**Bose Professional’s Veritas Smart Mixer Amplifiers Focus on Sound and Simplicity**

*Veritas delivers high-quality sound, reliability and streamlined setup with DSP-optimized loudspeaker presets, ideal for business audio systems —all at a cost-effective price point.*

**HOPKINTON, Mass. – May 29, 2025** – Today, [Bose Professional](https://boseprofessional.com/?utm_campaign=fy26_veritas_press_release&utm_medium=owned_pr&utm_source=press_release&utm_term=awareness&utm_content=fy26_press_releases&utm_geography=global&utm_product=veritas) announced the global release of the award-winning [Veritas](https://boseprofessional.com/solutions/veritas-smart-mixer-amplifier-series?utm_campaign=fy26_veritas_press_release&utm_medium=owned_pr&utm_source=press_release&utm_term=awareness&utm_content=fy26_press_releases&utm_geography=global&utm_product=veritas) series of smart mixer amplifiers. Honored with two Best of Show awards at [ISE 2025](https://boseprofessional.com/ise-2025?utm_campaign=fy26_veritas_press_release&utm_medium=owned_pr&utm_source=press_release&utm_term=awareness&utm_content=fy26_press_releases&utm_geography=global&utm_product=veritas) Veritas amplifiers combine exceptional sound clarity and streamlined operation for superior background/foreground music, paging, and multimedia applications in small- to medium-sized commercial spaces.

“Veritas series smart mixer amplifiers were designed to maximize the combination of sound and simplicity,” said Shawn Watts, Director of Product Management, Bose Professional. “Veritas amplifiers combine high-fidelity amplification, simplified installation and modern OLED screens for intuitive control right out of the box. This makes Veritas a perfect match for small- to medium-sized installations in high-energy restaurants, retail centers, fitness clubs, bars, office spaces and public areas, where intelligible sound and simplicity of operation are critical.”

All Veritas amplifiers feature *Bluetooth* 5.0 connectivity, which offers greater range, lower latency, and more reliable streaming, and include an OLED screen incorporating an embedded QR code for self-guided setup. Scanning this code launches an easy-to-use webpage that walks users through the entire installation, setup, and *Bluetooth* connection process—designed to make it easy to get up and running, right out of the box.

"When we were designing Veritas, we wanted to strike the perfect balance between high-quality sound and smart design," said John Maier, CEO, Bose Professional. "Winning [Best New Audio Product](https://www.ravepubs.com/ise-2025-best-innovations-award-winners/) and [Best of Show](https://www.avnetwork.com/news/winners-announced-for-best-of-show-at-integrated-systems-europe-2025-for-av-technology) at ISE 2025 confirmed that we got it right. Veritas series of amplifiers are a rock-solid, great sounding solution specifically engineered for smaller installations, with just as much focus on ease of installation and set-up as sound quality."

The Veritas series is comprised of four models at launch: The half-rack-size Veritas 1100BH and Veritas 250BL, and the larger, more powerful Veritas 2160BH and Veritas 2160BL.

* Compact and powerful, the half-rack [Veritas 1100BH](https://boseprofessional.com/products/power-amplifiers/mixer-amps/veritas/veritas-1100bh?utm_campaign=fy26_veritas_press_release&utm_medium=owned_pr&utm_source=press_release&utm_term=awareness&utm_content=fy26_press_releases&utm_geography=global&utm_product=veritas) features a front-mounted XLR-and-¼-inch input for convenient mic or audio source connection. Designed for 70V/100V high-impedance systems, it’s perfect for smaller rooms, offices, and boutique shops.
* Similar in features to the 1100BH, the [Veritas 250BL](https://boseprofessional.com/products/power-amplifiers/mixer-amps/veritas/veritas-250bl?utm_campaign=fy26_veritas_press_release&utm_medium=owned_pr&utm_source=press_release&utm_term=awareness&utm_content=fy26_press_releases&utm_geography=global&utm_product=veritas) is the perfect choice for DIYers looking for a half-rack-size, professional-grade amplifier for low-impedance 4/8-ohm audio systems.
* For medium-sized 70V/100V distributed audio systems requiring more flexibility, the [Veritas 2160BH](https://boseprofessional.com/products/power-amplifiers/mixer-amps/veritas/veritas-2160bh?utm_campaign=fy26_veritas_press_release&utm_medium=owned_pr&utm_source=press_release&utm_term=awareness&utm_content=fy26_press_releases&utm_geography=global&utm_product=veritas) efficiently powers multiple zones with uncompromising clarity and performance and is ideal for hotels, retail, and multi-room installations.
* Similar in features to the 2160BH and for applications requiring more power in a low-impedance 4/8-ohm system, the [Veritas 2160BL](https://boseprofessional.com/products/power-amplifiers/mixer-amps/veritas/veritas-2160bl?utm_campaign=fy26_veritas_press_release&utm_medium=owned_pr&utm_source=press_release&utm_term=awareness&utm_content=fy26_press_releases&utm_geography=global&utm_product=veritas) delivers robust sound for larger rooms, restaurants, and performance spaces.

All models include a rear ControlCenter port, allowing easy connection to an optional Bose Professional analog wall controller for convenient volume adjustment. Mounting kits and other accessories are available to allow for discreet installation on a table, desk, counter, shelf or behind a television or monitor.

Veritas series smart mixer amplifiers are available worldwide. For more information about Bose Professional and its products, visit [BoseProfessional.com.](https://boseprofessional.com/?utm_campaign=fy26_veritas_press_release&utm_medium=owned_pr&utm_source=press_release&utm_term=awareness&utm_content=fy26_press_releases&utm_geography=global&utm_product=veritas)

**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.