**Passion Sounds Better: Bose Professional Showcases New Solutions and Previews Upcoming Releases at ISE 2025**

**HOPKINTON, Mass. – February 4, 2025 –** [Bose Professional](https://www.boseprofessional.com/?utm_campaign=fy25%20press%20releases&utm_medium=owned_pr&utm_source=press release&utm_term=awareness&utm_content=ise%202025%20press%20release&utm_geography=global), developer of world-class audio experiences designed to transform any space, will showcase a slate of new products and award-winning pro audio solutions at [Integrated Systems Europe (ISE) 2025](https://www.boseprofessional.com/ise-2025?utm_campaign=fy25%20press%20releases&utm_medium=owned_pr&utm_source=press release&utm_term=awareness&utm_content=ise%202025%20press%20release&utm_geography=global), the annual exhibition for the AV and systems integration industry at Fira de Barcelona from February 4–7, 2025, in Barcelona, Spain.

Bose Professional will present an entire ecosystem of loudspeakers, electronics, software, and services at ISE booth 3N200 in the Multi-Technology Hall, including an exclusive look at new high-performance loudspeakers and hardware coming later in the year. Product experts will conduct scheduled demonstrations every 30 minutes in a dedicated room within the booth.

ISE attendees will have the opportunity to experience [EdgeMax LP](https://www.boseprofessional.com/solutions/edgemax-proprietary-directional-loudspeakers?utm_campaign=fy25%20press%20releases&utm_medium=owned_pr&utm_source=press release&utm_term=awareness&utm_content=ise%202025%20press%20release&utm_geography=global&utm_product=edgemax) proprietary directional loudspeakers, which combine surface-mount performance with the form factor of an in-ceiling product. Also on display will be the new [AMU108-120](https://www.boseprofessional.com/products/loudspeakers/surface-mount/amu/arenamatch-amu108-120-compact-high-performance-loudspeaker?utm_campaign=fy25%20press%20releases&utm_medium=owned_pr&utm_source=press release&utm_term=awareness&utm_content=ise%202025%20press%20release&utm_geography=global&utm_product=amu_loudspeakers) and [AMU208-120](https://www.boseprofessional.com/products/loudspeakers/surface-mount/amu/arenamatch-amu208-120-compact-high-performance-loudspeaker?utm_campaign=fy25%20press%20releases&utm_medium=owned_pr&utm_source=press release&utm_term=awareness&utm_content=ise%202025%20press%20release&utm_geography=global&utm_product=arenamatch) loudspeakers, which deliver wide coverage, high output, exceptional vocal clarity, and rich musical depth for a range of applications.

Bose Professional will exhibit two additions to the [ControlSpace](https://www.boseprofessional.com/solutions/controlspace-ecosystem?utm_campaign=fy25%20press%20releases&utm_medium=owned_pr&utm_source=press release&utm_term=awareness&utm_content=ise%202025%20press%20release&utm_geography=global&utm_product=controlspace_ecosystem) audio management ecosystem: [ControlSpace Cloud](https://www.boseprofessional.com/solutions/cloud-promo?utm_campaign=fy25%20press%20releases&utm_medium=owned_pr&utm_source=press release&utm_term=awareness&utm_content=ise%202025%20press%20release&utm_geography=global&utm_product=controlspace%20cloud), a new cloud-based system monitoring service, and [ControlSpace Accelerator](https://www.boseprofessional.com/solutions/accelerator-promo?utm_campaign=fy25%20press%20releases&utm_medium=owned_pr&utm_source=press release&utm_term=awareness&utm_content=ise%202025%20press%20release&utm_geography=global&utm_product=controlspace%20accelerator), an automated setup tool which can provide a 5x time savings during system design.

New product previews at ISE 2025 include:

* The [Veritas Series](https://www.boseprofessional.com/ise-2025?utm_campaign=fy25%20press%20releases&utm_medium=owned_pr&utm_source=press release&utm_term=awareness&utm_content=ise%202025%20press%20release&utm_geography=global) of smart mixer amplifiers deliver professional sound quality, performance and control for background/ foreground music, paging and multimedia in small- to medium-sized commercial environments. Features include Bluetooth wireless input, and an intuitive OLED screen with quick-start QR code to simplify setup and control. Veritas amplifiers support source mixing, zone routing, and music muting, while remote wall control options maximize versatility and accessibility.
* Available in two-way 8" and 12" models, the [Lyric Series](https://www.boseprofessional.com/ise-2025?utm_campaign=fy25%20press%20releases&utm_medium=owned_pr&utm_source=press release&utm_term=awareness&utm_content=ise%202025%20press%20release&utm_geography=global) of coaxial loudspeakers features high-excursion drivers that incorporate Beamwidth Matching Waveguide technology for uniform 110° × 60° coverage across the frequency range. Lyric offers exceptionally high output from a compact enclosure, providing consistent sound and pinpoint accuracy, making it well-suited for a variety of high-impact installations, including corporate events, performance venues, and retail spaces.

“As a company, we are incredibly proud of our global team of professionals who bring their expertise, dedication, and passion to everything we do,” said Hans Vereecken, vice president of international sales. “Since becoming independent two years ago, Bose Professional has undergone a remarkable transformation, and the drive and passion of our employees makes all the difference when customers choose to work with us. Simply put, passion sounds better—and it is reflected in our commitment to delivering exceptional sound solutions every day.”

ISE is the largest and most comprehensive professional AV trade show in Europe, bringing together manufacturers, integrators, dealers, and end users from around the world to experience the latest technologies, products, and services. In 2024, ISE hosted over 1,400 exhibitors across eight halls and welcomed nearly 75,000 attendees.

For further information on Bose Professional products, visit [BoseProfessional.com](https://www.boseprofessional.com/?utm_campaign=fy25%20press%20releases&utm_medium=owned_pr&utm_source=press release&utm_term=awareness&utm_content=ise%202025%20press%20release&utm_geography=global).

**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.