



PRESS RELEASE

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IKEA and Sonos collaborate to create future home sound experiences

Sound is important in the home. Sound creates meaning and experiences, and it can enhance life at home instantly. Now IKEA is taking on sound in the home together with Sonos. IKEA and Sonos will explore how to enable many more people to create atmosphere at home with great design, music and sound.

Sound – especially music – can enhance life at home instantly. Research has shown that people who live together and listen to music together spend more time together at home (three hours more per week than people who don't listen to music together). When listening to music together people feel more inspired (25%) and they feel more loved (14%)¹, and in addition to this 65% of all Millennials play music to make a place feel like home², further building the importance of music in the home.

“When we asked people what sound they associate with their homes many people mentioned that it is music that makes a home.” says Björn Block, Business Leader, IKEA Home smart at IKEA of Sweden.

IKEA and Sonos will together strive to make it even easier for people to play any song, anywhere in the home, without interrupting the flow of daily life. Enabling people to create the right atmosphere in their home with great design, music and sound.

“Together with Sonos we want to democratise music and sound in the home, and we want to create products designed for how people listen together at home. By teaming up with Sonos we want to combine IKEA home furnishing knowledge with Sonos' expertise within great home sound.” says Björn Block, Business Leader, IKEA Home smart at IKEA of Sweden.

“At Sonos we understand the transformational power of music in the home” says Patrick Spence, CEO at Sonos. “We believe that sound should be a considered element of home design, and together we will work with IKEA to create products and experiences that make people's home look and sound more amazing.”

The IKEA and Sonos collaboration is a part of IKEA Home Smart. The journey of the smart home at IKEA began with the launch of wireless charging products for mobile phones 2015, followed by smart lighting launched in 2016. The exploration of sound is the third step for IKEA Home Smart.

“At IKEA we strive to make solutions for life at home by integrating technology into our home furnishing offer that are easy to use and affordable, thereby making smart home technology accessible to the many people.” says Björn Block, Business Leader, IKEA Home smart at IKEA of Sweden.

The IKEA and Sonos collaboration will be launched in store during 2019.

¹ Sonos Music Makes It Home Study 2015

² IKEA Life at home report 2016

About Sonos:

Founded in 2002, Sonos® creates the leading whole-home sound system. Once a tech startup populated with nerdy engineers and brilliant designers who love music, Sonos has grown into a global music brand dedicated to transforming the experience of listening out loud to music in the home. Its wireless home sound system makes it easy for everyone to listen to the music they love in every room of their home, and appreciate it all with the highest sound quality.

Sonos is now in more than 60 countries, with dozens of streaming music providers, through thousands of retailers, and in millions of homes. With a constant investment in software and services, Sonos is improving the experience customers have with music in the home for years after they buy it. Sonos is changing the way people listen to music – one home at a time.

Sonos, Inc. is a privately held company, headquartered in Santa Barbara, California with additional offices in Boston and Seattle, as well as in the Netherlands, Sweden, Denmark, France, the United Kingdom, Australia, Germany and China.

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