

# SONOS

SONOS is yet another American business success story. Although born in Silicon Valley, this one didn't start in a garage. And unlike so many failed Silicon Valley startups in the ultra competitive consumer electronics industry, this one succeeded.

Today, SONOS, has sold millions of its products and for good reasons: their product is modestly priced and is a snap to install.

SONOS offers the ability to do three things easily and affordably: **STREAM** music wirelessly through the home to SONOS speakers, **CONNECT** your home stereo wirelessly to your music library on a network or hard drive, and lastly, **CONTROL** your music media and sources wirelessly from any smartphone, tablet or computer.



# SONOS

## VISION

SONOS was created in 2003 and led by two men, John McFarlane and Tom Cullen. Perhaps during that time, their creative vision was fueled by the digital music management implemented by the rogue company, Napster, and the meteoric growth of Cisco.

It's obvious they saw the power of IP communications in the workplace and the potential of WiFi in the home. Their shared vision was SONOS, a music solution that made music playing across the home network as easy as making toast.



Tom Cullen, co-founder, SONOS

*"We wanted it to be like grabbing a CD off of a shelf and popping it into a player. It had to be that easy,"* said Cullen.

MacFarlane's vision was a digital streaming music solution. *"When the SONOS founders got together they saw two trends - digital music and wireless - and their vision in 2002 was that all music was going streaming,"* remarked Fiede Schillmoeller, Public Relations Director for SONOS.

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## SOLUTION

STREAM. CONNECT. CONTROL.



**STREAM.** Stream your music library from almost any source or hard drive to SONOS speakers - wirelessly.

**CONNECT.** Connect your home stereo to your music library on the internet or hard drive - wirelessly.

**CONTROL.** Control your music library with a playlist that lets you decide what music plays when & where - wirelessly.

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Access any music on earth - in any room - from one app.

Enjoy any music in any room

Easy to set up - start with any speaker

Expand your system to other rooms

Control your entire home listening experience from any smartphone, tablet or computer

Stream different music in different rooms in your home

Group rooms to play one song

The SONOS app comes with Tune-in Radio, and also works with the establishment: Rdio, Pandora, Spotify, Amazon Cloud Player, Rhapsody, SiriusXM, iHeart Radio, and more.



## CONTROL

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*SUB*

*PLAY: 5*

*BRIDGE  
CONNECT  
CONNECT AMP*

*PLAY: 3*

*PLAY: 1*

*PLAYBAR*

**PLAY: 1** - Small size, reasonable sound for size and price: \$199 each

**PLAY: 3** - Medium size, good sound and versatility: \$299 each

**PLAY: 5** - Large size, featuring stereo driver arrays in one cabinet: \$399

**PLAYBAR** - Sound bar for television and home stereo: \$699

**SUB** - Subwoofer: \$699

**BRIDGE** - Streams your music network wirelessly to a PLAY product, or if you're not inclined to hook the PLAY product directly to the network: \$49

**CONNECT** - Connects your music network to your existing home stereo: \$349

**CONNECT:AMP** - Connects your music network to your existing home stereo speakers. Includes 55 watt stereo amplifier: \$499

**PLAY** - Speaker products available in white or black

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## BRIDGE

You can hook up your PLAY products directly to your router and enjoy streaming music within minutes. What sets SONOS apart is the simplicity of initial setup and the ease of pairing speakers, like the PLAYBAR with the SUB. If you want to add additional PLAY speakers, use the BRIDGE.

The BRIDGE allows you to place the PLAY Series in a location that does not have a router or ethernet cable. The system is based on a wireless mesh network. The PLAY products and CONNECTs are mesh “nodes.” The products communicate across this network, through the separate nodes. By adding the BRIDGE and each PLAY product, you are extending your network within the home.



*SONOS BRIDGE*  
*\$49*

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## CONNECT

SONOS allows you to add your existing stereo system to your online and digital music library with the CONNECT. Or if you like - you can add the CONNECT:AMP, which allows you to stream music to any conventional wired speaker.



*SONOS CONNECT*  
*\$349*

With its own dedicated wireless system, SONOS lets you stream music to anywhere in the home with a solid infrastructure, simple setup and complete control of your home listening experience. You can keep adding a new bridge in each room or area, and into your router via Ethernet cable. Pressing the top buttons of each component adds it to the system.

"We did not want to rely on the router that was already installed, that's where the idea for our own wireless network came about," Schillmoeller explains. "It's called SONOSNet." The design team eventually hired Meiko Mieko Kusano, a designer for Phillips, who told them, "Usability is in the bones of the product, not the skin."

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## POINT | COUNTERPOINT

SONOS PLAYBAR  
\$649

### POINT.

SONOS is successful because it does three things very well: STREAM, CONNECT and CONTROL at an attractive price point. SONOS plays well with Apple or Android, you decide. Their speakers sound quite good, and appearance is nicely done. And of course, set up is a breeze.

### COUNTERPOINT.

SONOS speakers are *not wireless*. They are only speaker wireless, so you still have an AC wire to contend with. They don't currently make an outdoor speaker, and although they promote their speakers as "humidity resistant", we strongly advise against putting a 110 volt appliance in a high humidity area such as an outdoor deck or bathroom.

Yes, the PLAY series speakers are good sounding but not great sounding. The PLAY series speakers are not sonically competitive with similarly priced Paradigm or Martin Logan line of speakers, cabined or in-wall. But that is an unfair comparison, as the SONOS products are far easier to install in multiple zones.

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## BOTTOM LINE

SONOS offers installation solutions for rooms or areas that may be otherwise difficult to wire or where you're unwilling to invest in the cost or hassle of installing speaker wires, such as in a guest room, garage, or vacation home.

The CONNECT offers you the ability to wirelessly stream your music library across the home. Pair the CONNECT with a high quality DAC from MICROMEGA or MOON, and you have an affordable, networked wireless solution with a well designed controller app that runs on your tablet, smartphone, or computer. SONOS' control software provides full control of most media sources and your playlists, speakers and zones.

We believe SONOS is a great option for a simple music solution. All in all, SONOS offers an affordable, and very easy-to-use entry-point product for streaming music wirelessly throughout the home.

*Come in to see and hear all the latest in wireless home streaming technologies.*