

SYMFONISK

PRESS PACKAGE – SALES START AUGUST 2019

SONOS



LISTEN TO THE SWEET SOUND OF SYMFONISK

When you come home and put on music it's like flipping a light switch, your place goes from static to warm and homey in an instant. And it's not only music that has this great ability to turn a grey day into a great one – sound overall has a profound effect on the atmosphere and on our senses. By acknowledging this, IKEA is now entering the exciting world of sound and music in collaboration with Sonos.

Combining the best of our two worlds we democratize sound and create products neither of us would be able to come up with on our own.

"Music makes my house feel like a home. It brings everyone together and makes life more joyful."

Sara Morris, product manager, Sonos

Do you want to know more about the collaboration and why sound? See www.ikea.today

SOUND THAT LIGHTS UP THE ROOM

OUR LOUDEST TABLE LAMP EVER

Light and sound are two of the most powerful mood boosters around. SYMFONISK table lamp with WiFi speaker merges the two.

"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" says IKEA designer Iina Vuorivirta.

Create the perfect atmosphere steering the light and the sound from this table lamp. Pair two of them in your favourite room for stereo sound, or easily connect them to other SYMFONISK speakers in every room of your home over WiFi. They are all compatible with other Sonos components, too.

RECOMMEND RETAIL PRICE: 179€



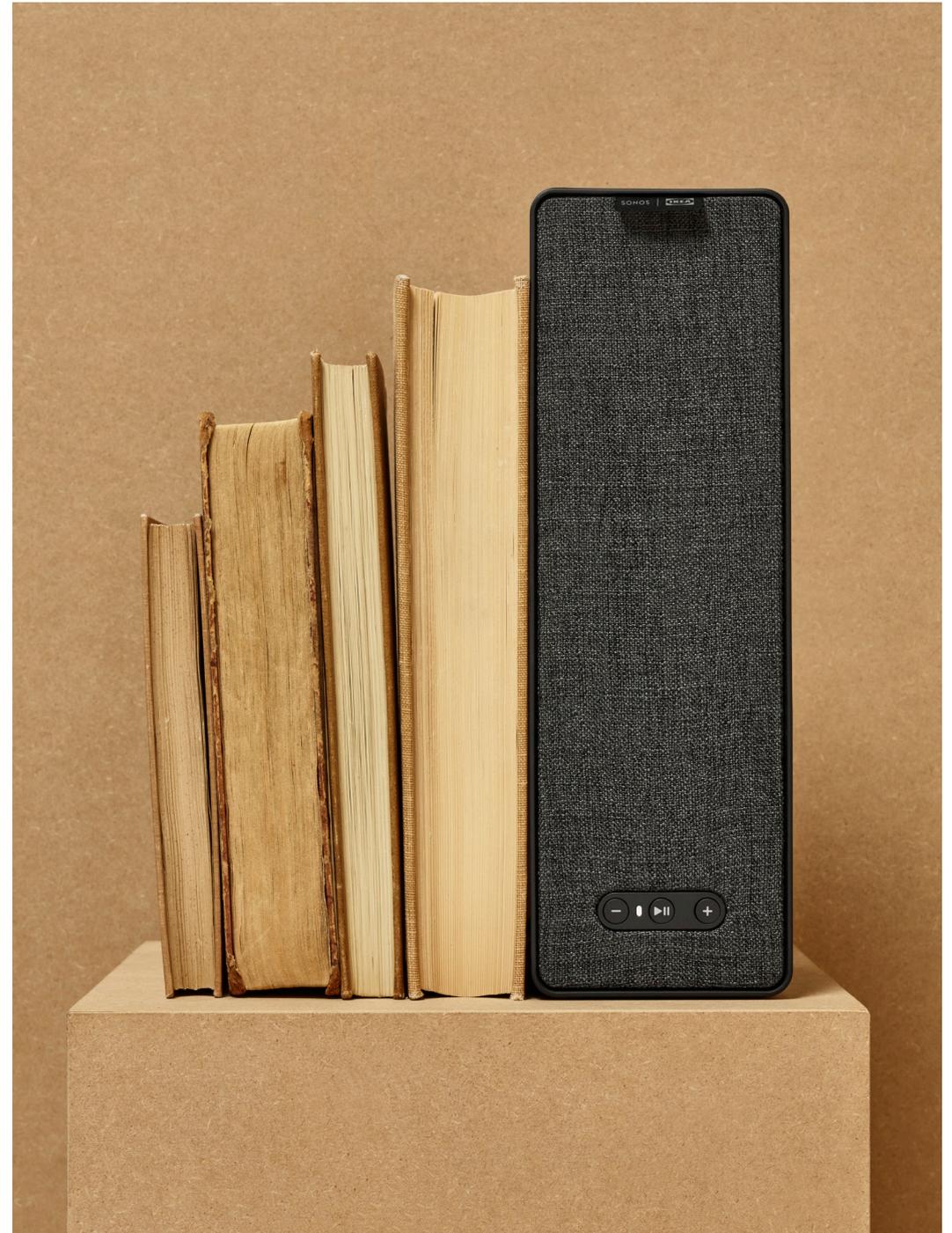
RELEASE THE SOUND OF YOUR SHELF

A SPEAKER OUT OF THE ORDINARY

Is it possible to create great sound while saving space? If you ask us the answer is a definite yes. The proof is the multifunctional SYMFONISK WiFi bookshelf speaker that doubles as a bedside table (able to hold up to 3 kg) or a bookstand, that's a perfect fit for EKET cabinets and KALLAX shelves – and more. It is also easily mounted in the kitchen with the KUNGFORS rail and rack, so you can bring music to any room of your home - and it's all easily connected together with WiFi. Enjoy music, podcasts, radio, audiobooks, TV and more. Stream from your favourite services, and easily control your sound system with the Sonos app.

"Sound and music have a similar transformative quality to light. They make a house a home. You can be having a horrible day, and then come home and play music and find yourself in a much better place in a matter of minutes", says Tad Toulis, VP of Design at Sonos.

RECOMMEND RETAIL PRICE: 99,95€



IMAGES

2019.04.08

EXTRA IMAGES

PLEASE NOTE EMBARGO APRIL 8TH, 18:00 CET.

NO CROP



IMAGE01



IMAGE02



IMAGE03



IMAGE04



IMAGE05



IMAGE06



IMAGE07



IMAGE08

2019.04.08

EXTRA IMAGES

PLEASE NOTE EMBARGO APRIL 8TH, 18:00 CET.

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IMAGE09



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IMAGE11



IMAGE12

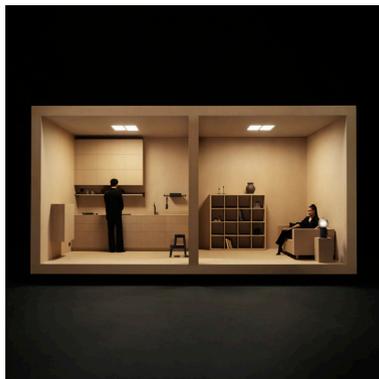


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CONTACT

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