

Sonos Beam Ultra

Etail Directive
July 2026

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Product messaging and image priorities

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

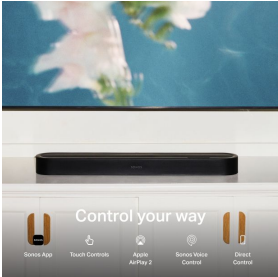
Sonos Beam Ultra



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.

Black Priority Carousel Images

White Priority Carousel Images

Carousel alternate images

Sonos Beam Ultra

PDP Video



[Link to MediaValet asset](#)

Product detail page overview

Goal: Inspire & Engage

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.

Primary
product features

Secondary product
features

Sustainability

Comparison

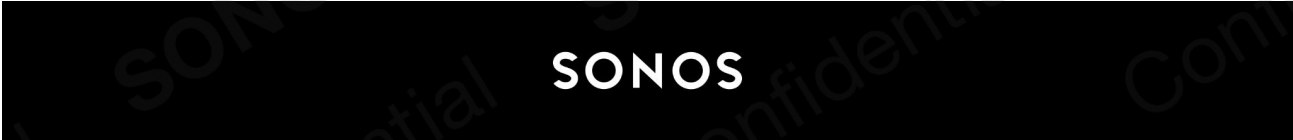
Disclaimer



Sonos Beam 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.



Brand banner

3rd party buying controls & content

Primary product features

Secondary product features

Sustainability

Comparison

Disclaimer

SONOS

Beam Ultra

Above. Around. Beyond.

Look for Beam. Look for Beam. Look for Beam.

Sound that fills the room.

Sound that fills the room.

Control with a click, tap, or your voice.

Which Sonos soundbar is right for you?

Any Ultra

Beam Ultra

Sub

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

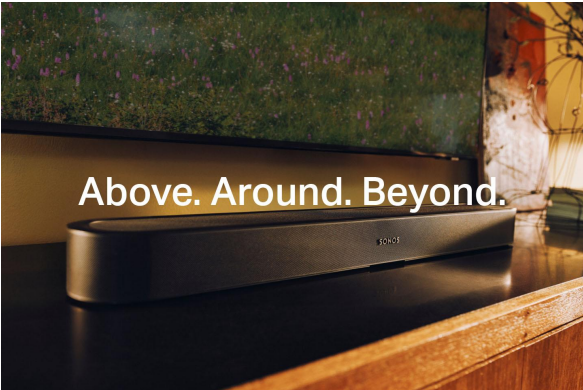
Comparison

Disclaimer



Primary product features

All images and messaging available on MediaValet.



Module 1



Module 2

[Optional Motion Asset](#)

Brand banner
3rd party buying
controls & content

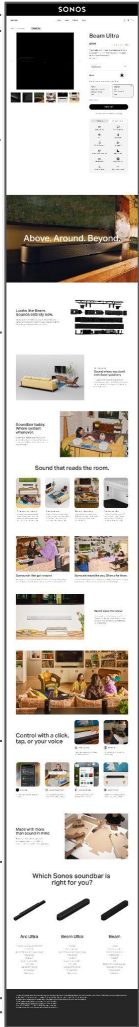
Primary
product features

Secondary product
features

Sustainability

Comparison

Disclaimer



Secondary product features

All images and messaging available on MediaValet.



Dolby Atmos

Sound where you don't even have speakers

7.1.2 Dolby Atmos surround sound with upward-firing drivers. Car chases move across the room. Rain falls from overhead. Whispers land beside you.¹

Module 3

Optional Motion Asset

Soundbar today. Whole system whenever.

Add a sub for deeper bass. Add a pair of surrounds for fuller immersion. Put Sonos in every room to fill your home with music. It all works together.²



Module 4

Sound that reads the room.



Dialogue as clear as you want

AI Speech Enhancement makes dialogue clearer when the action gets loud or the room gets noisy. Adjust the level in the Sonos app.



Tuned to your room

Trueplay™ analyzes the acoustics of your room and tunes Beam Ultra accordingly. Open floor plan or cozy space – it sounds just right.



Hear more at low volumes

Watch without waking the house. Night Sound reduces the intensity of loud sounds and enhances quieter details.



Connects in minutes

Connect Beam Ultra to your TV, and the Sonos app guides you through setup. Your existing remote works automatically.

Module 5

Optional Motion Asset

Brand banner
3rd party buying controls & content

Primary product features

Secondary product features

Sustainability

Comparison

Disclaimer

SONOS

Beam Ultra

Learn how Beam Ultra works.

Control with a click, tap, or your voice

Which Sonos soundbar is right for you?

Any Ultra

Beam Ultra

Sub

Secondary product features

All images and messaging available on MediaValet.



Surrounds that get around

Use a pair of Sonos Plays or Move 2s as rear surrounds. When you're done watching, they're portable speakers for the rest of the house.³



Surround sound for you. Silence for them.

Send TV audio to your Sonos headphones – Dolby Atmos and all. You get to watch at full volume, and no one else has to hear a thing.⁴

Module 6



Won't steal the show

Slim enough to sit under your TV and designed to disappear. Place it on furniture or mount it with the Beam Ultra Wall Mount (sold separately).

Module 7

Brand banner
3rd party buying
controls & content

Primary
product features

Secondary product features

Sustainability

Comparison

Disclaimer



Secondary product features – Control

All images and messaging available on MediaValet.



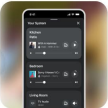
Control with a click, tap, or your voice



Touch controls
Tap to play, pause, and skip. Slide to adjust the volume.



TV Remote
Works with the TV remote you already have.



Sonos app
Find all your music and settings in one place.



Sonos Voice Control
Play music and control your smart home with simple voice commands.



Your favorite apps
Control Sonos directly from Spotify, TIDAL, and more.



Apple AirPlay 2
Stream from your Apple device. Ask Siri to play Apple Music.

Brand banner
3rd party buying
controls & content

Primary
product features

Secondary product
features

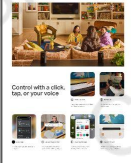
Sustainability

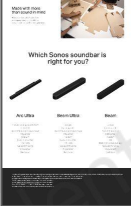
Comparison

Disclaimer



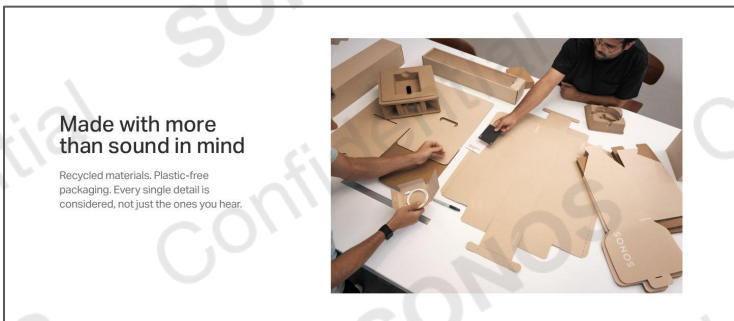






Tertiary product features - Sustainability and comparison

All images and messaging available on MediaValet.



Module 9



Module 10

Brand banner
3rd party buying controls & content

Primary product features

Secondary product features

Sustainability

Comparison

Disclaimer



All images and messaging available on MediaValet.

Disclaimer Module

1. Dolby Atmos experience requires Dolby Atmos-encoded content and a compatible HDMI eARC connection. Dolby, Dolby Atmos, and the double-D symbol are registered trademarks of Dolby Laboratories Licensing Corporation. Manufactured under license from Dolby Laboratories.
2. Additional Sonos speakers sold separately. Compatible Sonos products and internet connection required.
3. Visit faq.sonos.com/portable-surrounds for more information.
4. Visit faq.sonos.com/portable-surrounds for more information.
5. Availability of voice assistants varies by language and region.
6. Apple, AirPlay, and the AirPlay logo are trademarks of Apple Inc.

Brand banner
3rd party buying
controls & content

Primary
product features

Secondary product features

Sustainability

Comparison

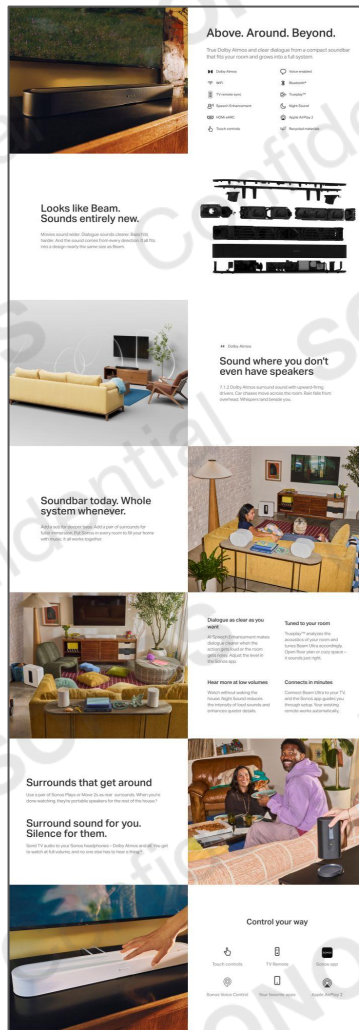
Disclaimer

Sonos Beam Ultra

Amazon Content

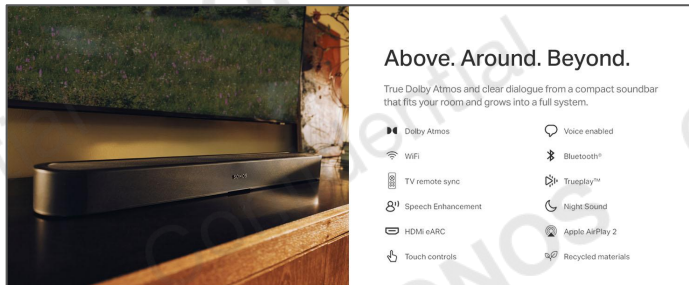
Blocks

Amazon A+ Content

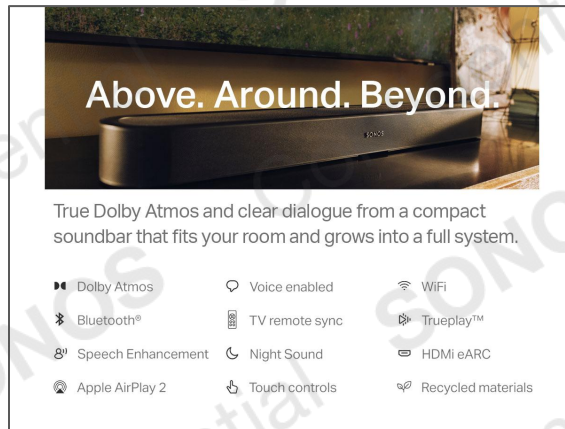


At a glance

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



Desktop Module

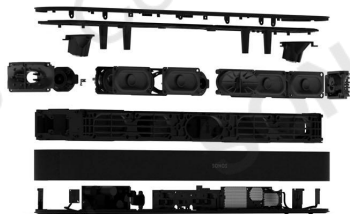


Mobile Module

Secondary Benefits

Looks like Beam.
Sounds entirely new.

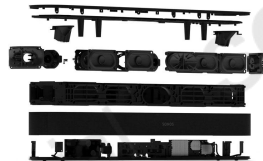
Movies sound wider. Dialogue sounds clearer. Bass hits harder. And the sound comes from every direction. It all fits into a design nearly the same size as Beam.



Desktop

Looks like Beam.
Sounds entirely new.

Movies sound wider. Dialogue sounds clearer. Bass hits harder. And the sound comes from every direction. It all fits into a design nearly the same size as Beam.



Mobile

🔊 Dolby Atmos

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Desktop

🔊 Dolby Atmos

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Mobile

Secondary Benefits

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Desktop

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Mobile



Dialogue as clear as you want

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Tuned to your room

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Hear more at low volumes

Night Sound reduces the intensity of loud sounds and enhances quieter details.

Connects in minutes

Connect Beam Ultra to your TV, and the Sonos app guides you through setup. Your existing remote works automatically.

Desktop



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Mobile

Secondary Benefits

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Mobile



Control your way



Touch controls



TV Remote



Sonos app



Sonos Voice Control

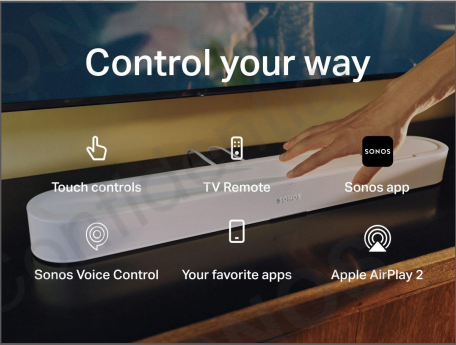


Your favorite apps



Apple AirPlay 2

Desktop



Control your way



Touch controls



TV Remote



Sonos app



Sonos Voice Control



Your favorite apps



Apple AirPlay 2

Mobile

SONOS