Sonos
Ace Ultra

Etail Directive Update
August 2026

Confidential SONOS

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Product messaging and image priorities

- For direction on etail messaging, refer to the **Sonos Ace Ultra Etail Copy** on MediaValet.

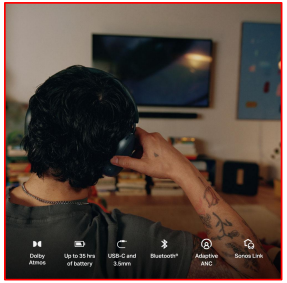
Sonos Ace Ultra - Black

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

SONOS Confidential

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

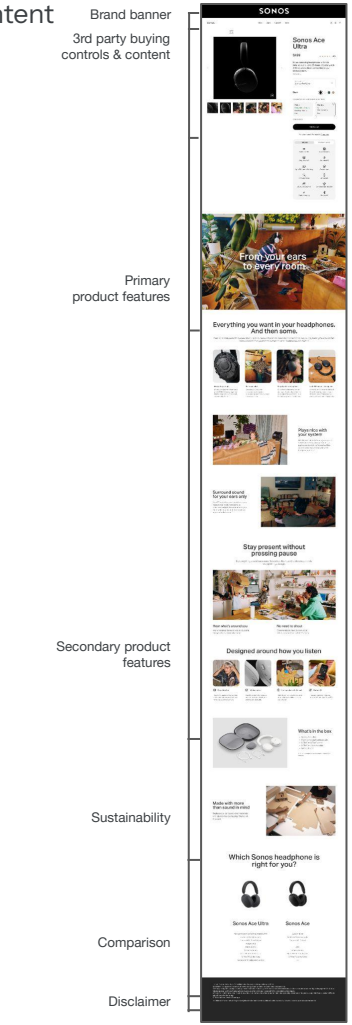
Product suite

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.

PDP Rich Content

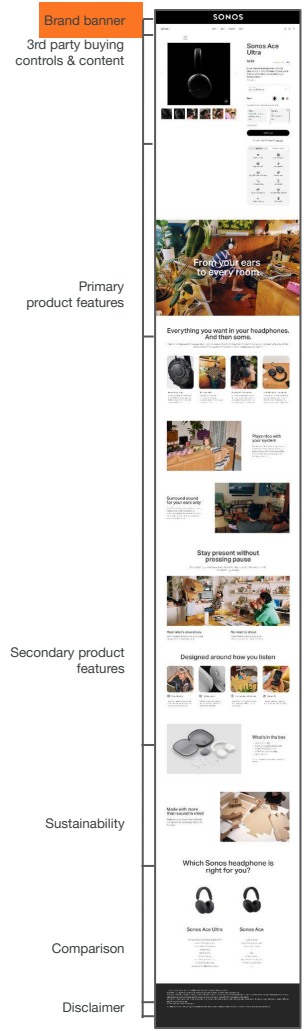


Sonos Ace Ultra PDP rich content building blocks

Brand banner

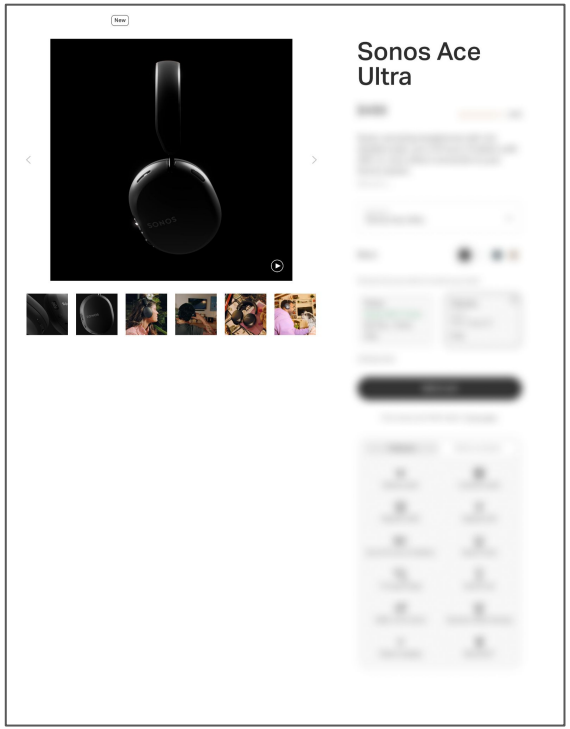
Our logo is our most valuable asset. It introduces the brand at the top of the page.

SONOS



3rd party buying controls & content

All images and messaging available on MediaValet.



Brand banner

3rd party buying controls & content

Primary product features

Secondary product features

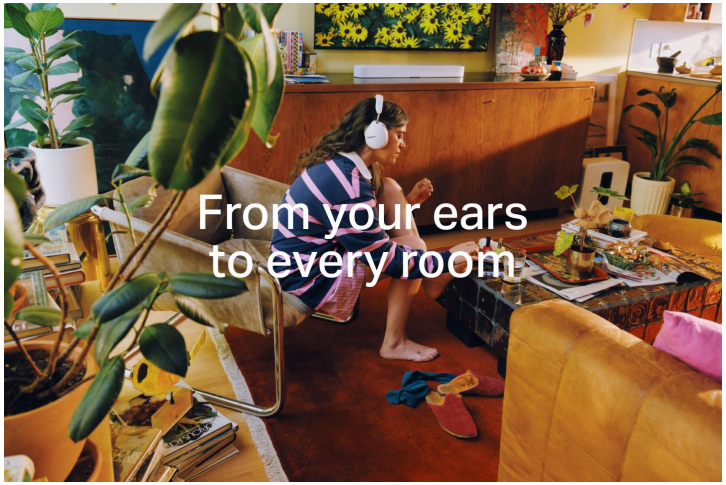
Sustainability

Comparison

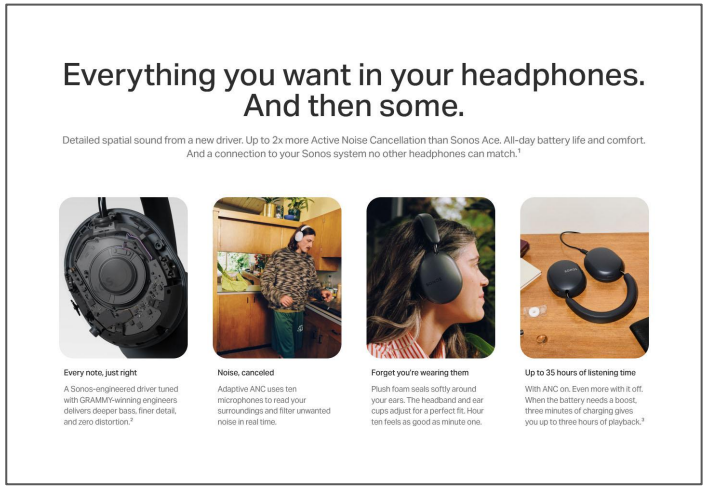
Disclaimer

Primary product features

All images and messaging available on MediaValet.

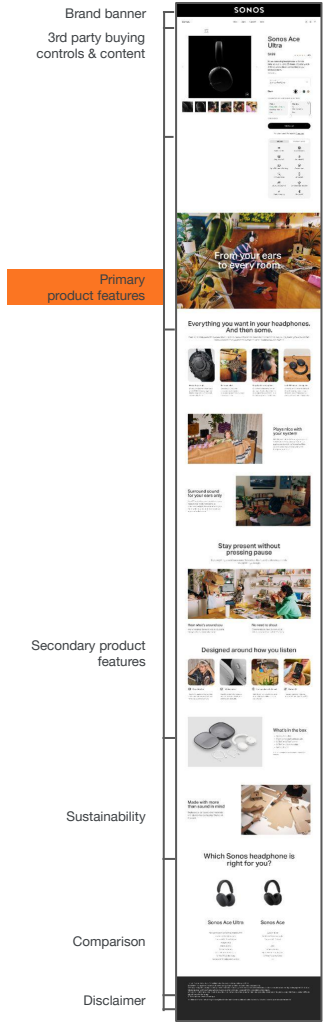


Module 1



Module 2

Optional Motion Asset



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.[4]

Headphone linking is available in Early Access.

Module 3

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

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.[5]

Module 4

Brand banner

3rd party buying controls & content

Primary product features

Secondary product features

Sustainability

Comparison

Disclaimer

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.[5]

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

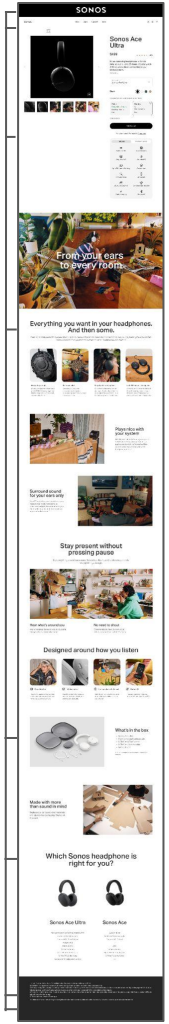
Primary product features

Secondary product features

Sustainability

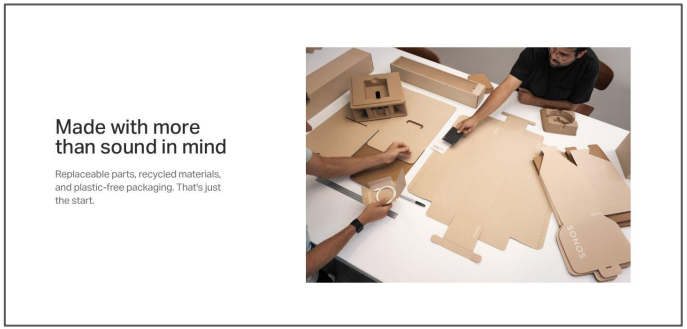
Comparison

Disclaimer

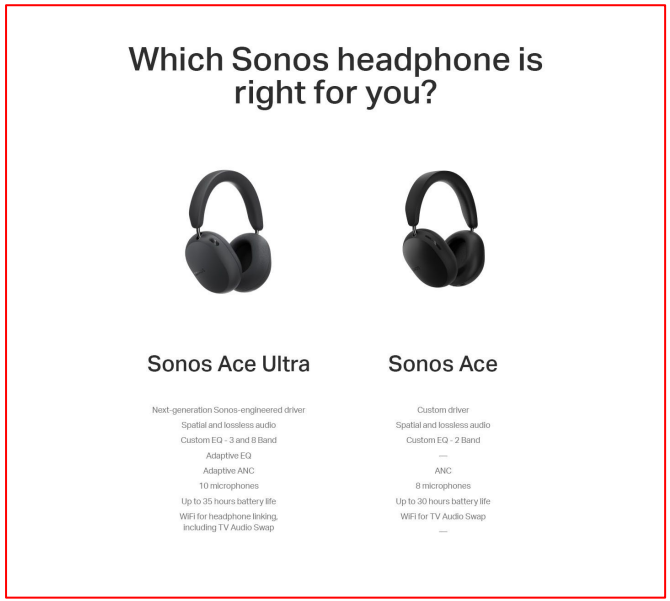


Tertiary product features - Sustainability and comparison

All images and messaging available on MediaValet.

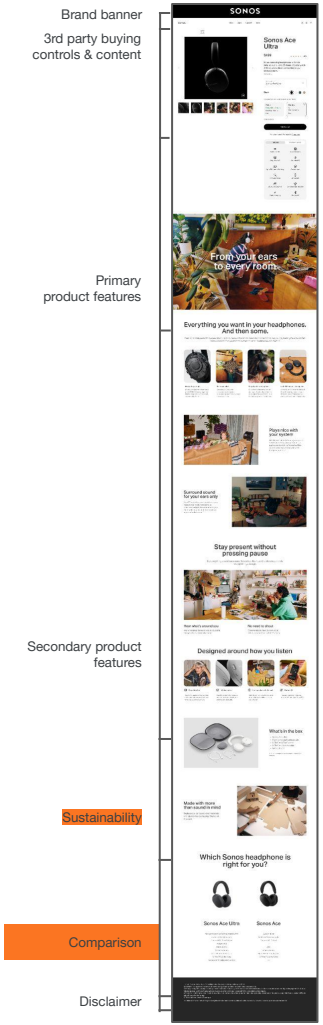


Module 8



Module 9

Text updated on 8/11/2026



Disclaimer

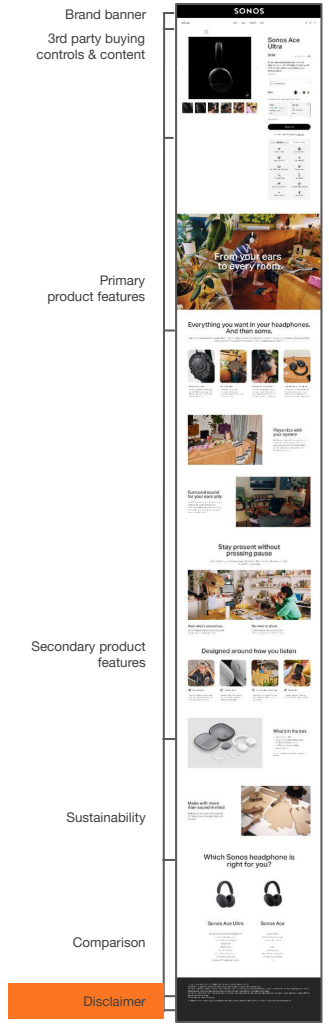
All images and messaging available on MediaValet.

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.

The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. and any use of such marks by Sonos is under license.

Disclaimer Module



Sonos Ace Ultra Amazon Content Blocks

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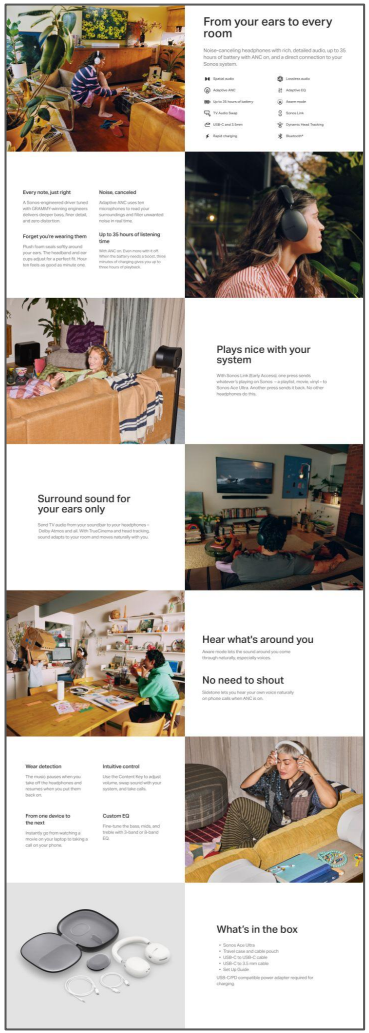
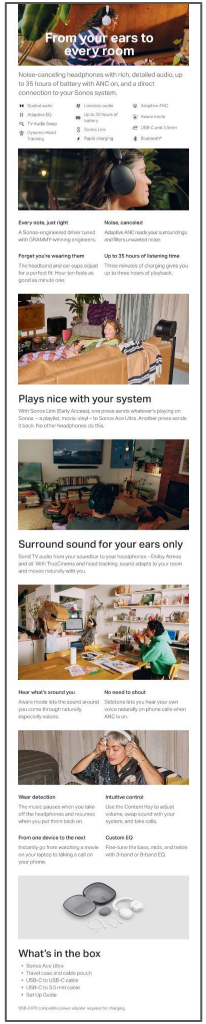
PDP Building Blocks

Amazon A+ Content

Amazon Below the Fold — Desktop



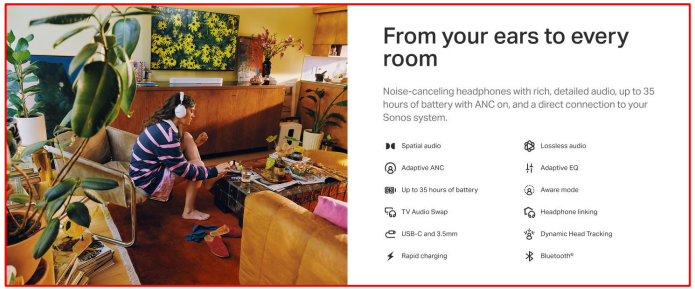
Amazon Below the Fold — Mobile



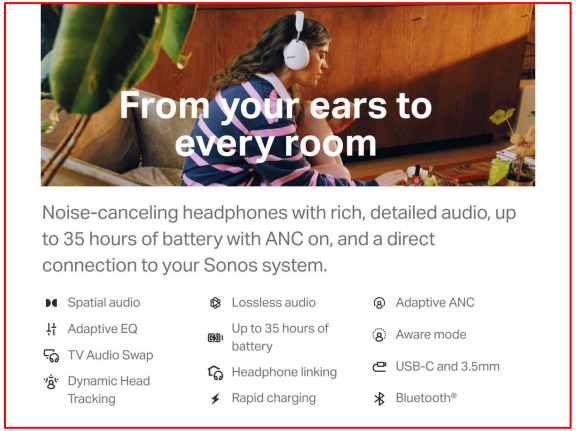
At a glance

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

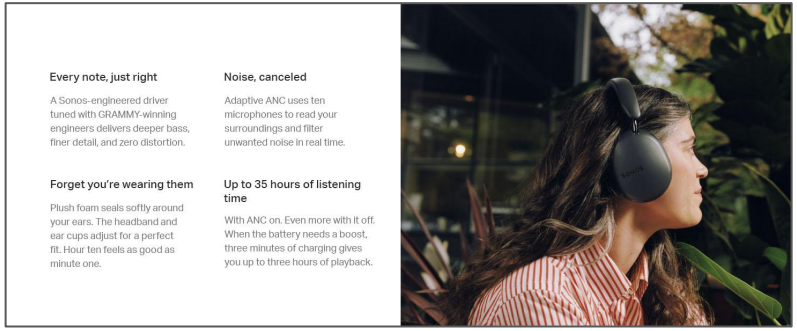


Desktop Module



Mobile Module

Secondary Benefits



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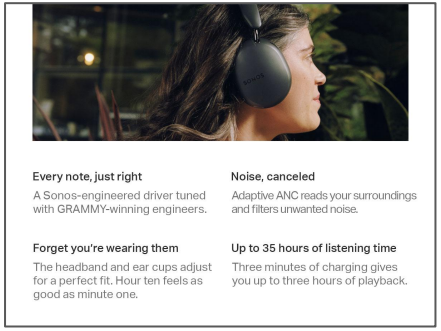
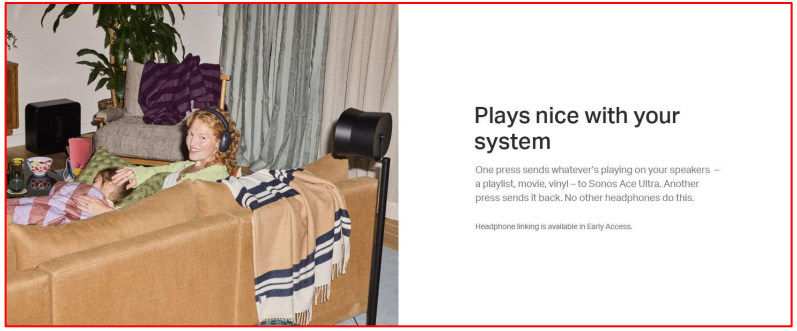


Mobile



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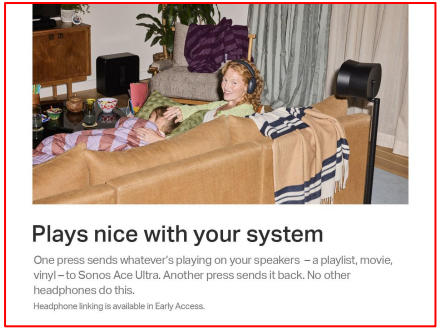
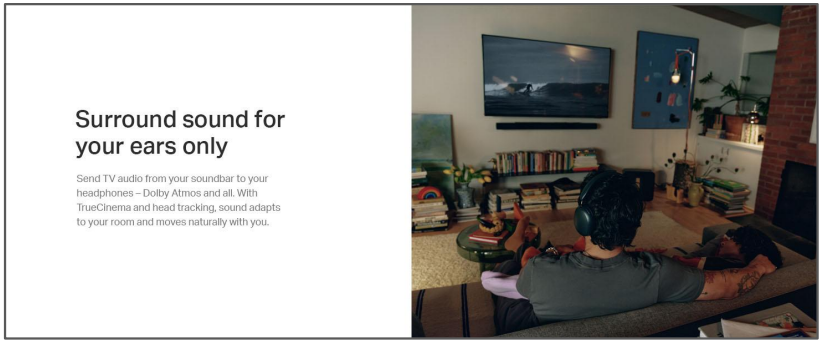


Mobile

Text updated on 8/11/2026

Secondary Benefits



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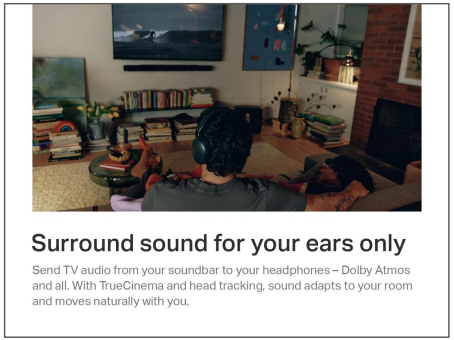
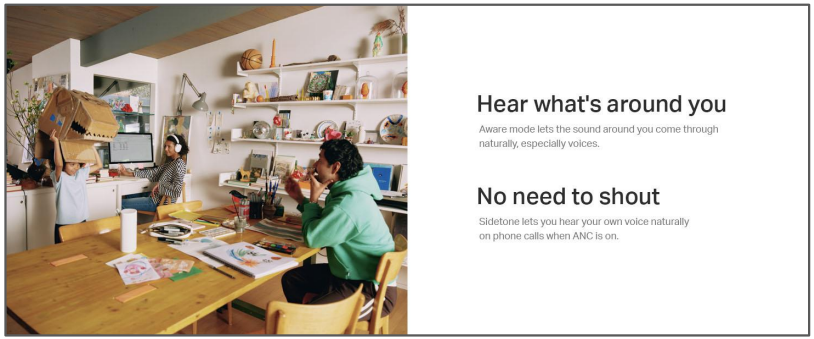


Mobile



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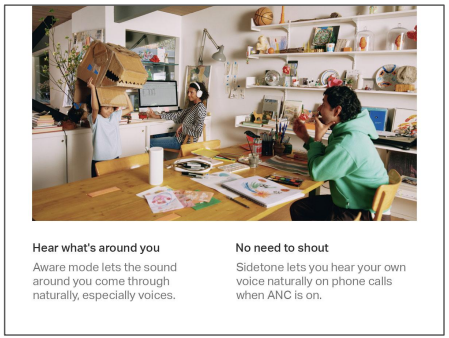
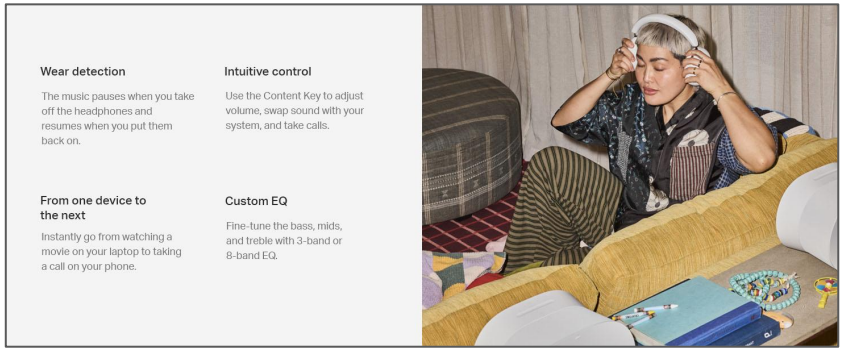


Mobile

Secondary Benefits



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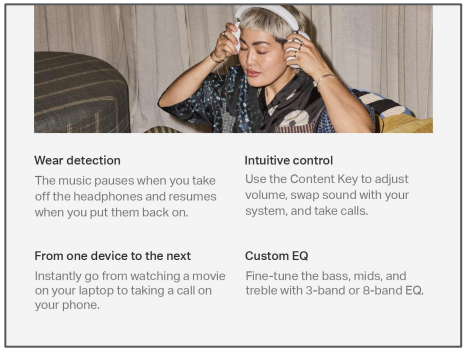
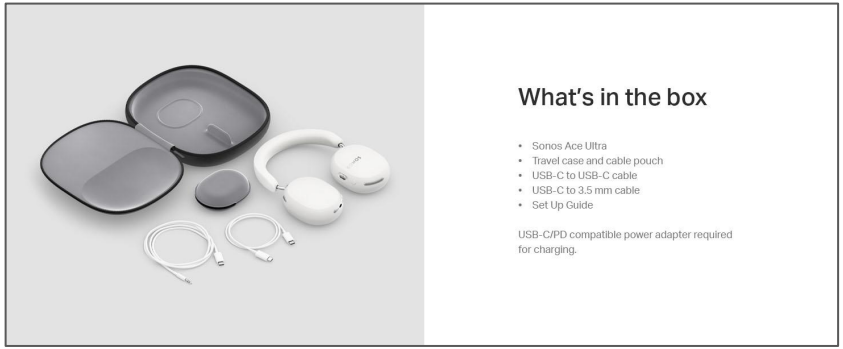


Mobile



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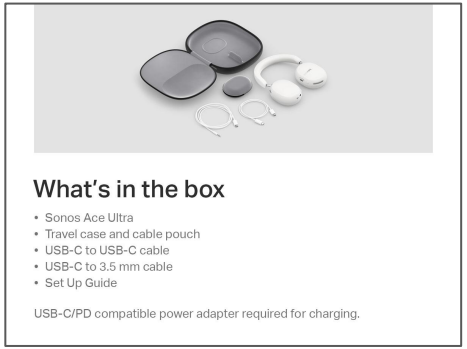

Mobile

SONOS