

Bose Professional Releases Largest Most Powerful DesignMax Loudspeaker—the Coaxial Surface-Mount DM12SE

New DesignMax DM12SE delivers full-range performance and weatherized durability for premium commercial audio installations

Boston, Mass. – March 6, 2026 — [Bose Professional](#), developer of world-class audio experiences designed to transform any space, today announced the launch of the [DesignMax DM12SE](#), the largest and most powerful member of the acclaimed DesignMax loudspeaker family.

DM12SE combines the sleek [DesignMax](#) aesthetic with the power and durability demanded by performance spaces, retail stores, hospitality venues, and houses of worship. Built to perform indoors or out, DM12SE is a high-output loudspeaker designed to deliver room-filling bass and consistent 102° conical coverage.

At the heart of the DM12SE is a weather-treated 12-inch coaxial transducer that provides exceptional clarity and tonal balance. This point-source design physically aligns the HF and LF drivers, ensuring smooth frequency response and precise phase alignment across the entire coverage area. DM12SE introduces a more compact footprint and a clean, architectural loudspeaker form that integrates naturally into professional environments.

"This launch is a strategic expansion of our existing DesignMax family of surface-mount, in-ceiling, and pendant loudspeakers," explains John Maier, CEO of Bose Professional. "This new 12-inch model adds increased power to the sleek DesignMax aesthetic, and it's been brilliantly voiced to match the rest of the family. This gives our customers the options they need to design cohesive, mixed-model systems that deliver consistent, articulate audio on any project."

Designed for versatility, the weatherized loudspeaker includes a rugged, outdoor-ready metal pan/tilt bracket to ensure precise aiming and long-term stability, making it an ideal commercial audio solution for high-performance house of worship, performance venues, or outdoor patio applications. Integrators will benefit from factory-optimized tunings when pairing DM12SE with Bose Professional amplifiers and processors, ensuring exceptional performance right out of the box.

"DM12SE represents a new balance between output performance and modern aesthetic design in this category," says Shawn Watts, Vice President of Product.

“At its core, a high-output 12-inch driver delivers deep, punchy bass extension—often eliminating the need for a separate subwoofer—while providing impressive output and headroom. We engineered this versatile loudspeaker to look great in virtually any environment, combining a refined, contemporary aesthetic with rugged, weatherized construction that withstands the elements without sacrificing clarity, low-end impact, or the musicality that makes music feel dynamic and vocals sound natural.”

Available in black or white finishes, the DM12SE surface-mount loudspeaker is purpose-built for fixed installations where both performance and design must fit beautifully into the space. For further information on Bose Professional products, visit [BoseProfessional.com](https://www.bose.com/professional).

About Bose Professional

[Bose Professional](https://www.bose.com/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.