

BOSE

PROFESSIONAL

MARKETING LAUNCH | EM-LP



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Master Copy Doc

Localized for top markets.

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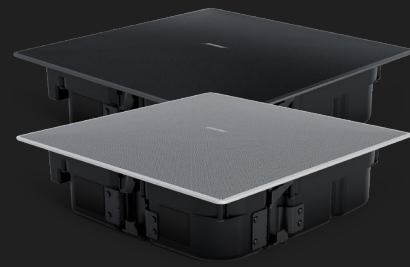
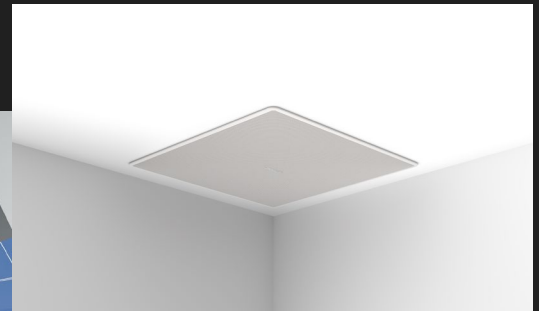
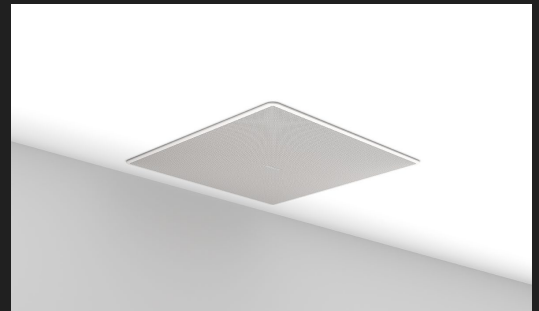
#	SECTION Where & how it's used	ENTER YOUR COPY IN THIS COLUMN
3.4.2	Medium copy (50-word) For retail product setup, product catalog, partner portal, app store, etc. A cohesive, motivating story around the product in ~50 words. Paragraph format, no bullets.	EdgeMax loudspeakers combine surface-mount performance with stealthy design to shatter the limitations of traditional in-ceiling loudspeakers. EdgeMax projects powerful, focused sound asymmetrically from the room's edges to the center. The new low-profile LP models enable integrators to bring big EdgeMax sound to smaller and more challenging spaces, growing the list of potential applications. <53 words>
3.4.3	Long copy (100-Word) For retail product setup, partner portal, etc. A cohesive, motivating story around the product in ~100 words. Paragraph format, not feature list.	Surface-mount performance sound meets stealth-mode design. EdgeMax loudspeakers combine bold surface-mount performance with stealthy design to shatter the limitations of traditional in-ceiling loudspeakers. Patented PhaseGuide® technology enables EdgeMax loudspeakers to project powerful, focused sound asymmetrically from the room's edges to the center. New EdgeMax LP models feature an 80-degree vertical coverage angle for use in rooms with lower ceilings, and their shallow 4-inch backcan is ideal for spaces with above-ceiling limitations and tighter clearances. Larger rooms with higher SPL needs benefit from the powerful, deeper 9-inch cans and 75-degree vertical coverage of the original EdgeMax EM models. <100 words>

2. NAMING, BIG IDEA & SEO

#	SECTION Where & how it's used	ENTER YOUR COPY IN THIS COLUMN
2.1	Marketing long name (formal) First formal use of the name. Should include master brand + product name + category.	Bose Professional EdgeMax proprietary directional loudspeaker
2.2	Etail long name Build the name for Amazon but will be used by all retail. Includes brand name + marketing name + key features + connectivity + compatibility + color Max 150 characters, EN. Amazon algorithms reward keywords used at the start of the title. Use the most commonly searched/relevant words first.	
2.3	Big idea /emotional statement Emotional statement to use ("How will I feel & what can I achieve?")	Bose Professional's EdgeMax series is your "secret weapon" for directing powerful, full-range audio into rooms demanding a different approach. It sounds like a surface-mount loudspeaker, looks like an in-ceiling loudspeaker, and directs sound asymmetrically into spaces where traditional loudspeakers can't go.
2.4	Functional statement Functional statement to use ("What does it do?")	Bose Professional's EdgeMax series uses patented PhaseGuide® technology to direct powerful, focused sound asymmetrically from the room's edges to the center, delivering high-fidelity sound with unique directionality that puts the EdgeMax family in a class by itself.
2.5	Brand.com keywords 2-3 keywords emphasizing product form & features specifically for brand.com websites. Make sure these are included in web copy & provided to web team.	

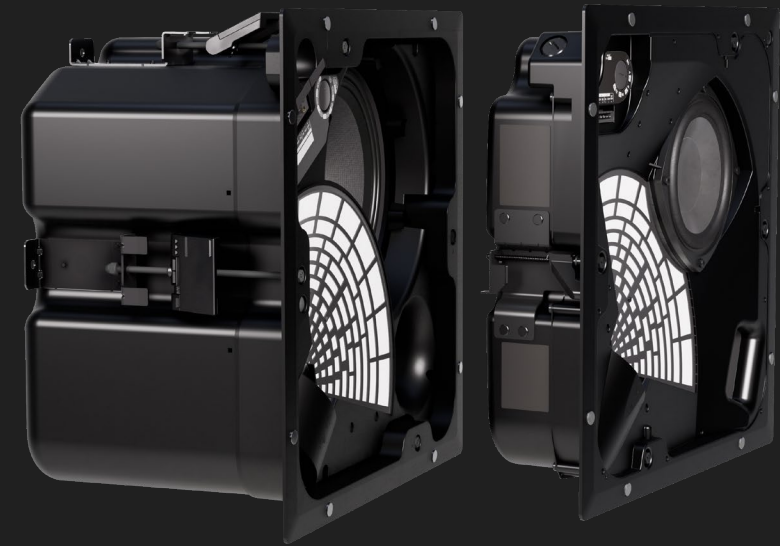
Key Visuals

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Product Renders

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Tech Data Sheet

Final version.

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TECHNICAL DATA

EdgeMax EM180-LP

proprietary directional loudspeaker

Product Overview

Bose Professional's EdgeMax series combines high-fidelity sound with unique directionality to break free of the limitations of the in-ceiling loudspeaker category. Think of EdgeMax as your "secret weapon" for directing powerful, full-range audio into rooms demanding a different approach. It sounds like a surface-mount loudspeaker, looks like an in-ceiling loudspeaker, and directs sound asymmetrically into spaces where traditional loudspeakers can't go. The EdgeMax series delivers the coverage patterns, high SPL, and frequency response of larger surface-mount loudspeakers but with a clean visual aesthetic.

Patented PhaseGuide® technology directs sound asymmetrically into the room, creating coverage found in no other loudspeaker. Choose purpose-built horizontal coverage—90 degrees for corner placement or a wider 180 degrees—ideal for both near-field and wide coverage. The result: amazing performance, directionality, and voice intelligibility that puts the EdgeMax family in a class by itself.

EdgeMax loudspeakers can be installed at the room's perimeter while still projecting sound inward for room-filling coverage. This means fewer units required compared to typical loudspeakers. And when installed near a wall, boundary loading delivers impressive bass impact.

The original EdgeMax models feature a deeper 9-inch (23-centimeter) backcan and 75-degree vertical coverage angle to deliver bold full-range sound and a higher SPL. The EdgeMax LP models feature a shallow 4-inch (10-centimeter) backcan and wider 80-degree vertical coverage angle for spaces with above-ceiling limitations and tighter clearances. Integrators can "mix and match" these models, particularly in challenging installations with varying dimensions and obstructions.

Key Features

Patented PhaseGuide technology evenly distributes sound throughout the space to ensure all listeners enjoy the same experience—regardless of their location

High-frequency compression driver and high-excursion woofer for exceptional audio quality and power

In-ceiling installation for minimum visual impact, with fewer units required to deliver uniform sound

Low-profile, lightweight backcan measuring only 4 inches (10 centimeters) in depth, allowing for easier installation and use in more ceiling constructions.

In-ceiling mounting near room edges and corners (80° vertical coverage and 180° horizontal coverage)

Wall-boundary loading for greater bass response and performance

2-way passive crossover with bypassable 70/100V transformer

Consistent voicing across the EdgeMax family

QuickHold spring-loaded mounting system for easy installs

Magnetically attached grille for quick access to wiring and tap settings

UL 62368 and UL 2043 safety standard compliance

Specifications are subject to change. For additional specifications and application information, please visit [BoseProfessional.com](#), 10/2024.

[BoseProfessional.com](#) 1 OF 7



TECHNICAL DATA

EdgeMax EM90-LP

proprietary directional loudspeaker

Product Overview

Bose Professional's EdgeMax series combines high-fidelity sound with unique directionality to break free of the limitations of the in-ceiling loudspeaker category. Think of EdgeMax as your "secret weapon" for directing powerful, full-range audio into rooms demanding a different approach. It sounds like a surface-mount loudspeaker, looks like an in-ceiling loudspeaker, and directs sound asymmetrically into spaces where traditional loudspeakers can't go. The EdgeMax series delivers the coverage patterns, high SPL, and frequency response of larger surface-mount loudspeakers but with a clean visual aesthetic.

Patented PhaseGuide® technology directs sound asymmetrically into the room, creating coverage found in no other loudspeaker. Choose purpose-built horizontal coverage—90 degrees for corner placement or a wider 180 degrees—ideal for both near-field and wide coverage. The result: amazing performance, directionality, and voice intelligibility that puts the EdgeMax family in a class by itself.

EdgeMax loudspeakers can be installed at the room's perimeter while still projecting sound inward for room-filling coverage. This means fewer units required compared to typical loudspeakers. And when installed near a wall, boundary-loading delivers impressive bass impact.

The original EdgeMax models feature a deeper 9-inch (23-centimeter) backcan and 75-degree vertical coverage angle to deliver bold full-range sound and a higher SPL. The EdgeMax LP models feature a shallow 4-inch (10-centimeter) backcan and wider 80-degree vertical coverage angle for spaces with above-ceiling limitations and tighter clearances. Integrators can "mix and match" these models, particularly in challenging installations with varying dimensions and obstructions.

Key Features

Patented PhaseGuide technology evenly distributes sound throughout the space to ensure all listeners enjoy the same experience—regardless of their location

High-frequency compression driver and high-excursion woofer for exceptional audio quality and power

In-ceiling installation for minimum visual impact, with fewer units required to deliver uniform sound

Low-profile, lightweight backcan measuring only 4 inches (10 centimeters) in depth, allowing for easier installation and use in more ceiling constructions.

In-ceiling mounting near room edges and corners (80° vertical coverage and 90° horizontal coverage)

Wall-boundary loading for greater bass response and performance

2-way passive crossover with bypassable 70/100V transformer

Consistent voicing across the EdgeMax family

QuickHold spring-loaded mounting system for easy installs

Magnetically attached grille for quick access to wiring and tap settings

UL 62368 and UL 2043 safety standard compliance

Specifications are subject to change. For additional specifications and application information, please visit [BoseProfessional.com](#), 10/2024.

[BoseProfessional.com](#) 1 OF 7



Applications

- Conference rooms, halls, atriums & cafeterias
- Hospitality spaces with low ceiling clearance
- Restaurants
- Retail
- Retrofits with unknown ceiling clearance

Press Release
For external use.

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High Performance Meets Stealth Design - Bose Professional Announces Global Availability of EdgeMax LP

FRAMINGHAM, Mass. - November 4, 2024 - [Bose Professional](#), developer of world-class audio experiences designed to transform any space, announced the global availability of [EdgeMax EM90-LP](#) and [EM180-LP](#), expanding the [EdgeMax line](#) of category-redefining, directional loudspeakers. The LP models bring EdgeMax sound and asymmetrical coverage to smaller, challenging spaces and work together with the EdgeMax loudspeakers to deliver consistent high-quality audio across projects where specifications and conditions vary.

The new EdgeMax LP loudspeakers have a 4-inch driver that is 60% shallower than the original models, which makes them the LP ideal for rooms with above-ceiling limitations and clearances. The new EdgeMax LP models also feature a vertical coverage angle that is ideal for classrooms and workspaces with lower ceilings.

“When we released in 2017, EdgeMax redefined the in-ceiling speaker category by doing the seemingly impossible,” said [Chris Burt](#), Director of Product at Bose Professional. “We combined the power, technology and brute force of a big, in-ceiling speaker into a discreet, elegant ceiling-mount speaker. These new LP models, with their shallow backcans and asymmetrical coverage, provide installers and designers the freedom and flexibility to choose the model types that best suit their specific needs, all while delivering the consistent, legendary power EdgeMax is renowned for across their entire project.”

Large, busy rooms with higher-SPL needs, such as fitness centers, restaurants, and bars will still benefit from the powerful, deeper cans of the [original EdgeMax loudspeakers](#). The

Top Features Why EdgeMax EdgeMax Family Testimonials Contact Us

Surface-mount performance meets stealth-mode design


Bose Professional's EdgeMax series is your "secret weapon" for directing powerful, full-range audio into rooms demanding a different approach. It sounds like a surface-mount loudspeaker, looks like an in-ceiling loudspeaker, and directs sound asymmetrically into spaces where traditional loudspeakers can't go.




EDGE MAX LP SERIES
The best solution.
The Best of Show.

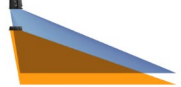
EdgeMax sounds like a surface-mount loudspeaker, looks like an in-ceiling loudspeaker, and directs sound asymmetrically into spaces where traditional loudspeakers can't go. Think of them as your "secret weapon" for directing powerful, full-range audio into spaces demanding a different approach.


What Sets EdgeMax Loudspeakers Apart?



Installation Along Room Edges and Corners
EdgeMax loudspeakers can be installed in room corners and along ceiling edges, directing sound inward for even filling coverage. Each model is designed to provide horizontal coverage - 90 degrees for correct placement in a wide 90-degree corner.


Vertical Coverage Angle Options
Larger rooms with higher ceilings benefit from the powerful, direct 8-degree beamwidth and 20-degree vertical coverage angle of the original EdgeMax. New LP models feature an 85-degree vertical coverage angle, ideal for rooms with lower ceilings, and their ability to tilt can be ideal for spaces with obstructions and tighter clearances.





Full Frequency Response and High SPL
The high-frequency compression driver and high excursion woofer deliver exceptional audio quality and dynamic range, resulting in superior performance and greater bass response.



Proprietary Directional Technology
EdgeMax uses patented DirectBeam audio technology to direct powerful sound asymmetrically from the room's edges to the center, delivering high-fidelity sound with unique directivity.



EdgeMax Solutions Page

Link to:
[EdgeMax Directional Loudspeakers](#)

EdgeMax Customer Testimonials





Bring big sound to smaller spaces with new EdgeMax LP




Why Choose EdgeMax for Your Commercial Space?


EdgeMax loudspeakers are designed to deliver exceptional audio quality and dynamic range, resulting in superior performance and greater bass response. The high-frequency compression driver and high excursion woofer deliver exceptional audio quality and dynamic range, resulting in superior performance and greater bass response.




EDGE MAX 6000 LP Series




EDGE MAX 4000 LP Series




EDGE MAX 2000 LP Series



EDGE MAX 6000 LP Series



EDGE MAX 4000 LP Series




EDGE MAX 2000 LP Series

EdgeMax LP Product Pages

Links to:


[EdgeMax EM90-LP](#)
[EdgeMax EM180-LP](#)



**EdgeMax EM90-LP
loudspeaker**

EM90-LP | EdgeMax

TECHNICAL INFO



**EdgeMax EM180-LP
loudspeaker**

EM180-LP | EdgeMax

TECHNICAL INFO

PRODUCT CODES

891455-0200 EDGEMAX EM90-LP IN
CEILING LDSPKR WHT

EdgeMax EM90-LP Loudspeaker

PRODUCT CODES

891454-0200 EDGEMAX EM180-LP IN
CEILING LDSPKR WHT

EdgeMax EM90-LP Loudspeaker

FEATURES

- Patented PhaseGuide technology distributes sound asymmetrically throughout the space to ensure all listeners enjoy the same experience—regardless of their location
- In-ceiling installation for minimum visual impact, with fewer units required to deliver uniform sound
- High-frequency compression driver and high-excursion woofer for exceptional audio quality and power
- In-ceiling mounting along room edges and corners, purpose-built for specific horizontal coverage—90 degrees for corner placement or a wider 180 degrees—ideal for near-field and wide coverage
- Wall-boundary loading for greater bass response and performance
- 2-way passive crossover with bypassable 70/100V transformer
- Consistent voicing across the EdgeMax family
- QuickHold spring-loaded mounting system for easy installs
- Magnetically attached grille for quick access to wiring and tap settings
- Shallow 4-inch (10 cm) backcan height for rooms with above-ceiling limitations and tighter clearances
- 80-degree vertical coverage angle for use in rooms with lower ceilings
- UL 62368 and UL 2043 safety standard compliance

Applications

Designed for a wide range of applications, including:

- Conference rooms, halls, atriums & cafeterias
- Hospitality spaces with low ceiling clearance
- Restaurants
- Retail
- Retrofits with unknown ceiling clearance

Surface-mount performance sound meets stealth-mode design.

EdgeMax loudspeakers combine bold surface-mount performance with stealthy design to shatter the limitations of traditional in-ceiling loudspeakers. Patented PhaseGuide® technology enables EdgeMax loudspeakers to project powerful, focused sound asymmetrically from the room's edges to the center.

New EdgeMax LP models feature an 80-degree vertical coverage angle for use in rooms with lower ceilings, and their shallow 4-inch backcan is ideal for spaces with above-ceiling limitations and tighter clearances. Larger rooms with higher SPL needs benefit from the powerful, deeper 9-inch cans and 75-degree vertical coverage of the original EdgeMax models.

EdgeMax models are purpose-built to provide specific horizontal coverage. The EM180-LP's 180-degree horizontal coverage angle makes it ideal for placement along the ceiling edge. It provides a wide and consistent sound pattern optimized for near-field applications and room-filling coverage.

Integrators can "mix and match" original EdgeMax and new LP loudspeakers, particularly in challenging installations with varying space dimensions and above-ceiling obstructions.

EdgeMax Comparison Chart

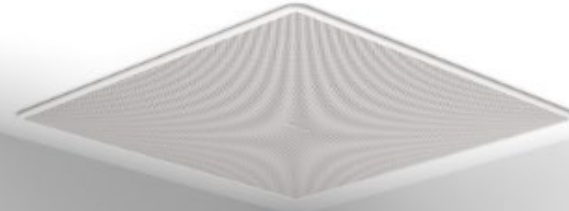
	EM90 / EM180	EM90-LP / EM180-LP
Horizontal coverage	90° / 180°	90° / 180°
Vertical coverage	75° asymmetrical	80° asymmetrical
Backcan height	24 cm (9.5 in)	10 cm (4 in)
Weight	10 kg (22 lb)	7.5 kg (16.5 lb)
Recommended ceiling height	2.7-6.1 m (9-20 ft) or higher	2.4-3.7 m (8-12 ft)
Recommended applications	High-SPL applications, like: <ul style="list-style-type: none"> Bars & restaurants Fitness clubs Hospitality Houses of worship Performance spaces Commercial spaces 	Lower-SPL / background music applications, like: <ul style="list-style-type: none"> Conference rooms, halls, atriums & cafeterias Hospitality spaces with low ceiling clearance Restaurants Retail Retrofits with unknown ceiling clearance

Print Ad
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Surface-mount performance meets stealth-mode design.

EdgeMax proprietary directional loudspeakers



EM90

EM180

EM180-LP

EM90-LP

EdgeMax loudspeakers combine surface-mount performance with stealthy design to shatter the limitations of traditional in-ceiling loudspeakers.

Featuring patented PhaseGuide® technology, EdgeMax loudspeakers project powerful, focused sound asymmetrically from the room's edges to the center. EdgeMax sounds like a surface-mount loudspeaker, looks like an in-ceiling loudspeaker, and directs sound into spaces where traditional loudspeakers can't go.

Plus, new low-profile LP models make the perfect addition to the EdgeMax family, allowing integrators to bring big EdgeMax sound to smaller and more challenging spaces.

Learn more at BoseProfessional.com

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Sell Sheet

DOWNLOAD



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Surface-mount performance meets stealth-mode design.

EM90 EM180 EM90-LP EM180-LP

EdgeMax proprietary directional loudspeakers

Break free of the limitations of the in-ceiling loudspeaker category with Bose Professional's EdgeMax series. EdgeMax loudspeakers combine high-fidelity sound with unique directionality to deliver the coverage patterns, high SPL, and frequency response of larger surface-mount loudspeakers—but with a clean visual aesthetic.

Plus, our new LP models deliver amazing EdgeMax sound in a smaller, low-profile package for easier install and more design possibilities.

Room-filling sound with hidden directionality.

The EdgeMax series features patented PhaseGuide® technology that directs sound asymmetrically into the room to deliver amazing performance, directionality, and voice intelligibility that puts the family in a class by itself. EdgeMax sounds like a surface-mount loudspeaker, looks like an in-ceiling loudspeaker, and directs sound asymmetrically into spaces where traditional loudspeakers can't go.

Bring big sound to smaller spaces with new EdgeMax LP.

With a shallow backcan height of just 4 inches (10 cm) and lighter weight, our new EdgeMax LP loudspeakers are easier to install and suited for more projects, such as rooms with above-ceiling limitations. These low-profile versions also feature an 80-degree vertical coverage angle for use in rooms that have lower ceilings, such as conferencing applications.

PhaseGuide technology
Patented PhaseGuide technology evenly distributes sound asymmetrically throughout the space to ensure all listeners enjoy the same experience—regardless of their location.

Powerful two-way sound
High frequency compression driver and high excursion woofer for exceptional audio quality and power. Wall boundary loading provides greater bass response.

More sound. Fewer loudspeakers.
EdgeMax loudspeakers are engineered to be installed in corners and along ceiling edges, projecting sound inward for room-filling coverage. This means fewer units required compared to typical loudspeakers.


Coverage, vertical
Frequency range
Power handling AES (long-term, peak)
Safety compliance
Includes
Accessories
Indoor use only

75" (EM90/EM180), 80" (EM90-LP/EM180-LP)
45 - 20,000 Hz
150 W, 600 W
UL1480A, UL2043
Ceiling hole templates, installation guide, tile bridge, paint shield
Stack grille, rough-in pan for new construction, ceiling tile replacement accessory


Learn more at BoseProfessional.com

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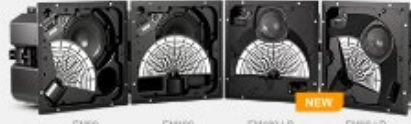


PROFESSIONAL




Surface-mount performance meets stealth-mode design.

NEW EdgeMax low-profile models



EM90 EM180 EM180-LP EM90-LP

EdgeMax loudspeakers combine bold surface-mount performance with stealthy design to shatter the limitations of traditional in-ceiling loudspeakers. Patented PhaseGuide® technology enables EdgeMax loudspeakers to project powerful, focused sound asymmetrically from the room's edges to the center.



New EdgeMax LP models feature an 80-degree vertical coverage angle for use in rooms with lower ceilings, and their shallow 4-inch backcan is ideal for spaces with above-ceiling limitations and tighter clearances. Larger rooms with higher-SPL needs benefit from the powerful, deeper 9-inch cans and 75-degree vertical coverage of the original EdgeMax models.

EM90-LP/EM180-LP-SPECIFIC FEATURES

- Shallow 4-inch (10 cm) backcan** height for rooms with above-ceiling limitations and tighter clearances
- 80-degree vertical coverage angle** for use in rooms with lower ceilings
- UL 62368 and UL 2043 safety standard compliance

[LEARN MORE](#)

[BoseProfessional.com](#)

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Please link the email signature graphic to this URL:

https://www.boseprofessional.com/solutions/edgemax-proprietary-directional-loudspeakers?utm_campaign=edgemax%20lp%20launch&utm_medium=email&utm_source=internal%20landing%20page&utm_term=awareness&utm_content=edgemax%20lp%20launch&utm_geography=global&utm_product=edgemax_lp

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NEW EdgeMax
low-profile models

**Surface-mount performance
meets stealth-mode design.**

NEW

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NEW EdgeMax low-profile models

**Surface-mount performance
meets stealth-mode design.**

NEW

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NEW EdgeMax low-profile models

**Surface-mount performance
meets stealth-mode design.**

NEW

LEARN MORE

EdgeMax LP Overview Video

Public-facing video for use on our website and our partners' sites.

Updated since InfoComm 2024 demo



Introducing
new low-profile models

[YOUTUBE LINK](#)

EdgeMax Tech Video

Public-facing video for use on our YouTube page and social media.

Updated since InfoComm 2024 demo



[YOUTUBE LINK](#)

EdgeMax John Reed Testimonial Video

Public-facing video for use on our website,
YouTube page, and social media.

Updated since InfoComm 2024 demo



[YOUTUBE LINK](#)

Digital Marketing Objectives

01 | WEBSITE

- Drive product awareness through a high-impact landing page
- Enhance user engagement with interactive content
- Offer opportunities for prospects to become leads and learn more about the product for their project.
- Dedicated EdgeMax Family Form for better follow-up

02 | PAID MEDIA

- Maximize visibility with targeted search and social ads to key audiences
- Engage users into the funnel with Top and Middle stages of the funnel
- Retarget engaged visitors of our web page(s) and videos with Case Study content

03 | SEO

- Improve organic search rankings for relevant product keywords.
- Use case study and Insight articles to capture and address search intent
- Build backlinks and domain authority for long-term visibility

Paid Media Strategy

CAMPAIGN RUN DATES:

01/02/25 → 03/30/25

KEY REGIONS:

Americas

- USA 40%
- Canada 2.5%
- LATAM 7.5%

EMEA

- UK 15%
- FR 15%
- DE 20%

Objective: Drive brand awareness, website traffic, and product engagement to amplify the reach of the EdgeMax family of loudspeakers while introducing the new low-profile models to targeted AV/IT commercial systems integrators and end-users in key industries such as retail, hospitality, fitness centers, and more.

Paid Search Campaigns: We will deploy targeted Google Ads campaigns using high-intent keywords with industry-specific search queries to drive qualified traffic to our landing page.

Paid Social Campaigns: Paid social on LinkedIn and Meta will engage our target audience through dynamic and visually rich ads showcasing real-life applications of the EdgeMax family. Carousel ads and video formats will highlight product versatility, with retargeting tactics designed to engage and nurture prospects through the funnel.

Social Media Assets

Get access to the latest promotional social assets and copy to share with your connections and partners.

Includes video clips, image files, hashtags, and more!

[DOWNLOAD](#)



FILL THE ROOM WITH SOUND, NOT BULKY LOUDSPEAKERS.

EdgeMax
Asymmetrical directional loudspeakers

NEW

See the new low-profile models

A GYM WITH NO HEADPHONES?

See how John Reed Fitness pumps up the volume with **EdgeMax**

WATCH VIDEO

JUST DON'T SEE IT.

NEW

Discover EdgeMax
Surface-mount performance meets stealth-mode design

SEE THE NEW LOW PROFILE MODELS

Meet us at the corner of **performance** and **design**.

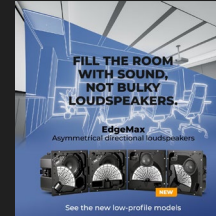
EdgeMax
Asymmetrical directional loudspeakers

NEW

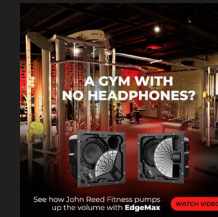
BOOK A FREE CONSULTATION



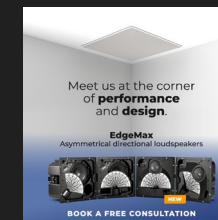
EdgeMax Family
Awareness Carousel



EdgeMax Family
Social Graphic



EdgeMax Family
Use Case Study



EdgeMax Family
Act Now CTA Ad



Social Media Campaign Plan

Some assets with associated campaign funnel.

Organic Social Media Calendar

SCHEDULED POSTS:

- Nov 01 - EdgeMax Family Social Graphic
- Nov 01 - EdgeMax LP Overview Video
- Nov 04 - EdgeMax LP Press Release Post
- Nov 04 - EdgeMax Family Carousel
- Nov 05 - EdgeMax Tech Video
- Nov 06 - EdgeMax at John Reed Testimonial Video
- Nov 07 - EdgeMax Family Use Case Study Graphic
- Nov 08 - EdgeMax Family CTA Ad

COMING SOON:

- EdgeMax Social Animation Videos

TOF EDGEMAX FAMILY SOCIAL GRAPHIC

[CAPTION]

EdgeMax loudspeakers combine surface-mount performance with stealthy design to shatter the limitations of traditional in-ceiling loudspeakers.

Learn more about the growing family of EdgeMax loudspeakers including new low-profile EdgeMax LP models here: [\[LINK\]](#)

#BoseProfessional #EdgeMax #Loudspeakers
#ProAudio #AudioInnovation #SoundDesign

[NEWS FEED]

FILL THE ROOM WITH SOUND, NOT BULKY LOUDSPEAKERS.

EdgeMax
Asymmetrical directional loudspeakers



See the new low-profile models

Going where traditional loudspeakers cannot. [LEARN MORE](#)

Surface-mount performance sound meets stealth-mode design.

[STORIES]

FILL THE ROOM WITH SOUND, NOT BULKY LOUDSPEAKERS.

EdgeMax
Asymmetrical directional loudspeakers



See the new low-profile models

[LEARN MORE](#)

[SHARED TO]



PUBLISH DATE: 11/04/24

[SEE THE FULL PLAN](#)

NOTE: These posts will also receive a boost from paid media in January to increase their reach and engagement, extending their shelf-life beyond the day they are published.

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