

DesignMax DM12SE

coaxial surface-mount loudspeaker

Product Overview

The Bose Professional DesignMax™ DM12SE is a weatherized, full-range, 12-inch coaxial surface-mount loudspeaker that delivers deep bass and consistent 102° conical coverage. Combining high output, clear intelligibility, and the sleek aesthetic the DesignMax family is known for, it delivers the flexibility integrators need for indoor or outdoor installations in performance, hospitality, worship, and retail spaces.



Key Features

12" coaxial transducer delivers clear, full-range sound with consistent 102° conical coverage

Weatherized, injection-molded enclosure for indoor and outdoor reliability

Deep bass response down to 38 Hz for powerful low-end performance

Coaxial point-source design ensures clarity and uniformity across the space

Rugged, outdoor-ready pan/tilt bracket enables fast installs, precise aiming, and long-term reliability

Factory-optimized tunings for Bose Professional amplifiers and processors

Available in black or white finishes matching the sleek DesignMax aesthetic

Applications

- Performance venues
- Houses of worship
- Hospitality spaces
- Fitness studios
- Retail stores
- Nightlife and bar areas
- Outdoor patios and courtyards
- Theaters and multipurpose rooms

Technical Specifications

SINGLE-LOUDSPEAKER PERFORMANCE		
Frequency Response (-3 dB) ¹	117 Hz – 20,000 Hz	
Frequency Range (-10 dB) ¹	38 Hz – 20,000 Hz	
Nominal Coverage (1–4 kHz)	102° conical	
AUDIO PERFORMANCE	AES Transducer Test ²	Bose Professional Extended-Lifecycle Test ³
Power Handling, Long-term Continuous	300 W	200 W
Power Handling, Peak	1200 W	800 W
Sensitivity (SPL / 1 W @ 1 m) ⁴	94 dB	94 dB
Calculated Maximum SPL @ 1 m, Continuous ⁵	119 dB	117 dB
Calculated Maximum SPL @ 1 m, Peak	125 dB	123 dB
Loudspeaker EQ	Not required. Bose Professional EQ voicing and SmartBass™ available.	
Recommended High-pass Protection	40 Hz with minimum 12-dB/octave filter	

For additional specifications and application information, visit BoseProfessional.com. Specifications are subject to change. 03/2026

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TRANSDUCERS	
Low Frequency	1 × 12.0-in (305 mm) woofer, weather-treated
High Frequency	1 × 1.4-in (36 mm) compression driver, 1.0-in (25 mm) exit, coaxial center-firing, weather-treated
Nominal Impedance	8 Ω
PHYSICAL	
Enclosure Material	Engineered plastics, injection-molded, UV fade-resistant
Grille	Perforated aluminum, powder-coated finish, tamper-resistant design, paintable
Logo	Rotatable
Colors	White (similar to RAL 9003), black (similar to RAL 9005), paintable
Environmental	Outdoors (IP55) or indoors
Certifications / Compliance	ETL & cETL certification under UL 1480A & CSA 22.2 No. 205-17, NFPA 70 & NFPA 90A, CE-compliant
Operating Temperature Range	-25 °C to 70 °C (-13 °F to 158 °F)
Connectors	4-pin Euroblock connector, mounted on rear panel. Accepts 18 AWG – 14 AWG (0.8 mm ² – 2.1 mm ²) wire. Includes input cover.
Suspension / Mounting	(2) M8 threaded inserts (top panel) (2) M8 threaded inserts (side panel) (6) M8 threaded inserts (rear panel, for surface-mount pan-and-tilt bracket, high & middle mounting locations) (2) M8 threaded inserts (rear panel, for pullback cable or safety cable)
Product Dimensions (length × width × depth)	485 mm × 407 mm × 406 mm (19.1 in × 16.0 in × 16.0 in)
Net Weight, Single Loudspeaker	16.9 kg (37.4 lb)
Package Contents	(1) DesignMax DM12SE, (1) pan-and-tilt bracket with mounting hardware, (1) input panel cover, (1) installation guide
PRODUCT CODES	
DesignMax DM12SE, black	A01114-0100 DESIGNMAX DM12SE SINGLE BLK
DesignMax DM12SE, white	A01114-0200 DESIGNMAX DM12SE SINGLE WHT

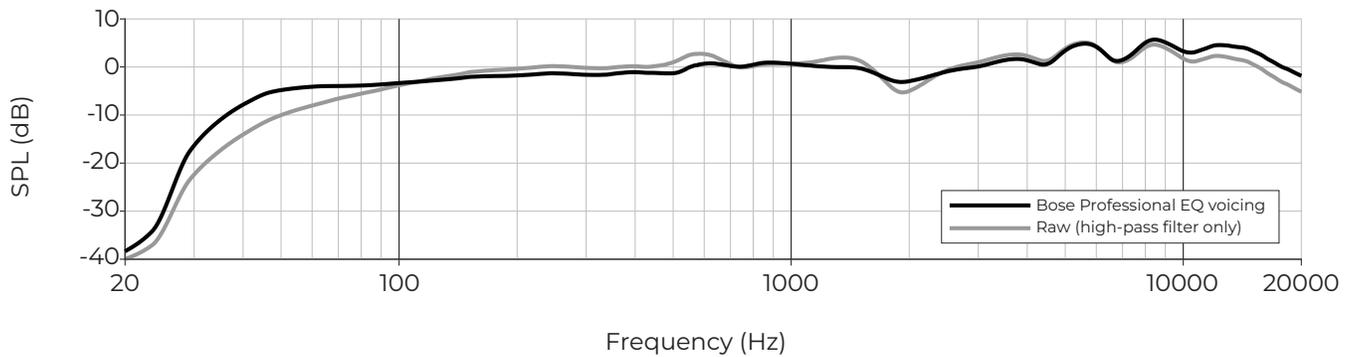
1. Frequency response and range measured on-axis with recommended EQ voicing using Klippel Near Field Scanner (NFS) system.
2. AES standard 2-hour duration with IEC system noise.
3. Bose Professional extended-lifecycle test using pink noise filtered to meet IEC 268-5, 6-dB crest factor, 1000-hour duration.
4. Sensitivity measured on-axis in whole-space environment averaged 100 Hz – 10 kHz using recommended high-pass protection.
5. Maximum SPL calculated from sensitivity and power handling specifications, exclusive of power compression.

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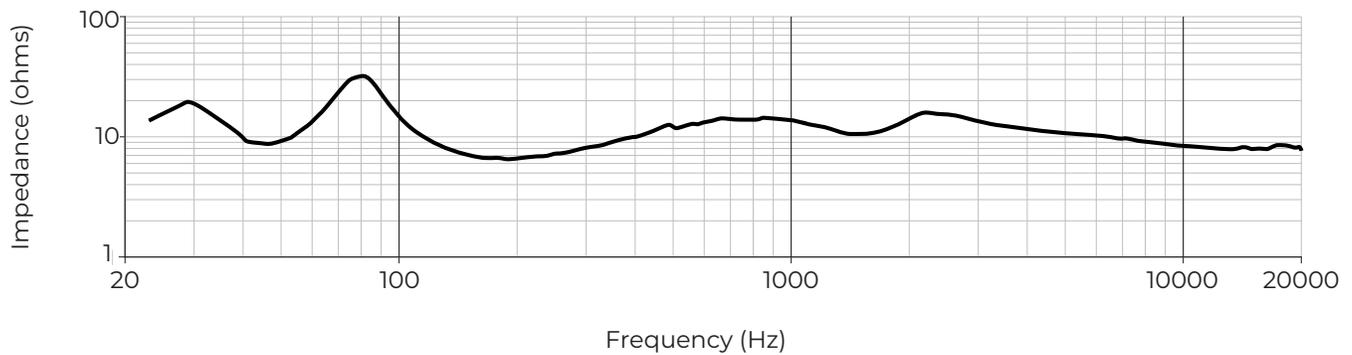
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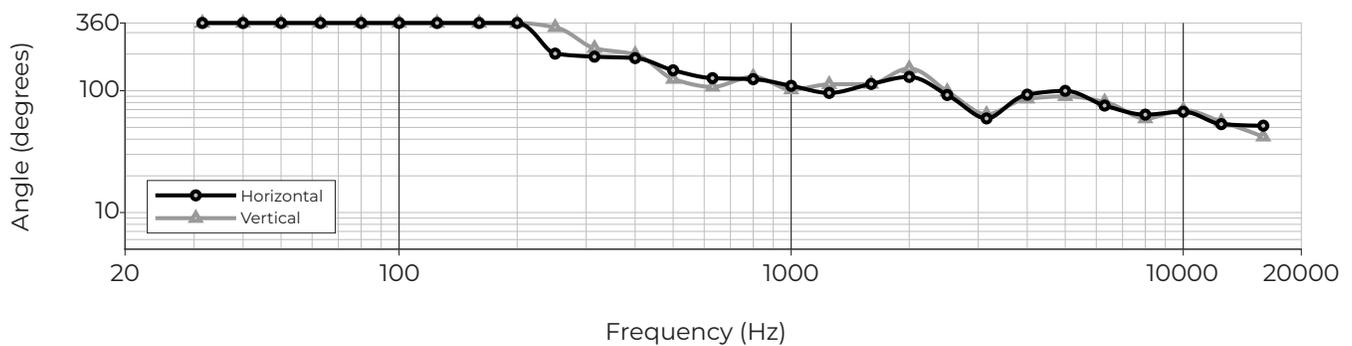
On-Axis Frequency Response⁶



Impedance



Beamwidth⁷



6. SPL axis displayed with 0 dB line referenced to full-range sensitivity.

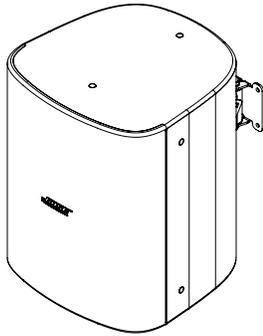
7. Measured in whole-space environment.

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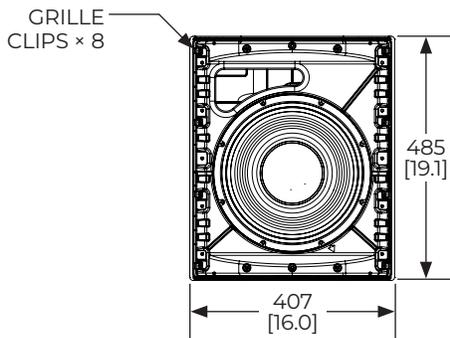
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Dimensions ⁸

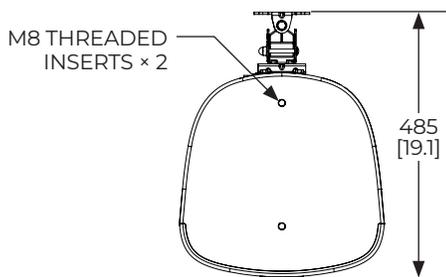


Front View

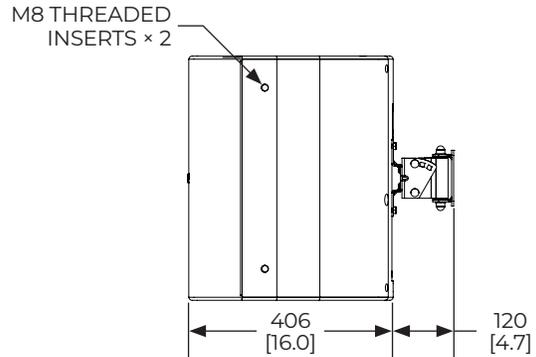
(without grille)



Top View

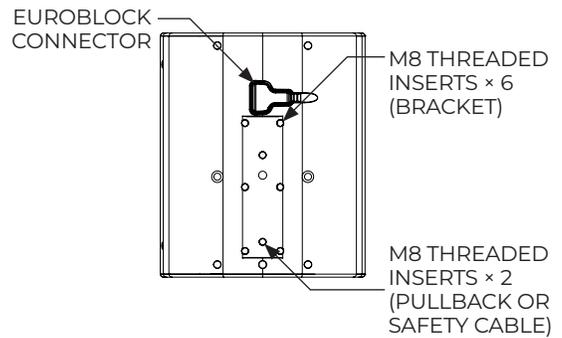


Right View ⁹

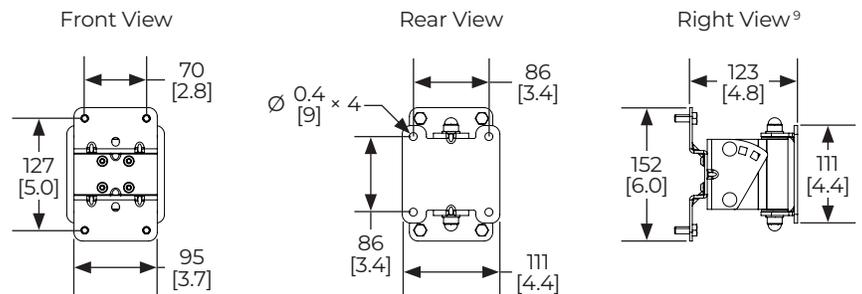


Rear View

(without bracket)



Bracket



8. Dimensions are shown in millimeters over inches.

9. Dimensions apply to both left and right sides.

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For additional specifications and application information, visit [BoseProfessional.com](https://www.boseprofessional.com). Specifications are subject to change. 03/2026