

Bose Professional Expands Popular DesignMax Lineup with New High-Performance Solutions at ISE 2026

An exclusive preview of the DM12SE surface-mount loudspeaker leads a showcase of award-winning hardware and software tools

Boston, Mass. – February 3, 2026 — Bose Professional, developer of world-class audio experiences designed to transform any space, will showcase its comprehensive ecosystem of loudspeakers, electronics, and software at Integrated Systems Europe (ISE) 2026, Feb. 3–6, at Fira de Barcelona, Spain. Exhibiting at Booth 3E190 in Hall 3, the company will highlight new solutions that make it easy for integrators and designers to deliver exceptional sound for hospitality, retail, and performance venues worldwide.

Leading the product showcase is an exclusive preview of the DesignMax DM12SE 12-inch coaxial surface-mount loudspeaker. Combining high output, clear intelligibility, and the sleek aesthetic the DesignMax family is known for, DM12SE delivers full-range performance with deep bass and consistent 100° conical coverage. A refined architectural form factor supports elegant visual integration, while robust output and environmental protection ensure dependable performance across indoor and outdoor applications.

The exhibit also marks the ISE debut of the award-winning DesignMax Luna pendant loudspeaker. With a proprietary Ring Array configuration featuring eight 2" drivers and an integrated 8" woofer, DesignMax Luna delivers consistent 140° coverage and clear, balanced sound down to 40 Hz—minimizing speaker count while maximizing clarity, aesthetics, and sound quality.

Bose Professional experts will present new ControlSpace Designer features, highlighting upcoming FIR filter support and expanded ControlSpace Cloud integration with deeper telemetry, remote diagnostics, and secure proxy-based connectivity—enabling faster troubleshooting and remote system support without a VPN. In addition, the company's full lineup of portable systems will be on display, including S1 Pro, L1 Pro, and F1 solutions, which deliver the perfect balance of premium performance and practical portability.

“Our 50-year history of innovation is driven by conversations with our customers, and the DM12SE is a perfect example of that partnership in action,” said Hans Vereecken, vice president of international sales at Bose Professional. “Events like ISE give us the opportunity to show how we’re expanding our most popular lines to meet the real-world needs of designers. The new DesignMax loudspeakers combine high-output

performance with clean aesthetics, making it easier for our partners to deliver audio experiences that truly resonate.”

To provide a respite from the noise of the trade show floor, Bose Professional invites attendees to experience these innovations firsthand in a purpose-built, soundproof listening room within the booth. These scheduled demonstrations will feature integrated system configurations including Luna, Forum, EdgeMax, and FreeSpace loudspeakers, powered by Veritas smart mixer amplifiers and managed via the latest ControlSpace hardware and software.

For further information on Bose Professional products, visit BoseProfessional.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.