

Bose Professional Previews Upcoming Brand Change

Global brand with over 50 years of innovative leadership to begin phased transition in early 2027

Boston, MA — June 17, 2026 — [Bose Professional](#), independent developer of world-class audio experiences designed to transform spaces, today unveiled a preview of its new global brand identity, [802 LABS](#), and shared plans for a phased transition beginning in February 2027. During the transition, Bose Professional customers and partners can expect continuity across products, support, service, and business relationships. The company will work closely with channel partners, affiliates, and customers ahead of the full transition to ensure a clear and coordinated rollout.

A name rooted in heritage

“We’re excited about this opportunity to define who we are for the future,” said John Maier, Chief Executive Officer of Bose Professional. “The 802 LABS identity is personal for our team because it connects directly to our history of innovation and engineering excellence. The original 802 loudspeaker changed the professional AV market when it launched in 1978 by bringing system-level thinking to sound reinforcement. And “LABS” reflects the experimentation, curiosity, and engineering discipline that have shaped Bose Professional from the start. Together, the name honors where we’ve been and gives us space to build what’s next.”

Built for the next chapter

Since becoming an independent company in 2023, Bose Professional has rebuilt the organization around the needs of integrators and system designers. New leadership expanded the existing engineering teams and

added new marketing, sales, and global systems capabilities, with a sharper focus on agility, stronger engineering, and faster product development. Over the past three years, the company has launched more than 25 new products, including the award-winning [EdgeMax](#) and [DesignMax Luna](#) loudspeakers and the [Veritas](#) smart mixer amplifier. It has also opened more than a dozen offices and experience centers worldwide, including its [new headquarters](#) in Boston.

How the transition will unfold

The move to 802 LABS will happen in phases. Bose Professional is offering an early look at key brand elements online at [802LABS.com](#) and at the 802 LABS Lounge during [InfoComm 2026](#), taking place June 17–19 in Las Vegas. No changes will take effect until early 2027, giving the company time to work closely with partners and affiliates to prepare for the new identity.

“Our vision is to raise expectations for what a pro audio company can be by putting people first and creating exceptional experiences,” Maier continued. “Building a new brand platform on a 50-year legacy gives us a chance to be clear about what sets us apart and what we stand for. As 802 LABS, our purpose is simple: make great sound effortless. This change is the next step in our journey, and we’re already hard at work on what comes next.”

About Bose Professional

[Bose Professional](#) is dedicated to transforming spaces with sound. Driven by the belief that innovation begins with exploration, our dedicated and passionate team combines deep expertise with a spirit of invention to create audio solutions that enhance performance and commercial environments. From hotels and restaurants to houses of worship, universities, and retail spaces, our systems deliver legendary performance and are seamless to design, install, and operate. For over 50 years, we’ve partnered with AV integrators, system designers, installers, and consultants around the world to build unforgettable audio experiences—and we’re just getting started.