

Sonos Ace Ultra

Etail Directive Update
August 2026

1. Product messaging and image priorities

2. Product detail page overview

3. PDP content rich building blocks

- Brand banner
- 3rd party buying controls & content
- Primary product features
- Secondary product features
- Tertiary product features
- Home theater
- Contents & connection
- Related products

4. Amazon A+ building blocks

- At a Glance
- Secondary Benefits

Product messaging and image priorities

- For direction on email messaging, refer to the [Sonos Ace Ultra Email Copy](#) on MediaValet.

Sonos Ace Ultra - Black

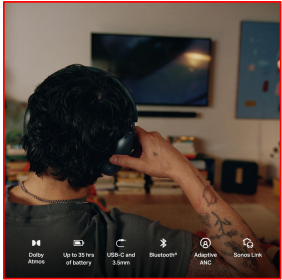
Text on image updated
8/11/2026



01

Cover Image

Non-negotiable.
Consistent across all
accounts and regions.



02

Carousel Alt Image

Maximize above-fold
education.



03

Solo Lifestyle

Show the product in use.



04

Carousel Alt Image

Maximize above-fold
education.



05

System Lifestyle

Show the product as part
of the Sonos system.

Carousel alternate images

Sonos Ace Ultra

PDP Video



[Link to MediaValet asset](#)

Product detail page overview

PDPs invite product discovery and drive brand affinity. They encourage the customer to explore further and give them the tools and details that make the path to purchase clear.

PDP priorities:

1. Provide full depth of knowledge about the product
2. Drive customers to add products to cart
3. Create expansion and cross-sell opportunities

Brand Banner

Introduces the Sonos brand

Primary Product Features

Introduces product at the highest level

Secondary Product Features

Explores product further and provides clarity on features and benefits

System

Deepens engagement with Sonos as a system and expansion benefits

Related Products

Encourages further browsing and exploration

Product suite

The following slides document the messaging guidelines for Etail PDPs. They are categorized by the quantity of content displayed on the page (rich or light).

The PDPs are created to mirror what is on Sonos.com but adjusted to make the information relevant for Etail.

All assets available on MediaValet.

Brand banner
3rd party buying
controls & content

Primary
product features

Secondary product
features

Sustainability

Comparison

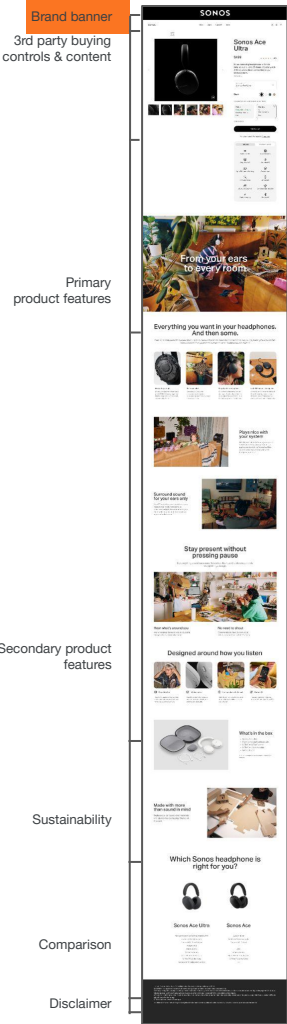
Disclaimer



Sonos Ace Ultra
PDP rich content
building blocks

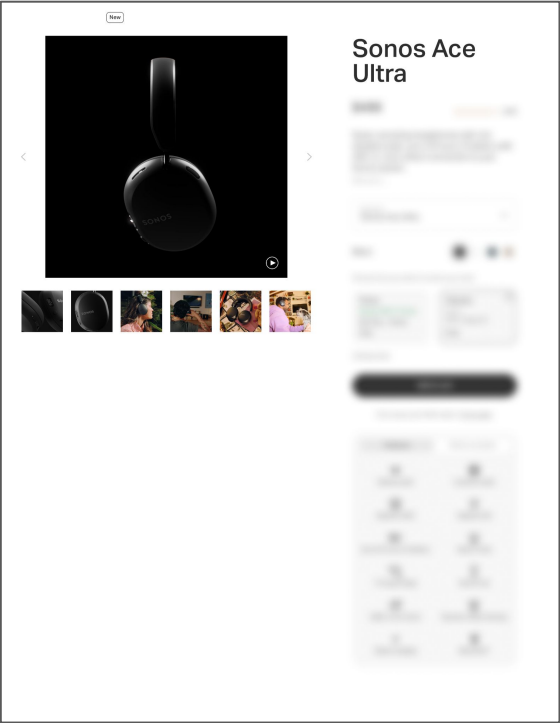
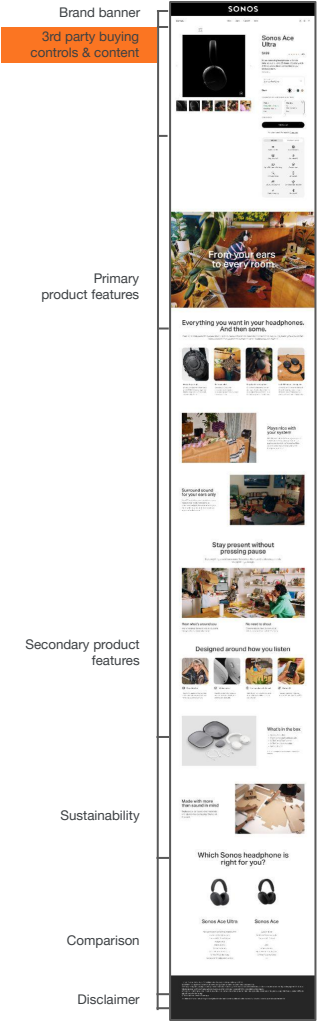
Brand banner

Our logo is our most valuable asset. It introduces the brand at the top of the page.



3rd party buying controls & content

All images and messaging available on MediaValet.



Primary product features

All images and messaging available on MediaValet.



Module 1

Everything you want in your headphones. And then some.

Detailed spatial sound from a new driver. Up to 2x more Active Noise Cancellation than Sonos Ace. All-day battery life and comfort.
And a connection to your Sonos system no other headphones can match.¹

Every note, just right
A Sonos-engineered driver tuned with GRAMMY-winning engineers delivers deeper bass, finer detail, and zero distortion.²

Noise, canceled
Adaptive ANC uses ten microphones to read your surroundings and filter unwanted noise in real time.

Forget you're wearing them
Plush foam seals softly around your ears. The headband and ear cups adjust for a perfect fit. Hour ten feels as good as minute one.

Up to 35 hours of listening time
With ANC on. Even more with it off. When the battery needs a boost, three minutes of charging gives you up to three hours of playback.³

Module 2

[Optional Motion Asset](#)

Brand banner
3rd party buying
controls & content

Primary
product features

Secondary product
features

Sustainability

Comparison

Disclaimer

A vertical scroll of various product images and text blocks. It includes a Sonos Ace headphone, a person wearing headphones, a comparison table, and a disclaimer. The scroll is part of a larger interface, likely a mobile app or website, showing different views and details of the product.

Secondary product features

All images and messaging available on MediaValet.



Plays nice with your system

One press sends whatever's playing on your speakers -- a playlist, movie, vinyl -- to Sonos Ace Ultra. Another press sends it back. No other headphones do this.*

Headphone linking is available in Early Access.

Module 3

Surround sound for your ears only

Send TV audio from your soundbar to your headphones -- Dolby Atmos and all. TrueCinema adapts the experience to your room, while dynamic head tracking keeps sound naturally in place.³



Module 4

Text updated on 8/11/2026

Stay present without pressing pause

Not everything around you is noise. Sonos Ace Ultra hears the difference and lets the right things through.



Hear what's around you

Aware mode lets the sound around you come through naturally, especially voices.

No need to shout

Sidetone lets you hear your own voice naturally on phone calls when ANC is on.

Module 5

Brand banner
3rd party buying controls & content

Primary product features

Secondary product features

Sustainability

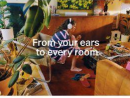
Comparison

Disclaimer



Sonos Ace Ultra

Everything you want in your headphones. And then some.



From your car to every room.

Everything you want in your headphones. And then some.



Plays nice with your system.

One press sends whatever's playing on your speakers -- a playlist, movie, vinyl -- to Sonos Ace Ultra. Another press sends it back. No other headphones do this.*



Stay present without pressing pause.

Not everything around you is noise. Sonos Ace Ultra hears the difference and lets the right things through.



Surround sound for your ears only.

Send TV audio from your soundbar to your headphones -- Dolby Atmos and all. TrueCinema adapts the experience to your room, while dynamic head tracking keeps sound naturally in place.³



Hear what's around you.

Aware mode lets the sound around you come through naturally, especially voices.



No need to shout.

Sidetone lets you hear your own voice naturally on phone calls when ANC is on.



Made with care for our planet.

Our products are made with recycled materials and are designed to last.



Which Sonos headphone is right for you?

Sonos Ace Ultra	Sonos Ace
Active Noise Cancellation	Active Noise Cancellation
Transparency Mode	Transparency Mode
Headphone Linking	Headphone Linking
TrueCinema	TrueCinema
Surround Sound	Surround Sound
Headphone Linking	Headphone Linking

Secondary product features

All images and messaging available on MediaValet.

Designed around how you listen

Wear detection
The music pauses when you take off the headphones and resumes when you put them back on.

Intuitive control
Use the Content Key to adjust volume, swap sound with your system, and take calls.

From one device to the next
Instantly go from watching a movie on your laptop to taking a call on your phone.*

Custom EQ
Fine-tune the bass, mids, and treble with 3-band or 8-band EQ.

Module 6

What's in the box

- Sonos Ace Ultra Travel case and cable pouch
- USB-C to USB-C cable
- USB-C to 3.5 mm cable
- Set Up Guide

USB-C PD compatible power adapter required for charging.

Module 7

Brand banner
3rd party buying controls & content

Primary product features

Secondary product features

Sustainability

Comparison

Disclaimer



Tertiary product features – Sustainability and comparison

All images and messaging available on MediaValet.

Made with more
than sound in mind

Replaceable parts, recycled materials,
and plastic-free packaging. That's just
the start.



Module 8

Which Sonos headphone is
right for you?



Sonos Ace Ultra

Next-generation Sonos-engineered driver
Spatial and lossless audio
Custom EQ - 3 and 8 Band
Adaptive EQ
Adaptive ANC
10 microphones
Up to 35 hours battery life
WiFi for headphone linking,
including TV Audio Swap

Sonos Ace

Custom driver
Spatial and lossless audio
Custom EQ - 2 Band
—
ANC
8 microphones
Up to 30 hours battery life
WiFi for TV Audio Swap
—

Module 9

Text updated on 8/11/2026

Brand banner
3rd party buying
controls & content

Primary
product features

Secondary product
features

Sustainability

Comparison

Disclaimer



Disclaimer

All images and messaging available on MediaValet.

Text updated on 8/11/2026

- 1. Up to 2x more Active Noise Cancellation than Sonos Ace at frequencies up to 65 Hz.
- 2. GRAMMY is a registered trademark of the Recording Academy. Used for identification purposes only.
- 3. Battery life depends on usage, settings, and environmental factors. Up to 35 hours with Active Noise Cancellation on at moderate volume. Rapid charging from 0% battery. Full charge in up to 3 hours. Charging Base requires a power connection and a USB-C/PD compatible power adapter.
- Headphone linking is an Early Access feature. It's opt-in, provided as-is, and subject to change and limitation during ongoing development. Requires a compatible Sonos speaker, WiFi, and setup through the Sonos app.
- 5. This feature requires the Sonos app.

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Disclaimer Module

Brand banner
3rd party buying
controls & content

Primary
product features

Secondary product
features

Sustainability

Comparison

Disclaimer



Sonos Ace Ultra

Amazon Content

Blocks

Amazon A+ Content

Amazon Below the Fold — Desktop



From your ears to every room

Noise-canceling headphones with rich, detailed audio, up to 36 hours of battery with ANC on, and a direct connection to your Sonos system.

- Sonos audio
- Amazon Alexa
- Siri and Google Assistant
- TV Audio Sync
- USB-C and 3.5mm
- Auto pairing

- Immersive
- Adaptive EQ
- 30 to 20,000 Hz
- 7% Audio Boost
- Adaptive EQ
- Bluetooth



Every note, just right

A Sonos-empowered driver, based on Amazon's proprietary technology, delivers rich, detailed audio, up to 36 hours of battery, and a direct connection to your Sonos system.

Noise, canceled

Adaptive ANC uses our advanced noise-canceling technology to cancel out background noise in real time.

Up to 36 hours of listening time

A Sonos-empowered driver, based on Amazon's proprietary technology, delivers rich, detailed audio, up to 36 hours of battery, and a direct connection to your Sonos system.



Plays nice with your system

With Alexa, you can use Amazon's proprietary technology to play music on Sonos, a compatible music streamer, or Sonos Arc. Or, you can use Amazon's proprietary technology to play music on Sonos headphones (sold separately).



Plays nice with your system

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Surround sound for your ears only

Send TV audio from your desktop to your headphones. Only when you're at the desk, the sound and bass tracking, sound adapts to your room and moves naturally with you.



Surround sound for your ears only

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Surround sound for your ears only

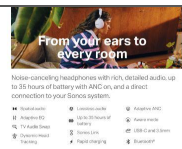
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Amazon Below the Fold — Mobile

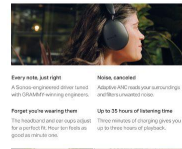


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- TV Audio Sync
- USB-C and 3.5mm
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- Adaptive EQ
- 30 to 20,000 Hz
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- Bluetooth



Every note, just right

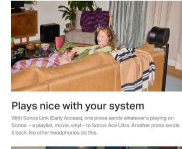
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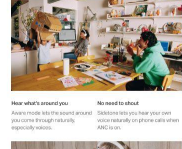
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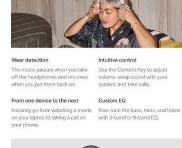
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Surround sound for your ears only

Send TV audio from your desktop to your headphones. Only when you're at the desk, the sound and bass tracking, sound adapts to your room and moves naturally with you.



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At a glance

The "At a Glance" module showcases high level product features and should be used on partner etail sites where content is light.

Text updated on 8/11/2026



From your ears to every room

Noise-canceling headphones with rich, detailed audio, up to 35 hours of battery with ANC on, and a direct connection to your Sonos system.

- Spatial audio
- Adaptive ANC
- Up to 35 hours of battery
- TV Audio Swap
- USB-C and 3.5mm
- Rapid charging

- Lossless audio
- Adaptive EQ
- Aware mode
- Headphone linking
- Dynamic Head Tracking
- Bluetooth®

Desktop Module



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- Bluetooth®

Mobile Module

Secondary Benefits

Every note, just right

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Noise, canceled

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Forget you're wearing them

Plush foam seals softly around your ears. The headband and ear cups adjust for a perfect fit. Hour ten feels as good as minute one.

Up to 35 hours of listening time

With ANC on. Even more with it off. When the battery needs a boost, three minutes of charging gives you up to three hours of playback.



Desktop

Every note, just right

A Sonos-engineered driver tuned with GRAMMY-winning engineers.

Noise, canceled

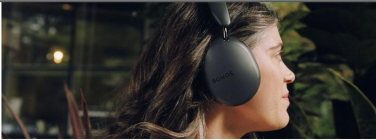
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Mobile



Plays nice with your system

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Headphone linking is available in Early Access.

Desktop



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Mobile

Text updated on 8/11/2026

Secondary Benefits

Surround sound for your ears only

Send TV audio from your soundbar to your headphones – Dolby Atmos and all. With TrueCinema and head tracking, sound adapts to your room and moves naturally with you.



Desktop

Surround sound for your ears only

Send TV audio from your soundbar to your headphones – Dolby Atmos and all. With TrueCinema and head tracking, sound adapts to your room and moves naturally with you.



Mobile



Hear what's around you

Aware mode lets the sound around you come through naturally, especially voices.

No need to shout

Sidetone lets you hear your own voice naturally on phone calls when ANC is on.

Desktop



Hear what's around you

Aware mode lets the sound around you come through naturally, especially voices.

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Mobile

Secondary Benefits

Wear detection

The music pauses when you take off the headphones and resumes when you put them back on.

Intuitive control

Use the Content Key to adjust volume, swap sound with your system, and take calls.

From one device to the next

Instantly go from watching a movie on your laptop to taking a call on your phone.

Custom EQ

Fine-tune the bass, mids, and treble with 3-band or 8-band EQ.



Desktop

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Mobile



What's in the box

- Sonos Ace Ultra
- Travel case and cable pouch
- USB-C to USB-C cable
- USB-C to 3.5 mm cable
- Set Up Guide

USB-C/PD compatible power adapter required for charging.

Desktop



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Mobile

SONOS