



## The ultimate all-in-one solution for stores, boutiques, and showrooms. An elevated encounter.

In a world increasingly dominated by online commerce, brick-and-mortar retailers hold a unique advantage: engaging shoppers through immersive multi-sensory experiences.

When it comes to building your retail brand, music makes all the difference. Whether you aim to energize customers with an upbeat setting or cultivate an atmosphere of low-key luxury, a Sonos Era 100 Pro system is the perfect way to fill your retail space with rich, immersive music that draws shoppers in and offers a more captivating experience.



### Signature Sonos sound and style

Our professional products provide the same premium sound and effortless experience that have made Sonos a household name. With our commercial systems, creating custom connected sound solutions for your retail business is more streamlined than ever. And it's all in discreet, modern systems that blend into any environment.



## Sonos Era 100 Pro ☐ ☒

Era 100 Pro looks, sounds, and works like the Sonos speakers you know and love, but with key features for an installed system. Precision-engineered, Era 100 Pro packs beautifully rich and detailed sound into a sleek, versatile design.

Your installer can mount them on walls and ceilings, tuck them away in corners, or place speakers discreetly on shelves, and you can trust that they'll always deliver clear, even sound. An Ethernet port provides power, network connectivity, and seamless scalability.

## Sonos Era 100 Pro Surface Mount ☐ ☒ (sold separately)

The Era 100 Pro Surface Mount provides flexible, secure speaker positioning and an elegant, clutter-free aesthetic. Mountable on virtually any surface, it includes built-in theft deterrence, 30° pan and tilt angles and 360° rotation. The mounting plate accommodates hidden or exposed cabling for even more installation options.



## The Sonos app: Curation and control

The Sonos app provides music streaming content, control, and system management together in a single platform. Sonos supports more than 100 streaming services, including Soundtrack Your Brand, Mood Media, Spotify, Amazon Music, Pandora, Apple Music, TIDAL, and Sonos Radio, available in free and premium tiers.\*

\*Commercially licensed music is legally required in business environments. Choose from Sonos Pro subscription plans, available in Essential and Premium tiers, or access a range of commercial streaming services with legal music for business.

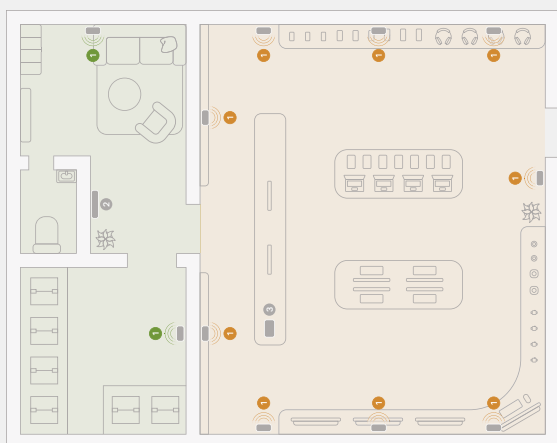


## Sonos with PoE: Flexible, reliable, single-cable simplicity

Era 100 Pro leverages Power over Ethernet (PoE), which streamlines setup by combining power and data over a single network cable.

PoE gives you the flexibility to place your speakers wherever they will look and sound their best – you're no longer limited by proximity to power outlets. PoE means you can count on a wired connection for enhanced reliability, speed, and performance. A secondary wireless connection provides even more flexibility. Integrate Era 100 Pro right into your current PoE setup alongside your existing cameras, monitors, VoIP phone system, and wireless access points. Enjoy convenient, cost-effective operation and peace of mind.

Sonos Era 100 Pro is optimized for PoE+ but can also run on PoE. For more information on selecting the right devices, contact your installer.



Colors indicate different zones.

1 Era 100 Pro

## Zones: Streamlined system management

Enjoy easier system control with dedicated zones, where multiple speakers work together in sync. Play different music in each zone, and temporarily group zones together to manage sound in larger spaces or for specific events.

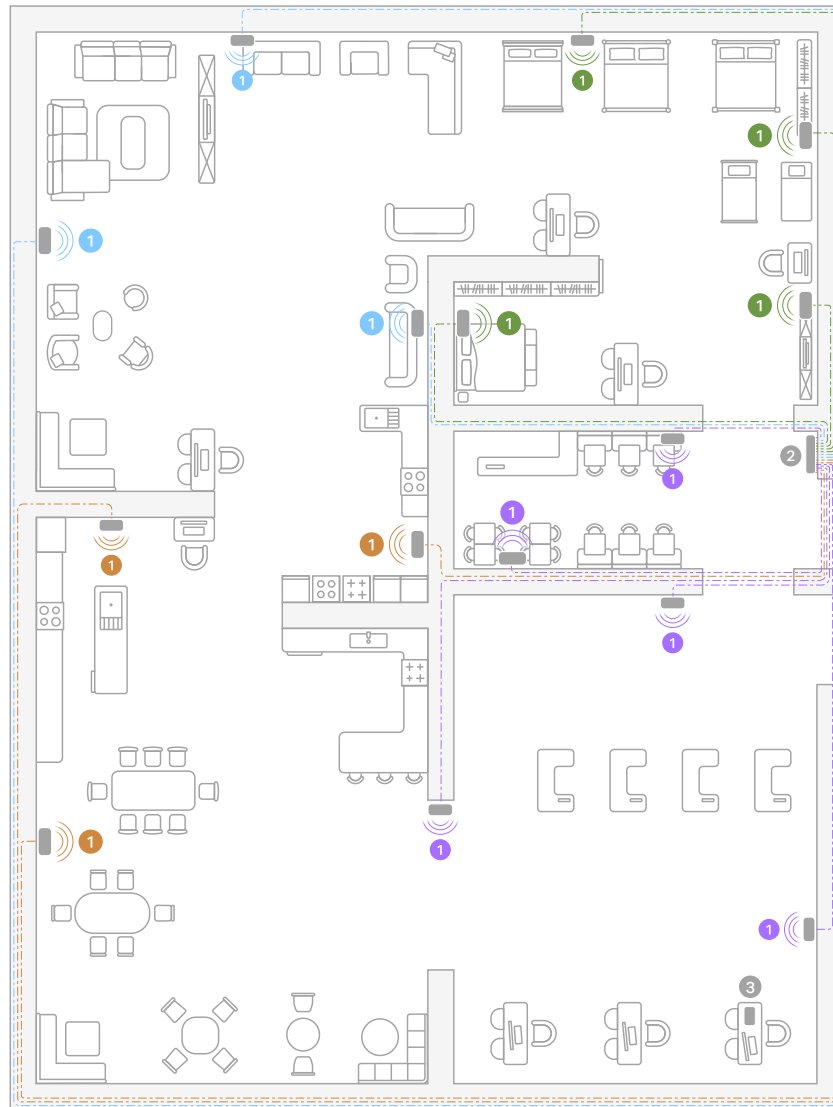
With Sonos, every area of your retail space becomes an opportunity to elevate the customer experience and strengthen your brand presence.

## Multi-zone immersion

Enhance customer experiences across an expansive sales floor with zone-based audio that's fine-tuned for each section.

Sample system:

Era 100 Pro — PoE Switch — Mobile Device Controller



**Large home goods store** 5000 sq ft, 4 zones: counter, bedroom section, living room section, kitchen section

- 1 Era 100 Pro
- 2 PoE Switch
- 3 Mobile Device Controller
- Ethernet Cable

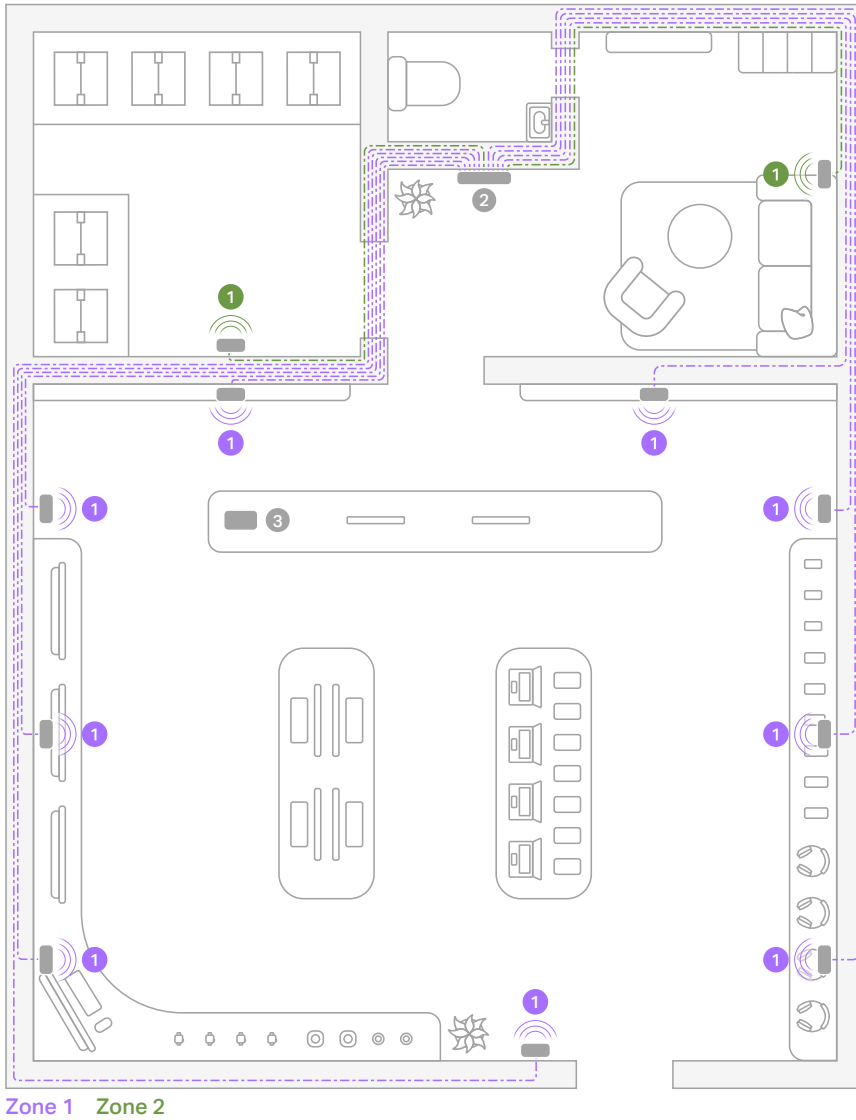
Zone 1 Zone 2 Zone 3 Zone 4

## Harmony, front and back

Improve showroom ambiance and employee productivity with front-of-house and back-of-house zones, tailoring music and volume levels for customers and staff.

Sample system:

Era 100 Pro — PoE Switch — Mobile Device Controller



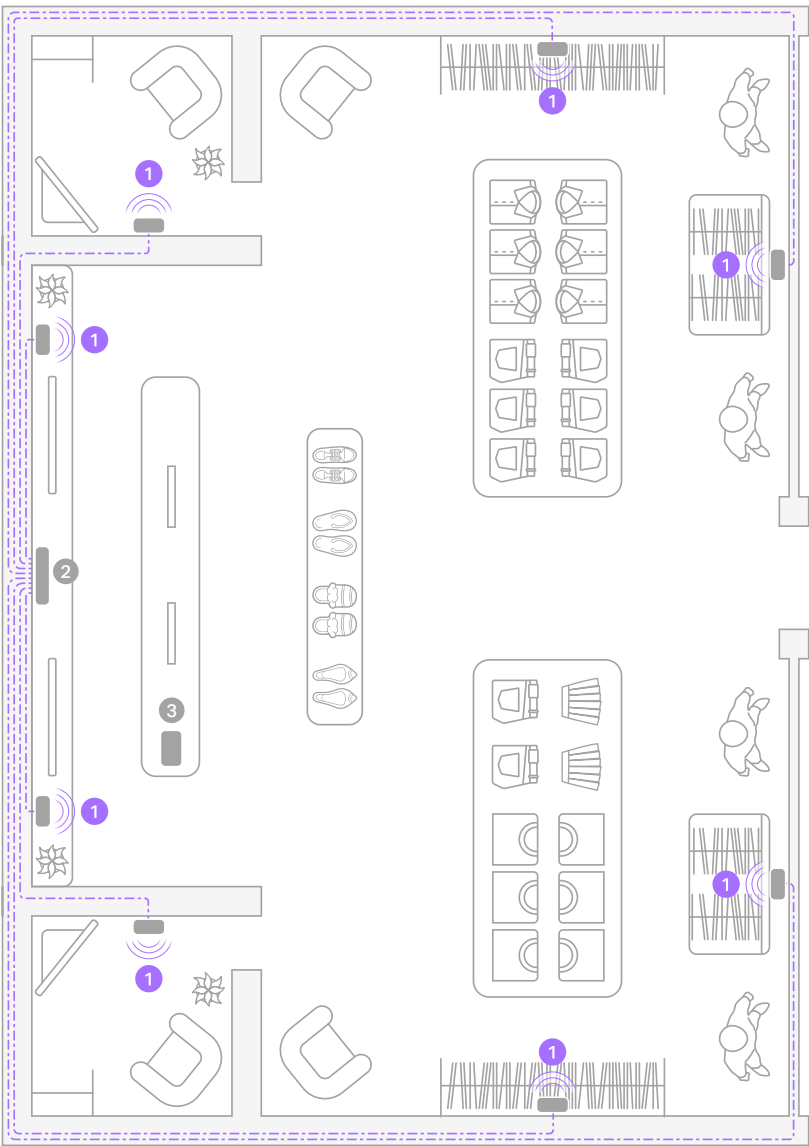
**Medium electronics store, 2500 sq ft, 2 zones:**  
Front of house and back of house

- ① Era 100 Pro
- ② PoE Switch
- ③ Mobile Device Controller
- Ethernet Cable

# Single-zone soundscape

Elevate the shopping journey and workplace atmosphere with one seamless zone of well-curated music.

Sample system:  
Era 100 Pro — PoE Switch — Mobile Device Controller



Small boutique clothing store 750 sq ft, 1 zone

- 1 Era 100 Pro
- 2 PoE Switch
- 3 Mobile Device Controller
- Ethernet Cable

Zone 1