounds great it feels right.

Just about everything in life is better with sound. Washing up, kicking back, flossing, Tuesdays – add your favourite soundtrack and they turn into something else completely.

Knowing what a powerful mood booster sound is – as important to the atmosphere at home as any rug, or art piece, or sofa – IKEA has set out to make great sound available for everyone.

In close collaboration with audio-experts Sonos we've created SYMFONISK – great-sounding, great-looking pieces of furniture that blend into the home in new ways and make it easier to furnish with sound.

***"IKEA is always looking for ideas that improve life at home. By integrating technology into home furnishing products we can do that in an even better way."***

- Björn Block, Business Leader for IKEA Home Smart at IKEA of Sweden

**PH164263**  
SYMFONISK  
product  
description  
\$000  
000.000.00



**SYMFONISK**  
bookshelf WiFi speaker

**€99,95**

\*recommended retail price

## Sonos and IKEA

At IKEA, we're great at home furnishing but new to sound. Sonos, on the other hand, has expertise in sound and technology and is curious about new ways of making sound blend into the home – the same as us.

So, in many ways we're a perfect match. Combining the best of our two worlds we make high-quality sound affordable and available – and create products neither of us would be able to come up with on our own.

***"This partnership has always been about our two companies' shared passion, values and knowledge. IKEA and Sonos recognize the importance of great sound and its potential to positively affect life at home."***

- Tad Toulis, VP of Design Sonos

**PH164257**

SYMFONISK  
product  
description  
\$000  
000.000.00



**SYMFONISK**  
bookshelf WiFi speaker

**€99,95**

\*recommended retail price

# The best sounding lamp in the world.

SYMFONISK table lamp with WiFi speaker shines a new light on sound, literally. Except bringing together two powerful mood boosters, two functions in one means one less cord to hide, one less power socket to reach, and one less product to buy. Best of all - the table lamp speaker isn't loud at all (unless you turn up the volume, of course). It simply blends in.

***"We knew from the start that we wanted to challenge the traditional high-tech aesthetics. The lamp-speaker partly springs from the idea of the fireplace – one single piece that spreads warm light as well as sound."***

- Iina Vuorivirta, IKEA designer

SYMFONISK table lamp with WiFi speaker is made in collaboration with Sonos and spreads a soft mood light as well as playing high-quality sound.

**PH164261**

SYMFONISK  
product  
description  
\$000  
000.000.00



**SYMFONISK**  
table lamp with  
WiFi speaker

**€179**

\*recommended retail price



## Good to know

- Integrates with all Sonos products.
- Controlled via the Sonos app.
- Supports all of the major music streaming subscription services (may vary between regions).
- Compatible with Airplay 2.
- Streams music, podcasts and radio via WiFi without interruptions from phone calls or notifications.
- For stereo sound, use two identical speakers.
- Create a multiroom system by connecting two or more speakers.
- Each speaker is controlled individually, so you can play different sound in different rooms, or play the same throughout the home.

**PH164256**

SYMFONISK  
product  
description  
\$000  
000.000.00

**SYMFONISK**  
table lamp with  
WiFi speaker

**€179**

\*recommended retail price



# This is Sonos

Sonos is one of the world's leading sound experience brands. As the inventor of multi-room wireless home audio, they help the world listen better by giving people access to the content they love and allowing them to control it however they choose.

- Founded in 2002
- Head office in Santa Barbara, US
- Widely known for its smart speakers
- Available in more than 60 countries
- The platform supports more than 100 streaming services

**PH164262**

SYMFONISK  
product  
description  
\$000  
000.000.00



**SYMFONISK**  
table lamp with  
WiFi speaker

**€179**

\*recommended retail price

# Image overview

PH164253



PH164258



PH164255



PH164257



PH164263



PH164264



PH164254



PH164256



PH164261



PH164262



PH164260

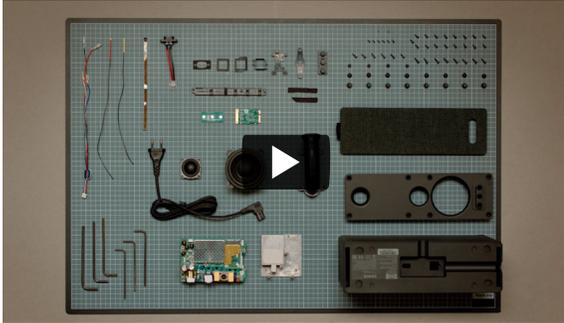


PH164259

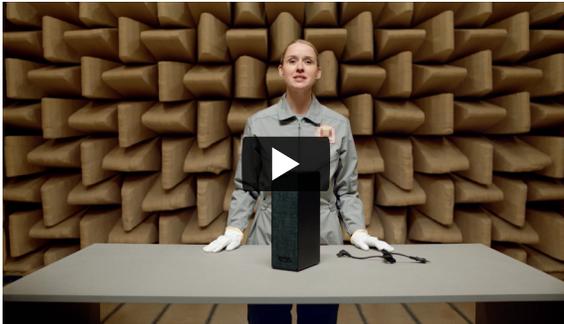


# Film overview

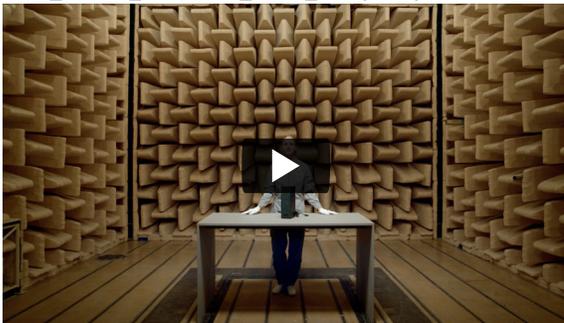
IKEA\_SONOS\_ASSEMBLY\_LONG, 16:9, 48 sec.



IKEA\_SONOS\_ASSEMBLY\_SHORT, 16:9, 24 sec.



IKEA\_SONOS\_ASSEMBLY\_LONG\_FULL, 16:9, 50 sec.



IKEA\_SONOS\_FURNITURE\_SCARY\_20sec, 16:9



IKEA\_SONOS\_FURNITURE\_ANGRY\_20sec, 16:9

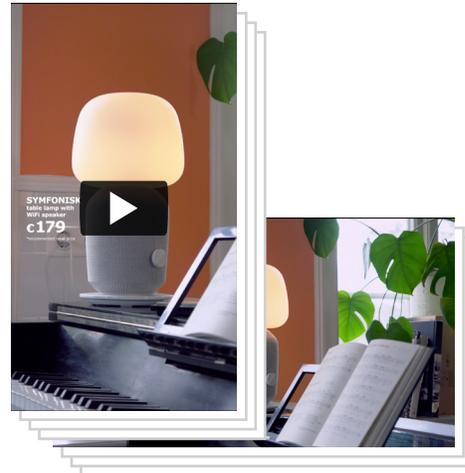


IKEA\_SONOS\_SOUNDTRACK YOUR HOME\_60S, 16:9



There's a 60- and a 30 second version

SHORT PRODUCT FILMS, 9:16 and 16:9



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