

Bose Professional Acquires Fulcrum Acoustic

Acquisition expands Bose Professional's performance audio portfolio while preserving the Fulcrum brand, team and Massachusetts manufacturing operations

Boston, MA — August 5, 2026 — [Bose Professional](#), a leading provider of world-class audio solutions, today announced that it has acquired [Fulcrum Acoustic](#), a Massachusetts-based manufacturer of high-performance loudspeakers, amplifiers, and immersive audio systems. Fulcrum will continue operating under its own brand, with its products, customer support, service and partner relationships remaining unchanged. This marks Bose Professional's first acquisition since becoming an independent company following Transom Capital Group's purchase of the business in 2023.

A respected name in performance audio

Founded in 2008 by Stephen Siegel, Dave Gunness and Chris Alfiero, Fulcrum Acoustic builds loudspeakers around a distinctive engineering philosophy: treat digital signal processing as a core design ingredient from the start. That approach runs through a catalog of roughly 130 products — coaxial point-source designs, patented Passive Cardioid Technology, and the company's TQ processing.

Fulcrum's systems are trusted in some of the world's most demanding venues, including stadiums and arenas, performing arts centers, houses of worship, theaters and clubs. Recent installations include Houston's NRG Stadium and the Rose Bowl. Fulcrum products are designed and hand-built in Whitinsville, Massachusetts.

"We've admired Fulcrum for years — not just for its exceptional products, but for the way its team supports customers," said John Maier, Chief Executive Officer of Bose Professional. "The company has built one of the industry's strongest reputations through world-class engineering and an unwavering commitment to the people it serves. Our goal is to preserve what makes Fulcrum unique while providing the resources and global reach to help accelerate growth and bring its innovations to even more customers around the world."

Continuity for Fulcrum customers and partners

Fulcrum Acoustic continues under its own brand — with no change to the products and day-to-day operations. Product lines, specification resources, support, and channel relationships remain in place, and design and manufacturing continue in Whitinsville.

The acquisition combines Bose Professional's scale, resources and distribution network with the Fulcrum brand, creating opportunities to extend its reach into new markets worldwide. Fulcrum adds nearly two decades of expertise in performance audio, including immersive audio and active acoustics, while broadening Bose Professional's portfolio of solutions for performance and commercial environments.

"From our first conversations, it was clear Bose Professional understood what makes Fulcrum distinctive and why our approach resonates with customers," said Stephen Siegel, co-founder and president of Fulcrum. "Our customers choose Fulcrum for the engineering, the craftsmanship and the way we stand behind our work—and none of that changes. With Bose Professional's global reach and support, we can bring our work to more customers around the world at a much faster pace than we could on our own."

"I've spent my career finding ways to make loudspeakers work better," said Dave Gunness, co-founder of Fulcrum Acoustic. "This acquisition allows me to reconsider some pages of my notebooks that I couldn't reasonably pursue before. I can't wait to see what our team can accomplish, given a broader range of challenges and a worldwide market to serve."

As previously announced, Bose Professional will begin transitioning to the 802 LABS brand in February 2027. Fulcrum Acoustic will remain a distinct brand throughout the transition, and customers and partners can expect continuity across products, support, service, and business relationships.

Kirkland & Ellis LLP served as legal counsel to Bose Professional. Third Side Capital served as financial advisor to Fulcrum, and Mirick served as legal counsel.

For more information, visit boseprofessional.com and fulcrum-acoustic.com.

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. For more information, visit boseprofessional.com.

About Fulcrum Acoustic

Fulcrum Acoustic is an American manufacturer of high-performance professional loudspeakers, amplifiers, and immersive audio systems. Founded in 2008, the company designs and builds its products in Whitinsville, Massachusetts, pairing proprietary loudspeaker designs with digital signal processing engineered alongside them. Fulcrum products are installed in performance and commercial spaces worldwide, from stadiums and performing arts centers to houses of worship, theaters, and clubs. Learn more at fulcrum-acoustic.com.