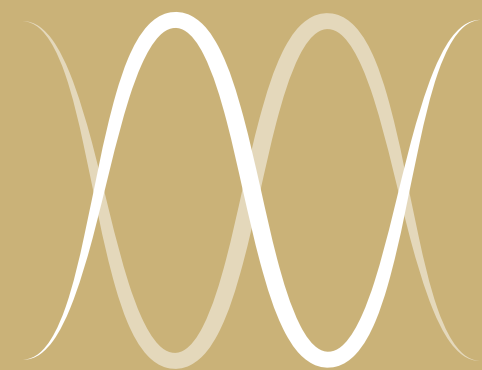
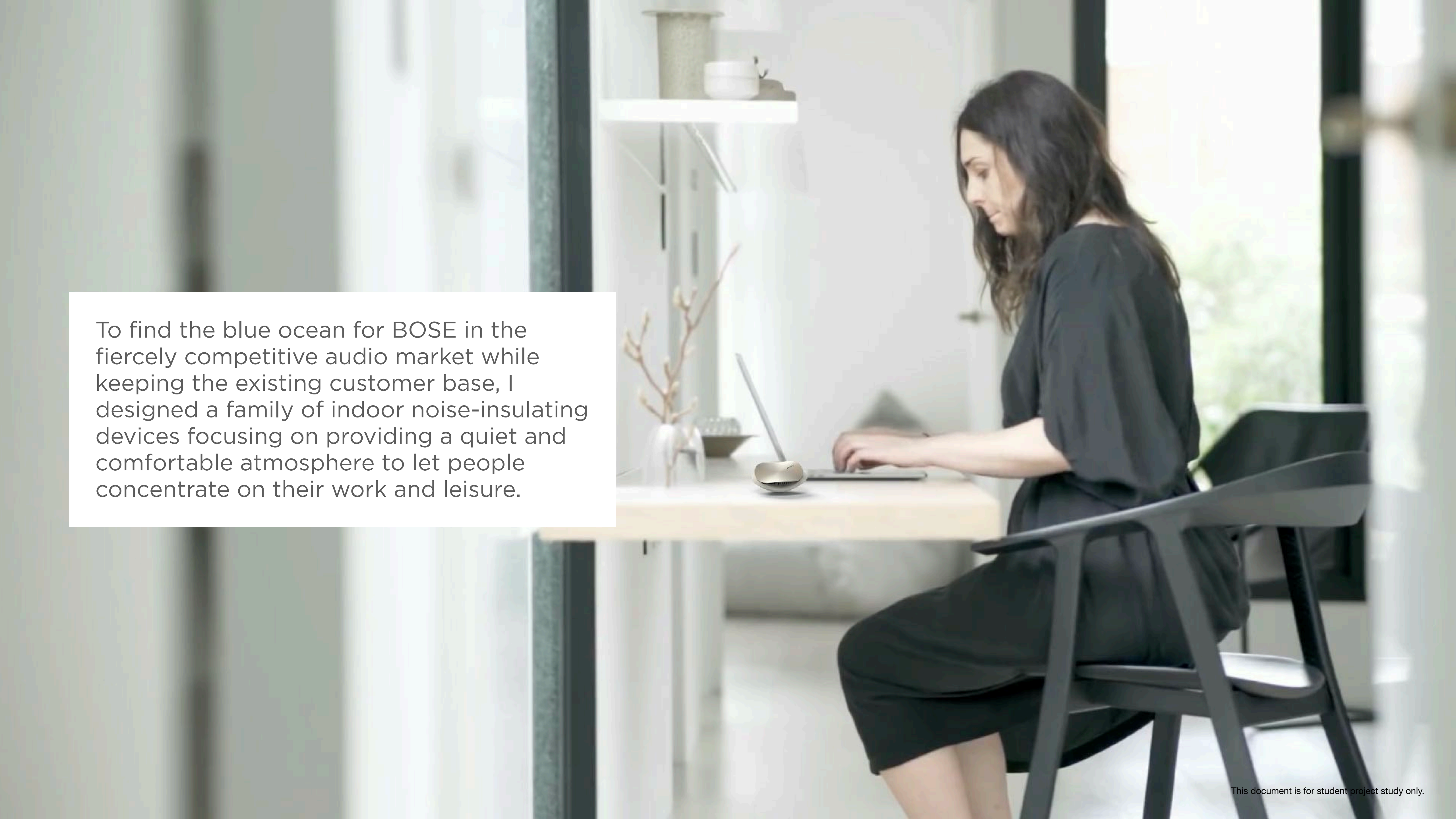


BOSE
— INSULATION LAB —



A woman with long dark hair, wearing a black dress, is seated in a modern black chair at a light-colored wooden desk. She is focused on her work, typing on a laptop. The desk is decorated with a small vase containing dried branches and a small bowl. In the background, there is a white shelf with a few decorative items, and a large window letting in natural light, creating a bright and airy atmosphere.

To find the blue ocean for BOSE in the fiercely competitive audio market while keeping the existing customer base, I designed a family of indoor noise-insulating devices focusing on providing a quiet and comfortable atmosphere to let people concentrate on their work and leisure.



Brand History

Brand History Line

1956

1958

1960

1962

1964

1966

1968

1970



1956: The passion for better sound begins

Dr. Bose celebrates earning his PhD by buying himself a new hi-fi. Though he chooses the system based on his analysis of specifications, the sound quality of the winning design disappoints him. His curiosity about the discrepancy compels him to study and research acoustics at MIT in his spare time.



1964: Founding of Bose Corporation

Rather than look for an established company to license his loudspeaker patents, Dr. Bose launches his own company. By day, he and his two employees develop power-regulating systems for the military and other government agencies. By night, they explore acoustics and speaker design.



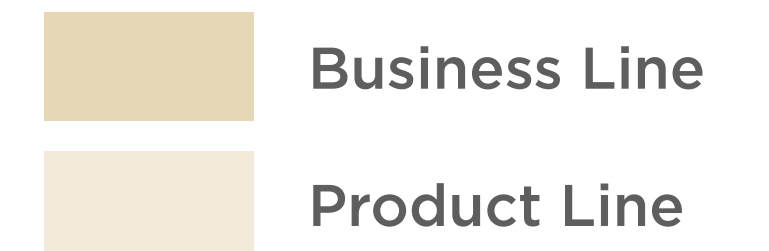
1966: First consumer product: 2201 speaker

The company introduces its first loudspeaker. Though the product technologically leapfrogs conventional speakers, its high price, plus the company's naiveté in matters of marketing and sales, makes it largely unattractive to consumers. As a result, sales are dismal. Lesson learned: products need to be practical as well as innovative.



1968: Revolutionary 901 speaker changes the way people listen to music

Based on extensive research in the fields of speaker design and psychoacoustics, the groundbreaking speaker system wins immediate acclaim for its extraordinary ability to more closely approximate the essence and emotional impact of a live concert. A new focus on explanation and demonstration at retail helps to propel the 901 speaker to becoming a major commercial success.



Brand History Line

1972

1974

1976

1978

1980

1982

1984

1986



1972: Beginning of global expansion

Through a relationship with an audio retailer in Bad Homburg, Germany, Bose products are sold outside the U.S. for the first time.

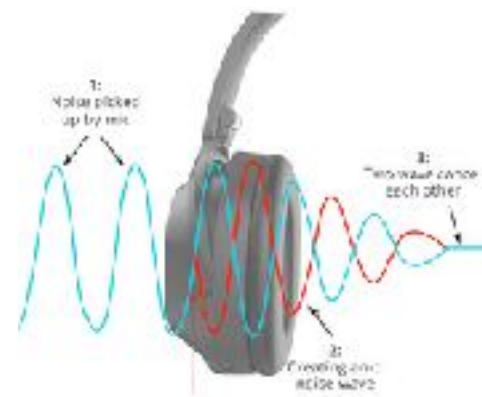
1972: Birth of Professional Products Division

After noting that professional musicians were using Bose 901 speakers as PA(public address) speakers and onstage monitors, the company develops the Bose 800, which maximizes sound quality through use of an equalizer and eight 4 1/2" drivers. A new division is born that will make a number of major technological advancements in the coming years.



1975: World's top-selling loudspeaker introduced

Bose makes lifelike sound available in bookshelf-size speakers. Thanks to its quality and affordability, the Bose 301 Direct/Reflecting speaker becomes the world's best-selling speakers for many years to come.



1978: Quest for noise cancelling technology begins

On a transatlantic flight aboard Swiss Air, Dr. Bose is disappointed by how the sound produced by the then-new electronic headphones he's been given is marred by airplane noise. He conceives the mathematics for noise cancelling headphones before the flight touches down hours later.



1982: First premium sound system debuts in a Cadillac Seville

Bose launches an entirely new sound category, becoming the first company to offer factory-installed sound systems custom-engineered to the acoustics of a specific vehicle model.



1984: High-fidelity room-filling sound from a compact tabletop system

A decade of Bose research results in patented acoustic waveguide technology that packs the performance of a large, multi-component system into a compact, all-in-one system. The Acoustic Wave music system is introduced and immediately receives high praise.



1986: Prototype noise cancelling headphones make historic flight

Though Bose active noise-reducing headsets are still in development, the company makes two prototypes available to preserve the hearing of pilots Dick Rutan and Jeana Yeager on their record-breaking, non-stop, around-the-world voyager flight.

Brand History Line

1988

1990

1992

1994

1996

1998

2000

2002



1987: Acoustimass 5 redefines home stereo

Using newly patented Bose technologies, tiny cube speakers are able to deliver concert-like sound, while the bass module, which provides the deep low frequencies, can be hidden out of sight. Within a few years, Acoustimass systems become a new standard in home hi-fi and go on to dominate the emerging home theater market.



1988: First-ever official Olympics sound system supplier

Bose becomes the first company contracted to provide sound systems for every event at the winter Olympics in Calgary, Canada.



1989: First commercial Acoustic Noise Cancelling headset

Bose revolutionizes flying for pilots by introducing a headset that provides effective noise reduction and communication, as well as comfort.



1993: Bose Wave redefines radio

Bose patented acoustic waveguide speaker technology is reintroduced in a small tabletop music system. It redefines the concept of a radio by delivering rich, deep sound not previously heard from such a small unit. Though at \$349, it costs nearly ten times the price of an ordinary clock radio, the Wave radio goes on to become a product beloved by owners, and a huge commercial success.



1993: First Bose store

Bose opens its first retail store in Kittery, ME.



1994: A breakthrough in sound predictions

Bose announces a new technology and tool that allows acoustical engineers and their clients to hear the sound a listener will experience in any particular seat in a venue—before the building is built or any sound equipment is installed. Over the years to come, the Auditorioner audio demonstrator is used on thousands of projects throughout the world, including sound systems at the Sistine Chapel, St. Peter's Cathedral in Rome, the Grand Mosque in Mecca, and at Olympic and World Cup venues.



1998: First international Bose store

First international store opens in New Delhi. In time, Bose will operate hundreds of its own stores on four continents.



2000: Pioneering Bose technology changes the way people fly

Building on the success of Bose Acoustic Noise Cancelling headset technology, the QuietComfort headphones forever change air travel for passengers by drastically reducing noise and providing better in-flight entertainment sound quality than ever before.

Brand History Line

2004

2006

2008

2010

2012

2014

2016

2018



2004: New Bose division: ElectroForce linear motion systems

Bose applies its linear-motion actuator technology to a new area and begins a new business through the Bose ElectroForce Systems Group, a leading supplier of materials testing and durability simulation instruments to research institutions, universities, medical device companies and engineering companies worldwide.



2004: Secret, multi-decade non-audio research project unveiled

Bose shares the results of a secret project with the press and the automotive industry—a revolutionary automotive suspension technology that uses electromagnetic actuators instead of springs or hydraulics, for a ride that's smoother than a luxury car and offers better handling than a sports car.



2009: New standard in noise cancelling headphones

Already the market leader in noise cancelling headphones, Bose introduces the QuietComfort 15 headphones, a major advancement in noise cancelling technology. The product quickly became the gold standard for frequent flyers and becomes a major commercial success.



2010: New technology protects long-haul drivers from punishing road vibration

Utilizing Bose seat suspension technology, the Bose Ride system replaces conventional air-suspension truck seats to provide over-the-road drivers with an unprecedented level of protection from harmful road-induced vibration.



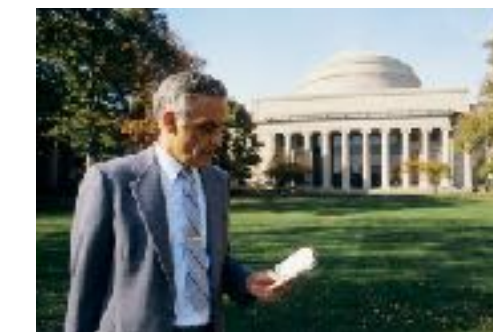
2010: Home theater experience is simplified and improved

Bose introduces the VideoWave entertainment system, a high-definition television delivering home theater sound from a 16-speaker audio system built entirely behind the screen, and combines it with a totally new kind of remote control that drastically reduces complexity.



2011: A new standard in mobile sound

The SoundLink wireless mobile speaker wirelessly connects to a smartphone or other Bluetooth enabled device, so that music can be shared out loud almost anywhere. It delivers an unprecedented combination of performance, mobility and durability.



2011: Dr. Bose's gift to MIT

Dr. Bose donates a majority of Bose Corporation's non-voting shares to MIT. The dividends on those shares are used to sustain and advance MIT's education and research mission. The company will remain private and independent and continue to operate according to its values and guiding principles.



2011: Lifestyle® 135 System and CineMate® 1 SR System

By using proprietary Bose® technologies, each system provides a new level of audio performance and placement flexibility for soundbar solutions, delivering unmistakable home theater sound from one elegant speaker array, and a new wireless Acoustimass® module, whole new process for collaborative design.

Brand History Line

2004

2006

2008

2010

2012

2014

2016

2018



2013: Another breakthrough in noise cancelling headphones

The QuietComfort 20 headphones are the first in-ear noise cancelling headphones from Bose that deliver a stunning breakthrough in noise reduction, audio performance and comfort, and offer two ways to listen—one to shut out the world, and one to keep you connected. The company has been granted more patents for this product than for any other in its history.

2013: SoundLink Mini takes off

The ultra-compact SoundLink Mini Bluetooth® speaker fits in the palm of your hand, connects wirelessly to a smart device or tablet, and delivers a new level of performance for personal, out-loud listening. It becomes the fastest-selling product in Bose history.



2013: Premium sound in 15 global auto brands

30 years after Bose partnered with General Motors to pioneer the premium automotive sound industry, Bose systems are featured in over 100 vehicle models, from more than 15 manufacturers.



2014: Official Headphones and Headset of the NFL

Bose brings noise cancelling technology to the NFL, improving coaches' on-field communication and enhancing the in-game experience for fans in the stadium and at home.



2017: Our software engineers begin working by a new code

When we released our first wireless headphones with active noise cancelling technology, they quickly became our bestselling product of all time. Just a year later, we introduced the QC35 Series II, which gave our listeners instant access to the Google Assistant. But to embed voice control into the QC35 II, we first needed to embed a team at Google. Working “bench to bench” with their coders, we did more than create the world's first headphones with a dedicated Google Assistant button — we launched a whole new process for collaborative design.



2017: SoundWear Companion speaker

Put them on. Walk around. Take a call or ask Siri a question. This speaker gives you freedom from your devices and keeps you closer to your surroundings at the same time.



2018: Revolutionary BOSE noise-masking SLEEPBUDS™ officially launch

Bose sleepbuds are the first Bose product to use Bose noise-masking technology. They aren't active noise cancelling headphones, they're not in-ear headphones with an added feature, and they don't stream music — because every last detail was optimized for one thing — better sleep, all night, every night.



2018: A revolutionary new wearable

Bose AR is a first-of-its-kind audio augmented reality platform that makes astonishing new audio experiences possible by helping you stay connected to your digital world and stay engaged in the physical world at the same time.

Conclusion

Mission:

Think of better solutions, create better products, help people enjoy the things they love.

Value Proposition:

Stands for cutting-edge technologies, innovative design and reliable quality.

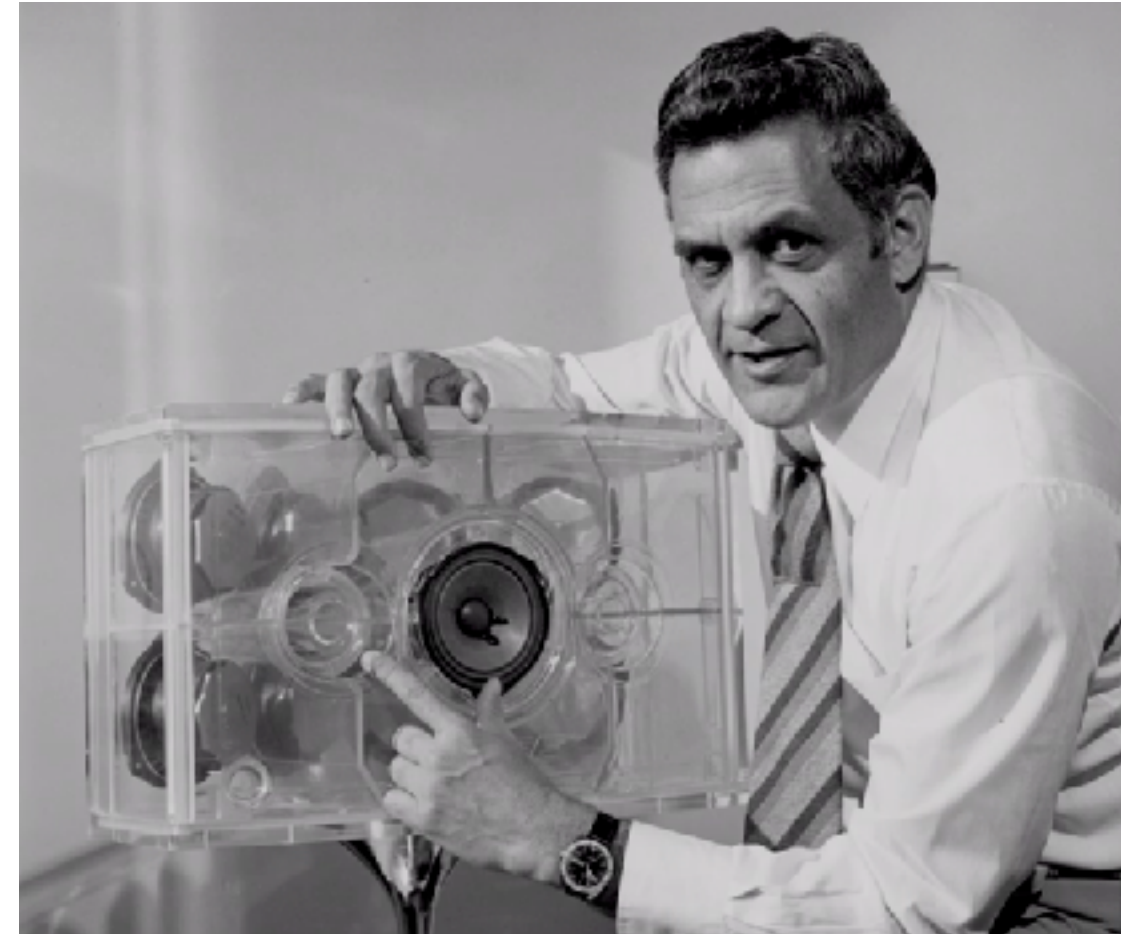




Market

Brand Love Marks

- Time-honored brand
- Elegance and professional design
- Consistent high quality of sound
- Impressive cutting-edge technologies



Current Divisions

BOSE

BOSE

PROFESSIONAL

BOSE Corporation:

Focusing on providing personal headphones, speakers and innovative products. Its business model is B2C.

BOSE Professional:

Making professional PA speakers, softwares and some conferencing equipment. Its business model is B2B.



Target Consumers

Teenagers

Growing market of BOSE's entry level products

Office Workers

Critical group of BOSE's portable consumer products

Family/Movie Enthusiasts

Critical group of BOSE's home consumer products

Automobile/Property Management Companies

Long-term business partners



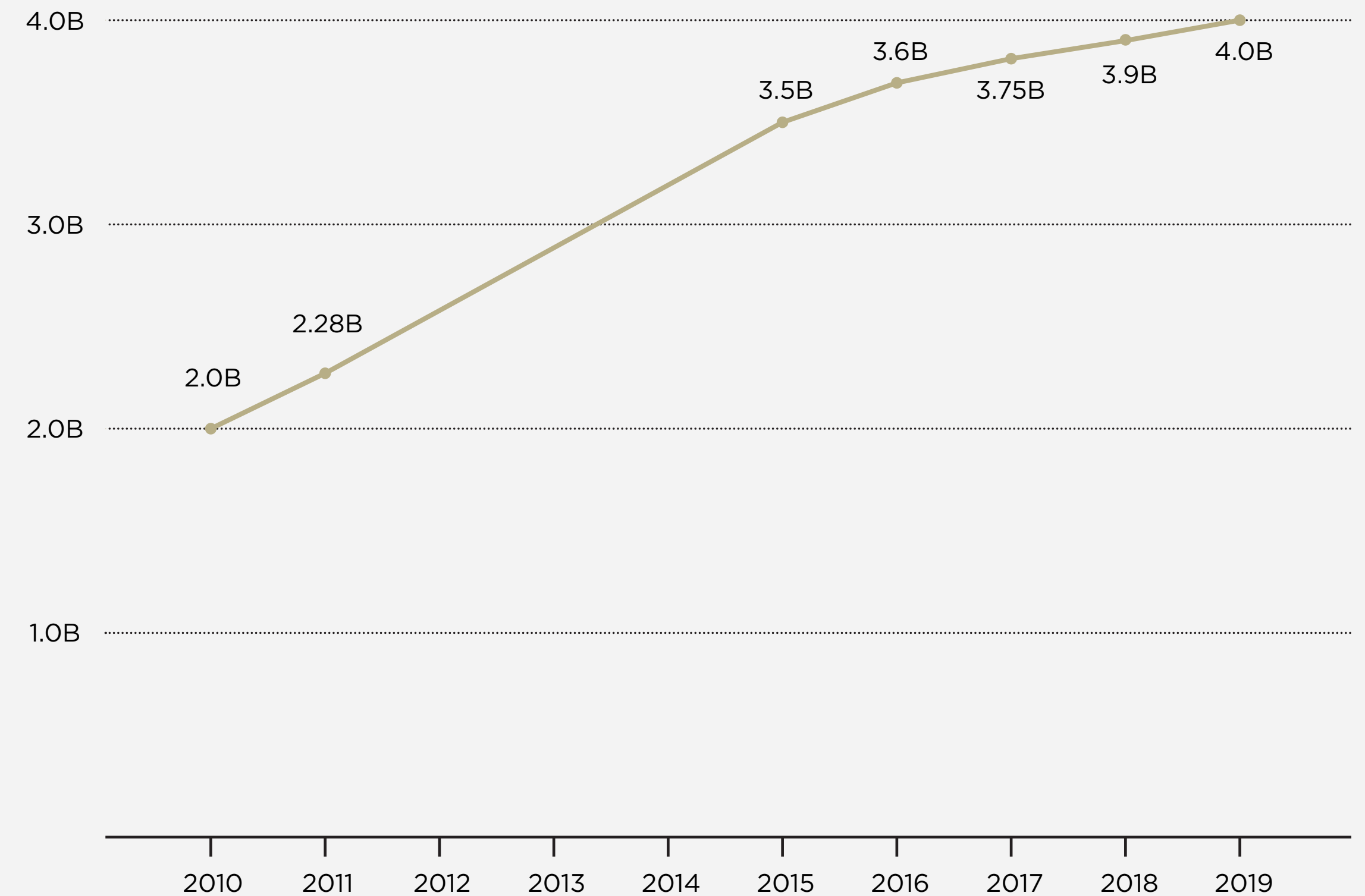
Current Market

BOSE

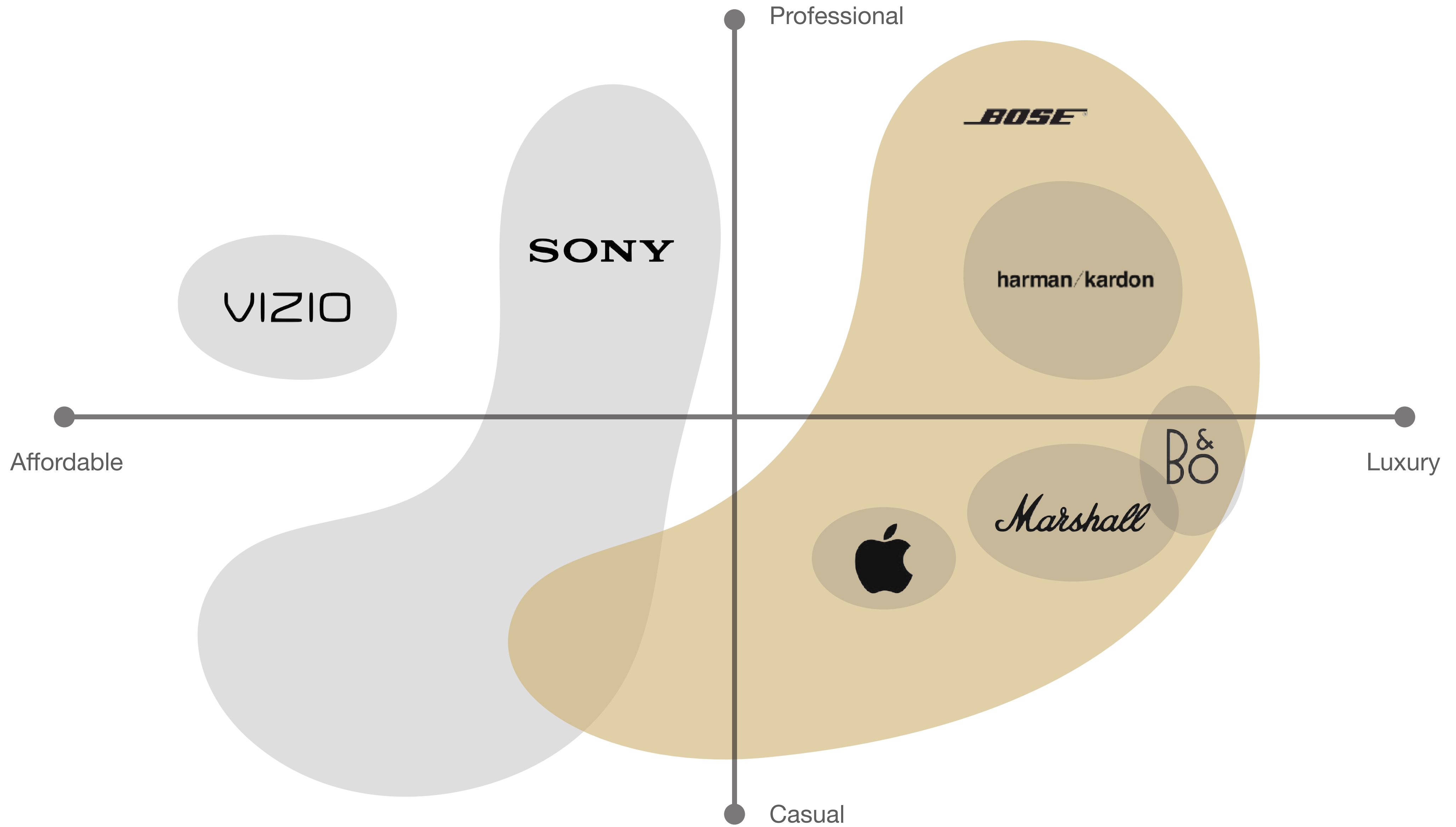
BOSE
PROFESSIONAL

Both of the division are doing pretty great, but we can still find the revenue trend started slowing down since 2015. That's because the audio market is getting crowded, and the competition is much harder.

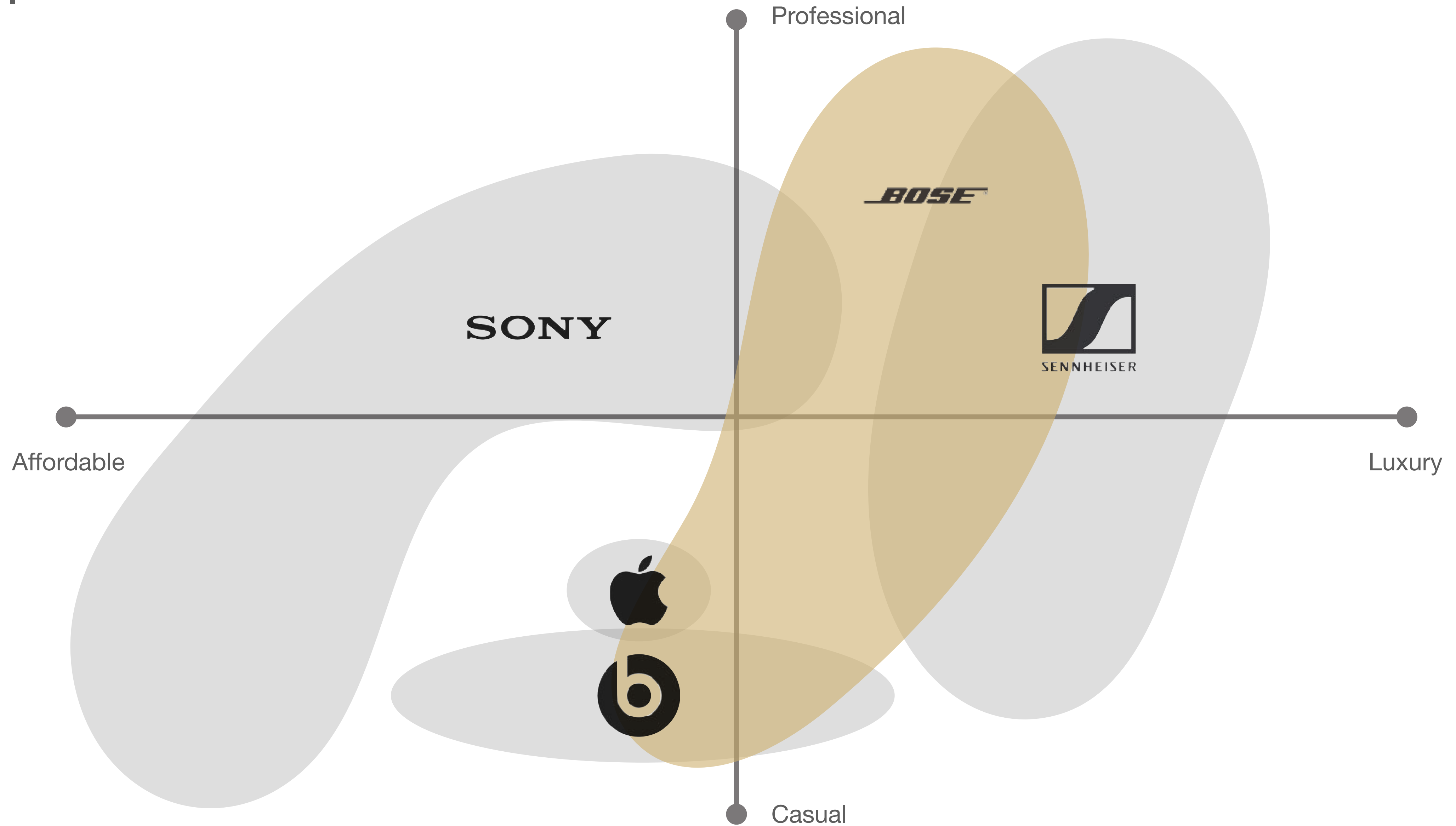
BOSE yearly revenue since 2010



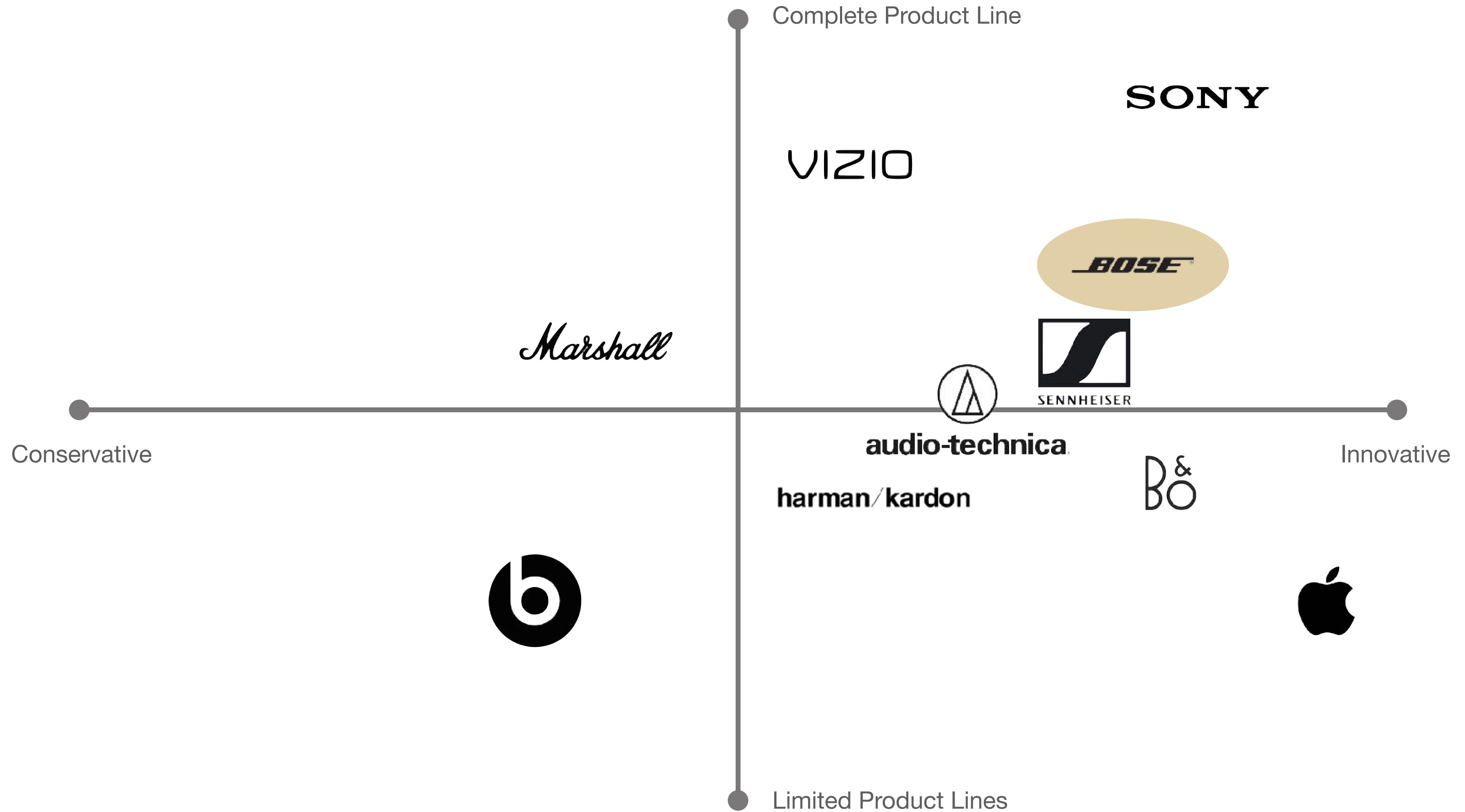
Speaker Matrix



Headphone Matrix

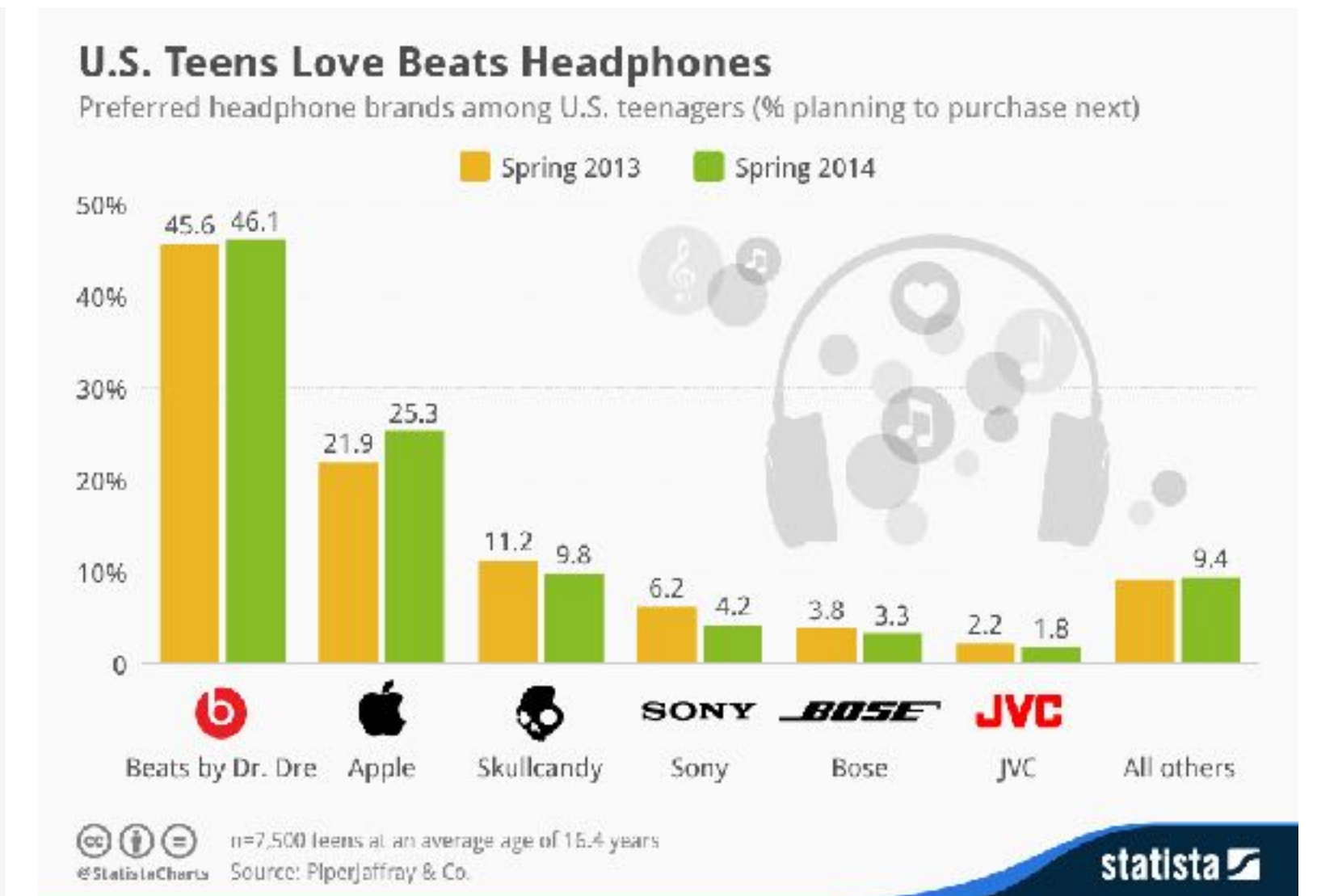
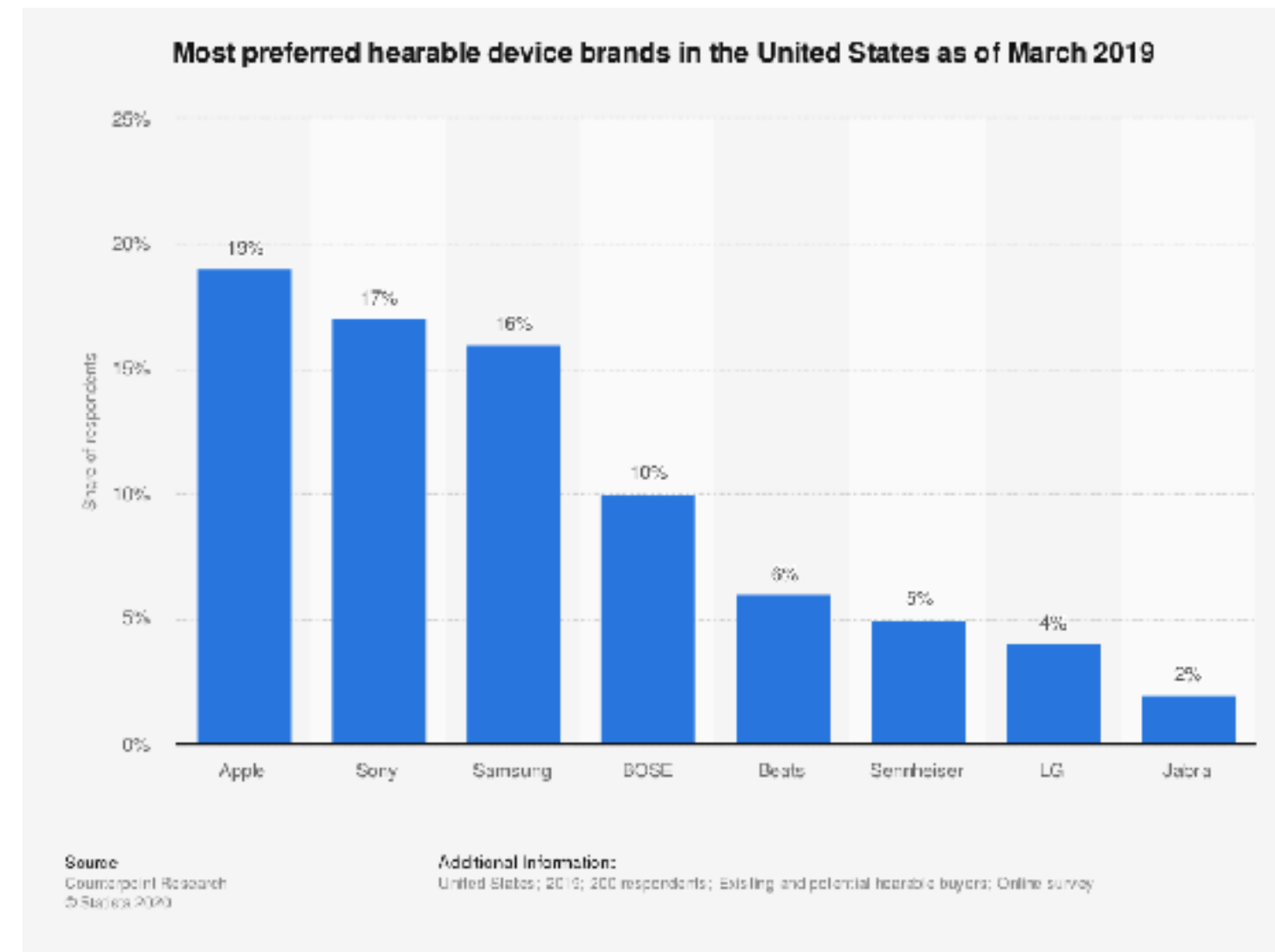


Overall Brand Matrix



Competitors

BOSE is losing its attractiveness.



Conclusion

BOSE is losing its leading place in the audio market. Many brands have similar identities, which made BOSE ordinary. The market is getting crowded and becoming a red ocean as well. We need to find the blue ocean.





Strategies

Current Strategies

- Collaborate with other brands
- Sell with other entity shops
- Move their business online
- **Explore new product categories**



Material Testing Device



Car Suspension



Truck Seat



Wearable Speaker



Bone conduction headphones



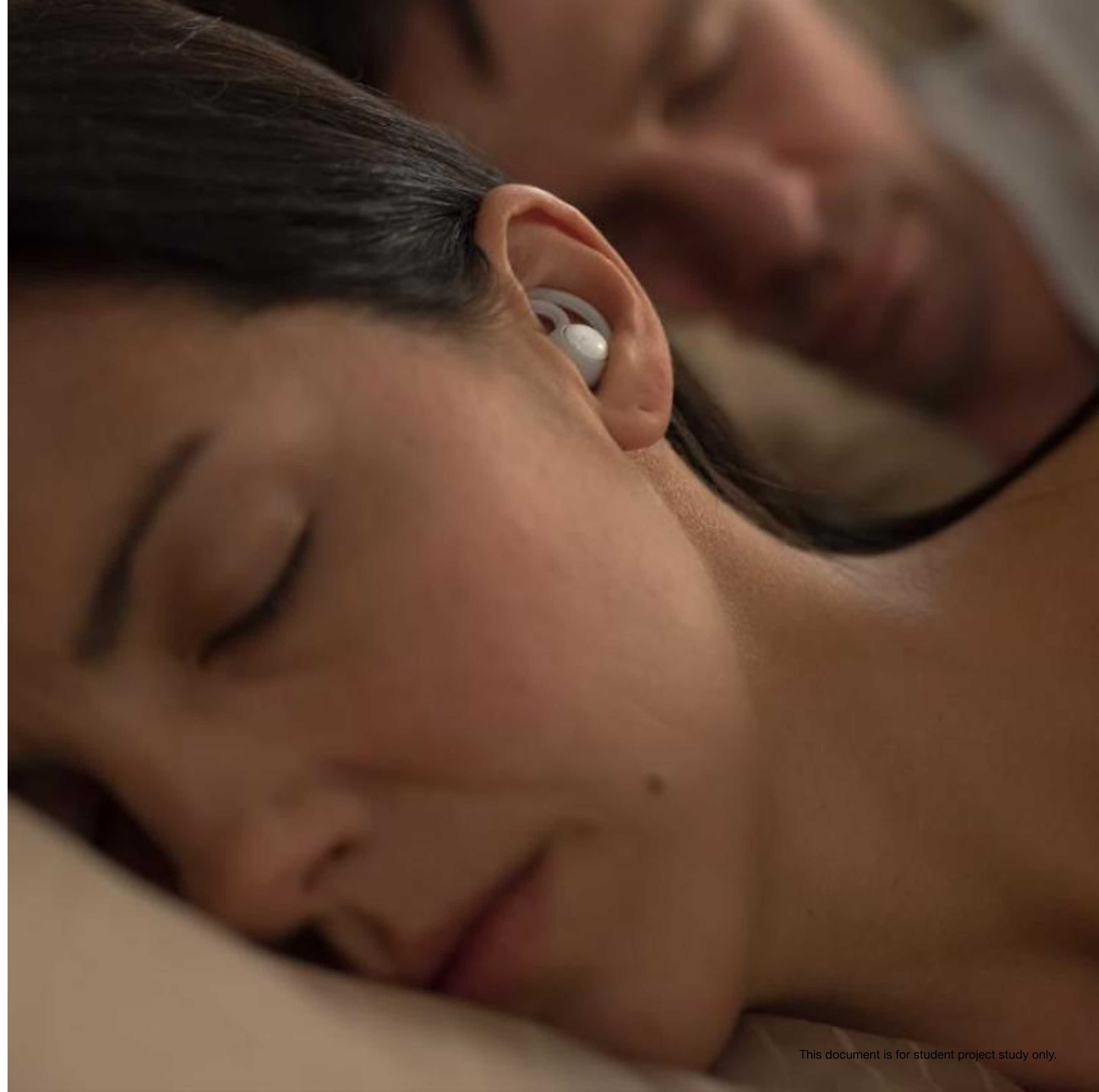
Hearphones



Sleepbud

The Sleepbud

This is a really smart product because it made people jump out of the box that BOSE only makes speakers and headphones, but it has the best noise-cancelling technology, and it can be used in other category other than enjoying music.



The Blue Ocean for BOSE

Push their noise-cancelling technology forward, to make it their core selling point.



The Blue Ocean for BOSE

Why it is the blue ocean:

- It is a massive market with much less competitors.
- BOSE has the most advanced noise-cancelling technologies.
- It will keep the current customer base while attracting new ones.
- People's pursuit of high-quality life style is improving year by year.



2,230million USD in 2019

A New Division



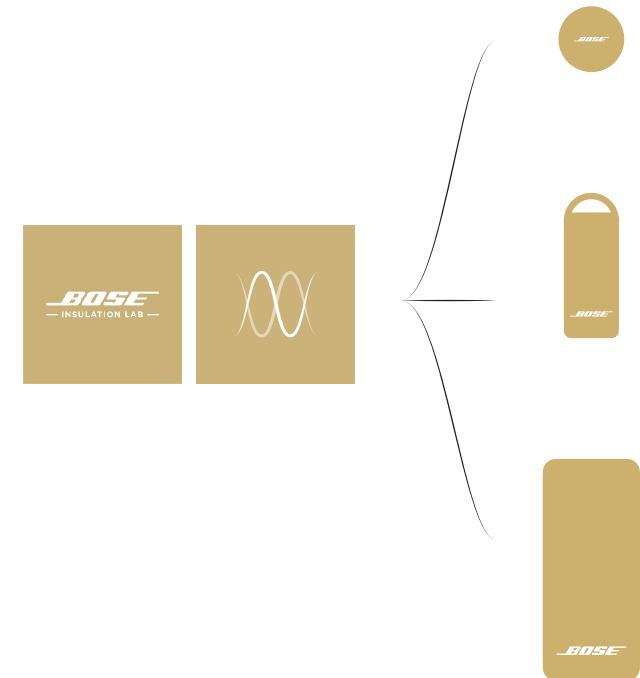
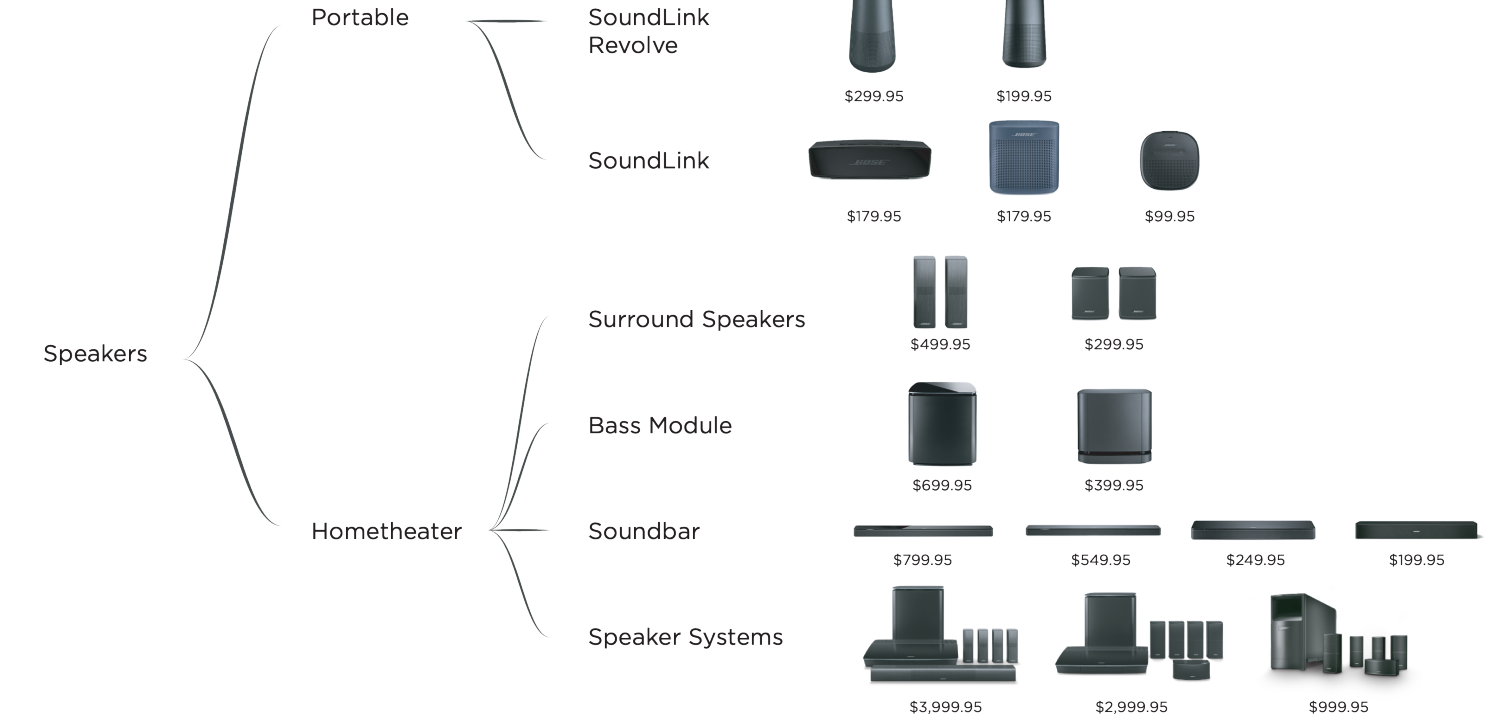
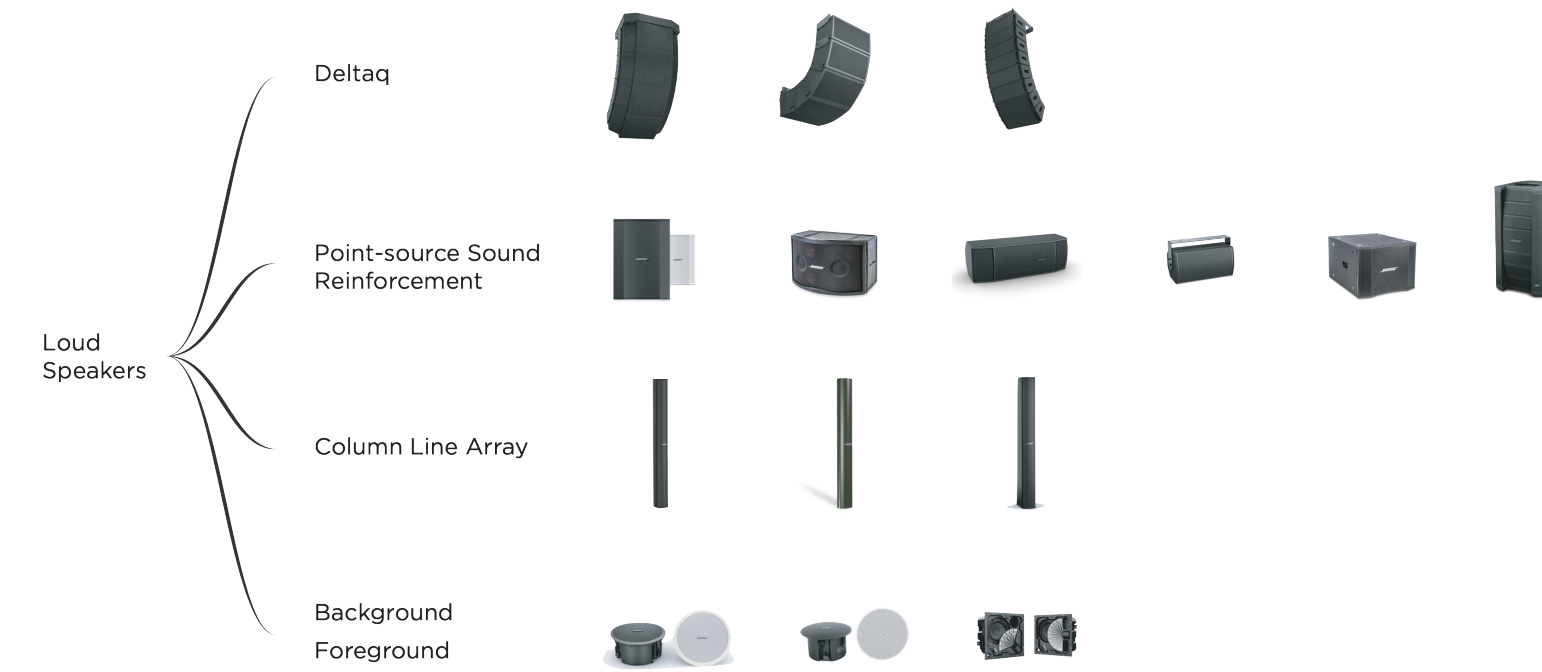
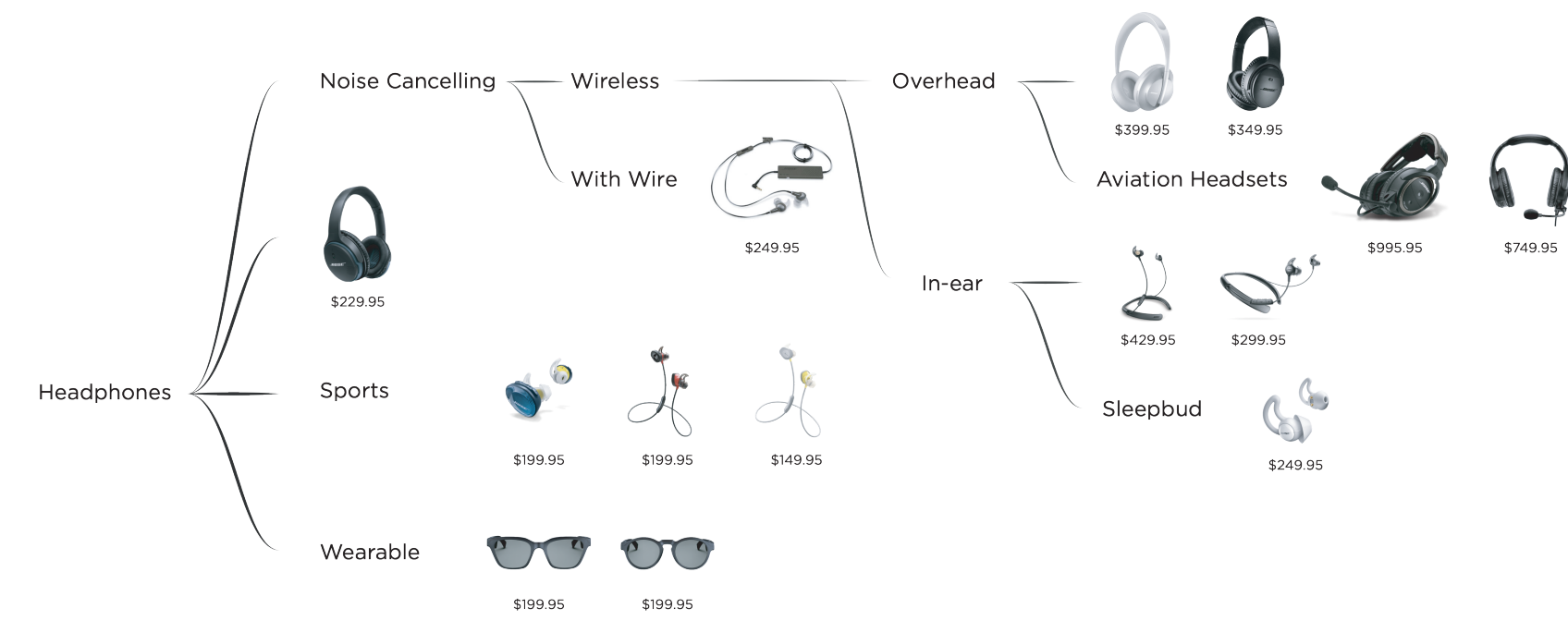
BOSE INSULATION LAB:

Focusing on providing the best noise insulation products.



Development Plan

I planed to have three product first to open the market and let people understand what this new division is all about.



Development Plan

- **SoundConditioner©Revolve:**
For big space, surrounding effect
- **SoundConditioner©Focus:**
For small space, focused effect
- **SoundConditioner©EA:**
For electric appliance, spot effect



SoundConditioner©
Revolve



SoundConditioner©
Focus



SoundConditioner©
EA

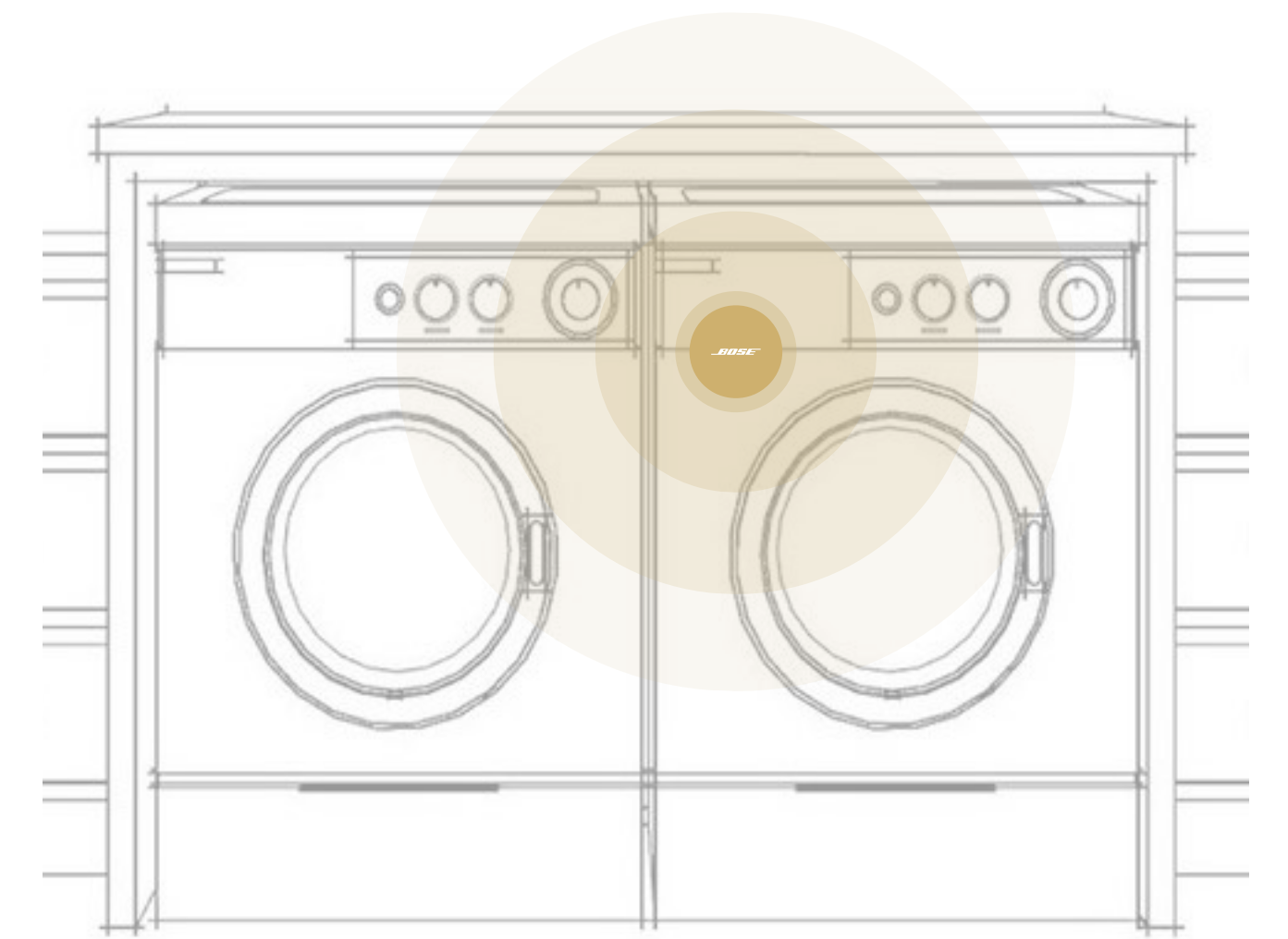
Development Plan



SoundConditioner©Revolve:
It is power and it is for big space.
It reduces all range of noise.



SoundConditioner©Focus:
It is portable and it is for small space,
provides a quiet environment for one to
two people.



SoundConditioner©EA:
It is for electric appliances, aims to insulate
low-frequency noise from machines.



Technology

Noise Cancelling Theory

The noise comes in the form of waves, and when a noise-canceling device 'hear' a wave, it will add a negative wave on it, together, they disappear, and we will have the comfort of quiet.



Technology in Use

This is a proven technology that has already been used on the new 2020 Genesis GV80 SUV.



<https://www.carscoops.com/2020/02/2020-genesis-gv80-boasts-the-worlds-first-active-road-noise-cancellation-system/>



Design
Direction

Current Design Language

And of course, the new product will have new looks. BOSE's current design language gives people a feeling of seriousness. Everything is bulky and hard and doesn't feel vivid at all.



New Creative Direction

Providing the coziest sound of nature, and a humane, peaceful, and biomimetic design language.

Form Design Directions



Wrinkle Texture:

By using Linear Wrinkles, the design will have a more humane feeling. It also indicates the insulation feature of the products.

Material Choice



Pine Needle Fibers:

Needles, which account for 20% to 30% of a pine tree's mass, can be transformed into textiles, paper, or insulation material.

Form Design Directions



Wavy Surface:

Wavy surface will give the design a movement to make it more vivid, which can also separate from the old BOSE design language.

Material Choice

BOSE
— INSULATION LAB —

Debossed Logo & Golden aluminum:

Logo pressed on golden matte aluminum to demonstrate the new style of BOSE INSULATION LAB.



Design

A hand is holding a circular, light-colored Bose SoundConditioner device. The device has a smooth, matte finish and a thin, dark grey ring around its edge. The Bose logo and the text "INSULATION LAB" are visible on the top surface. The background is a blurred restaurant setting with a white tablecloth, a glass of wine, and a red tassel decoration.

SoundConditioner©Focus
A portable noise-canceling device



SoundConditioner©Focus

Portable noise screener for a non-disturbed time.

40dB

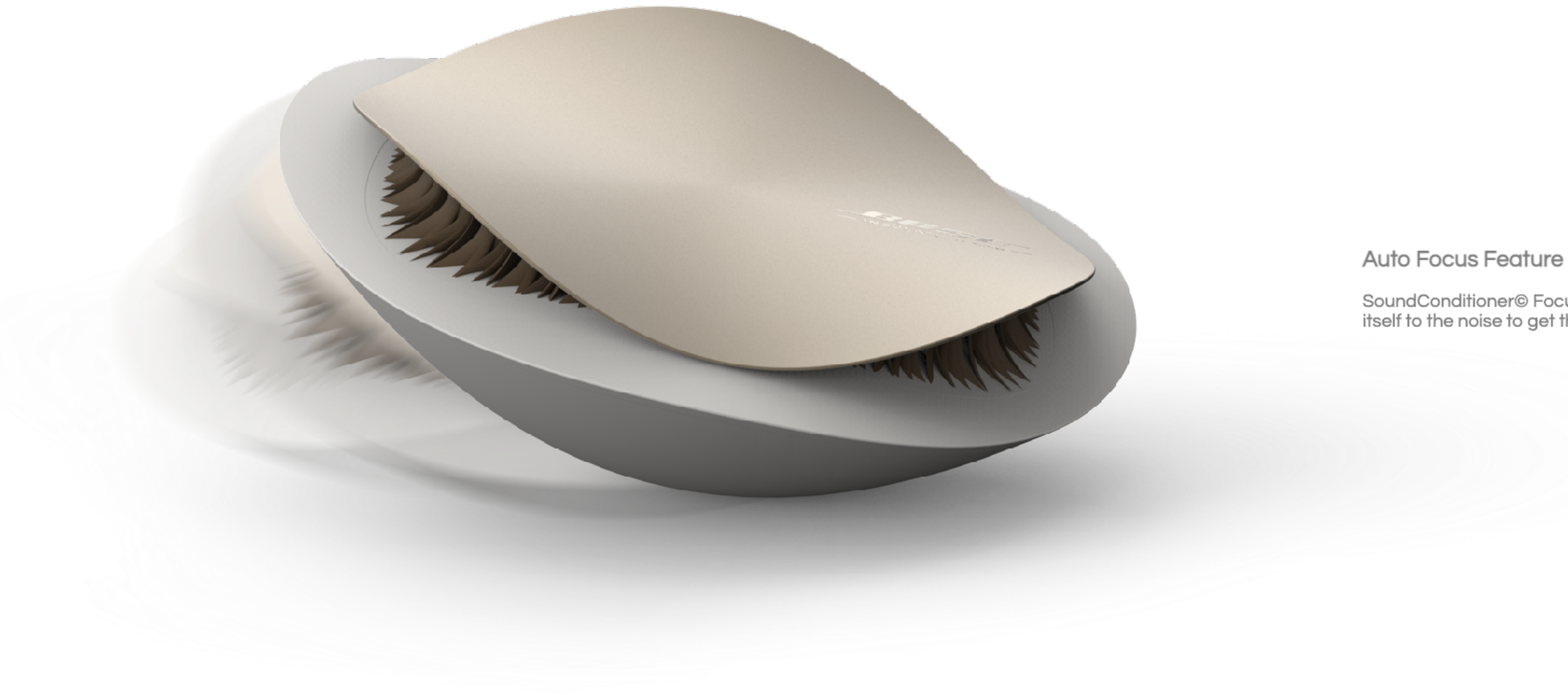
Noise reduced
(dB=decibel)

25.5

Square feet coverage

200

Anti-noise frequency
adjustments per sec



Auto Focus Feature

SoundConditioner© Focus can spin on your table and point itself to the noise to get the best noise-cancelling effect.



Wireless Charging Feature

SoundConditioner® Focus supports wireless charging. With the special designed charging dock

15w

Fast charge

5+

Hours duration

5m

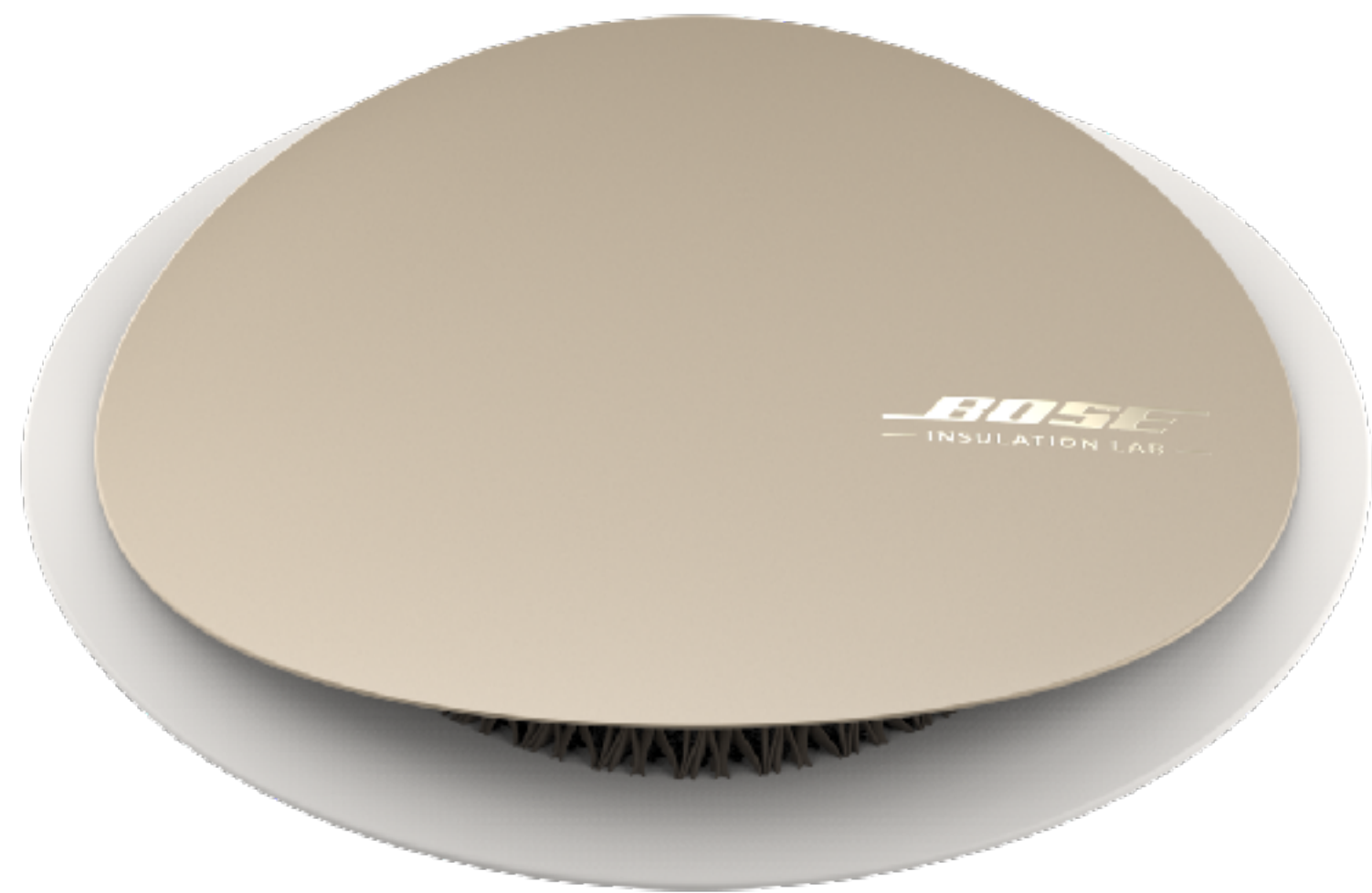
Charging for 1hr
of quiet time





SoundConditioner©EA
For electronic appliance noise





SoundConditioner® EA

Specially designed for electronic appliance noises.

<500Hz

Low-frequency sounds

Auto-activate

as the machine starts working

30d

Up to 30 days of usage
under one full charge.



Attaches to any surface

SoundConditioner®EA uses both magnet and suction cup to hold itself on any flat surface.



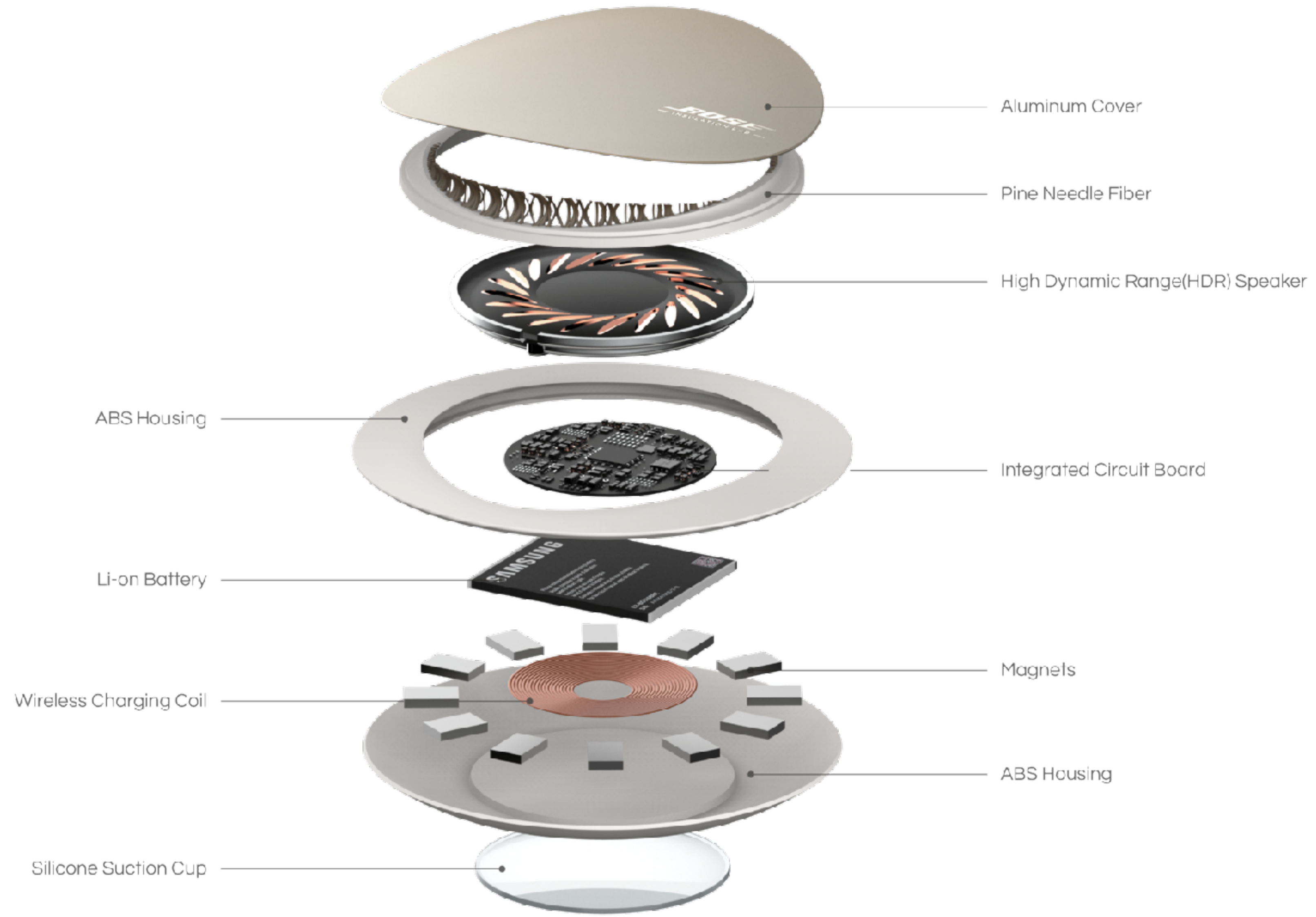
Push down to lock



Pull up

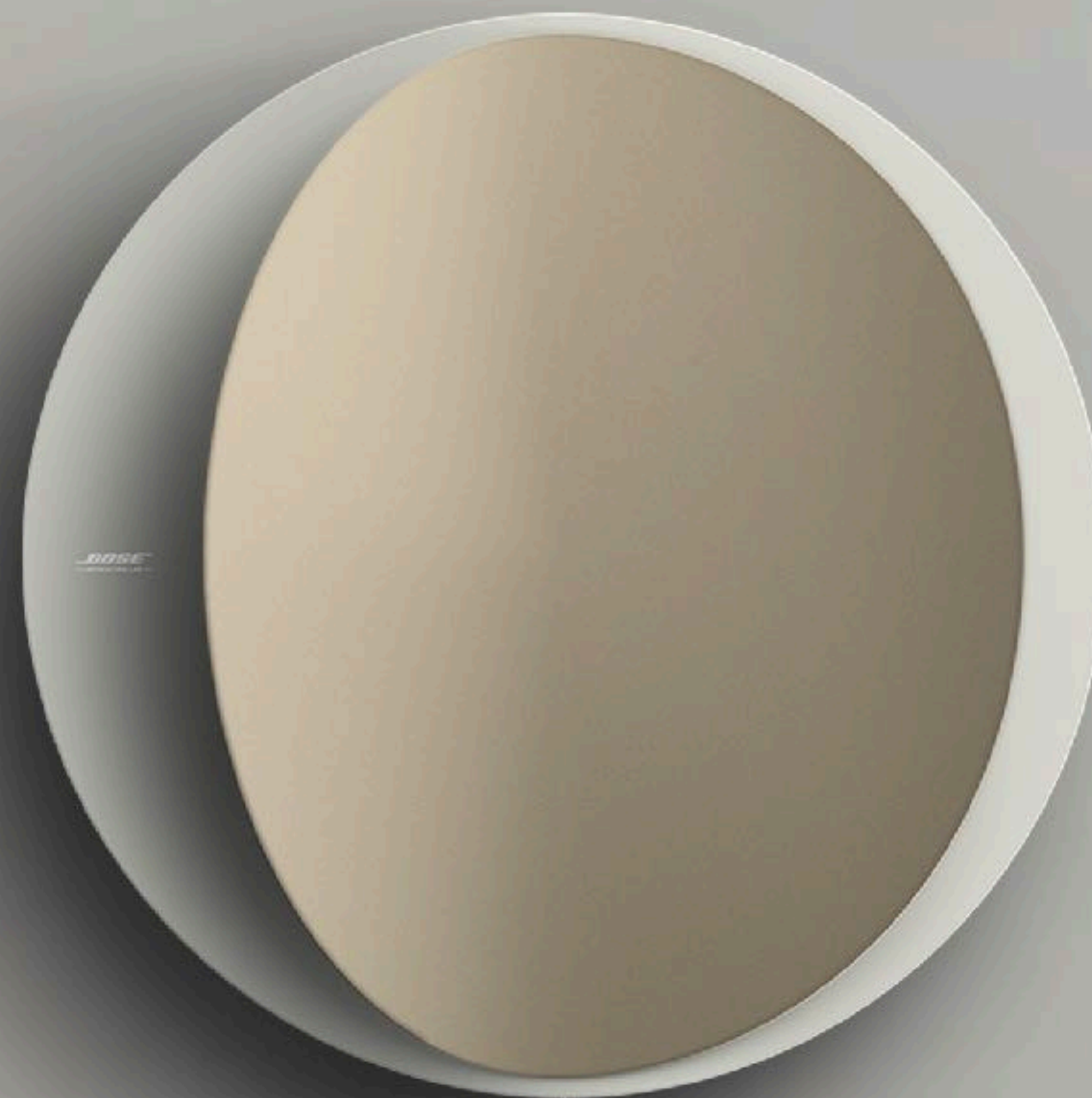


Squeeze both sides to unlock





SoundConditioner©Revolve
For big space noise-canceling





SoundConditioner©Revolve

With 6 high dynamic range speakers, it has the most powerful noise cancelling effect for the whole room.

60dB

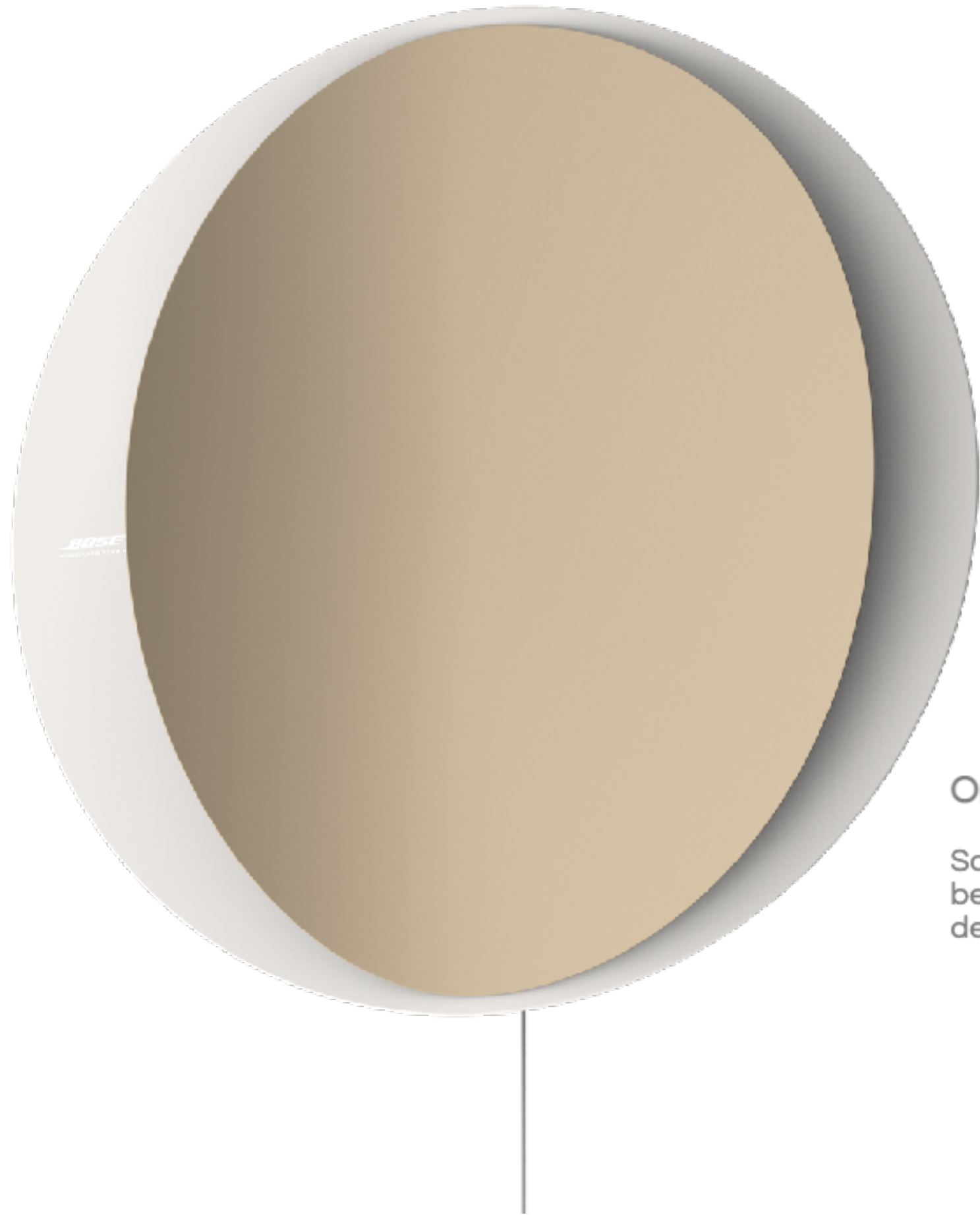
Noise reduced
(dB=decibel)

400+

Square feet coverage

5

Different kinds of nature
white noise
(Ocean, forest, rain,
canyon and storm)



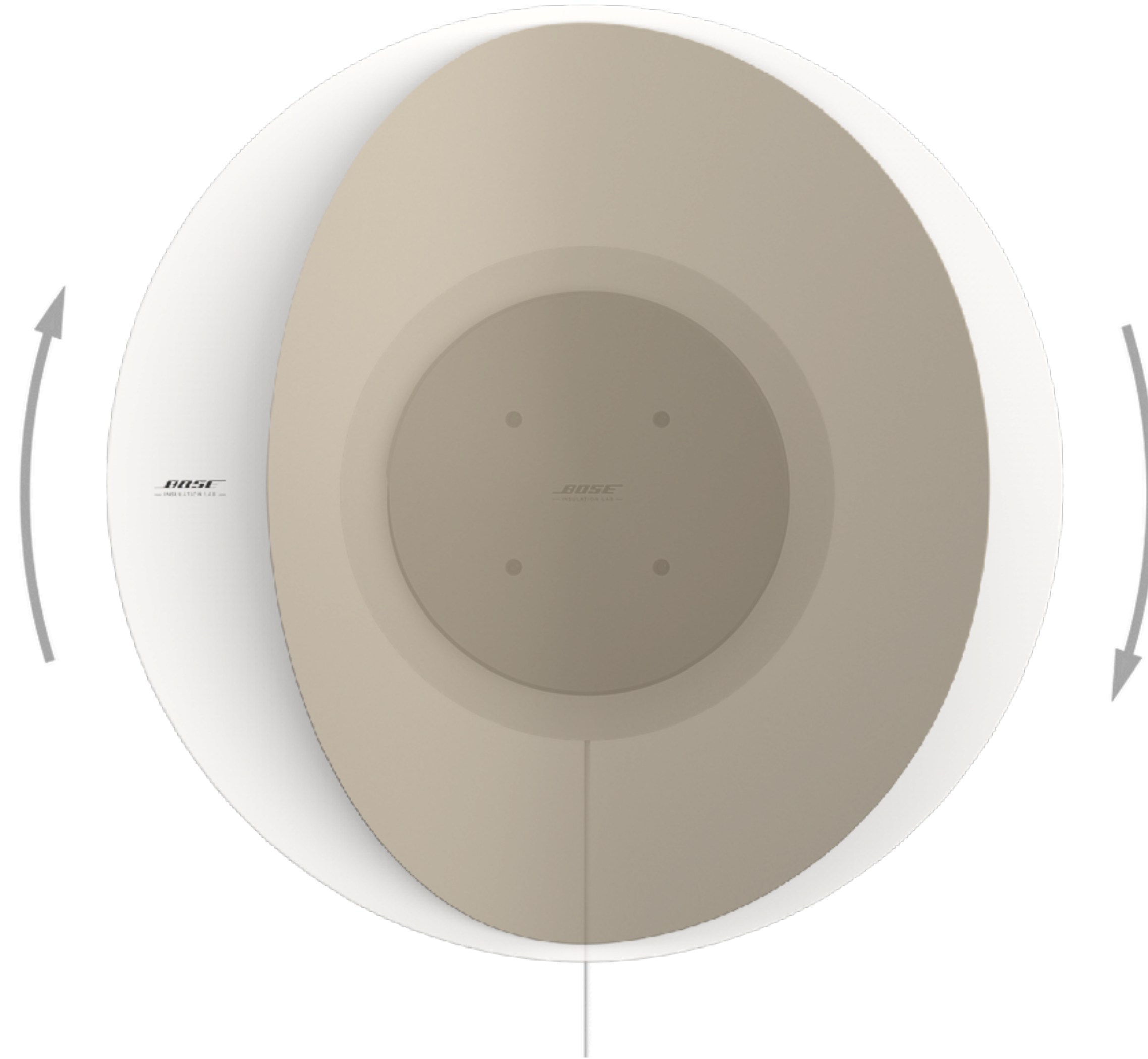
On your wall

SoundConditioner® Revolve can be mounted on wall with a special designed wall mount.



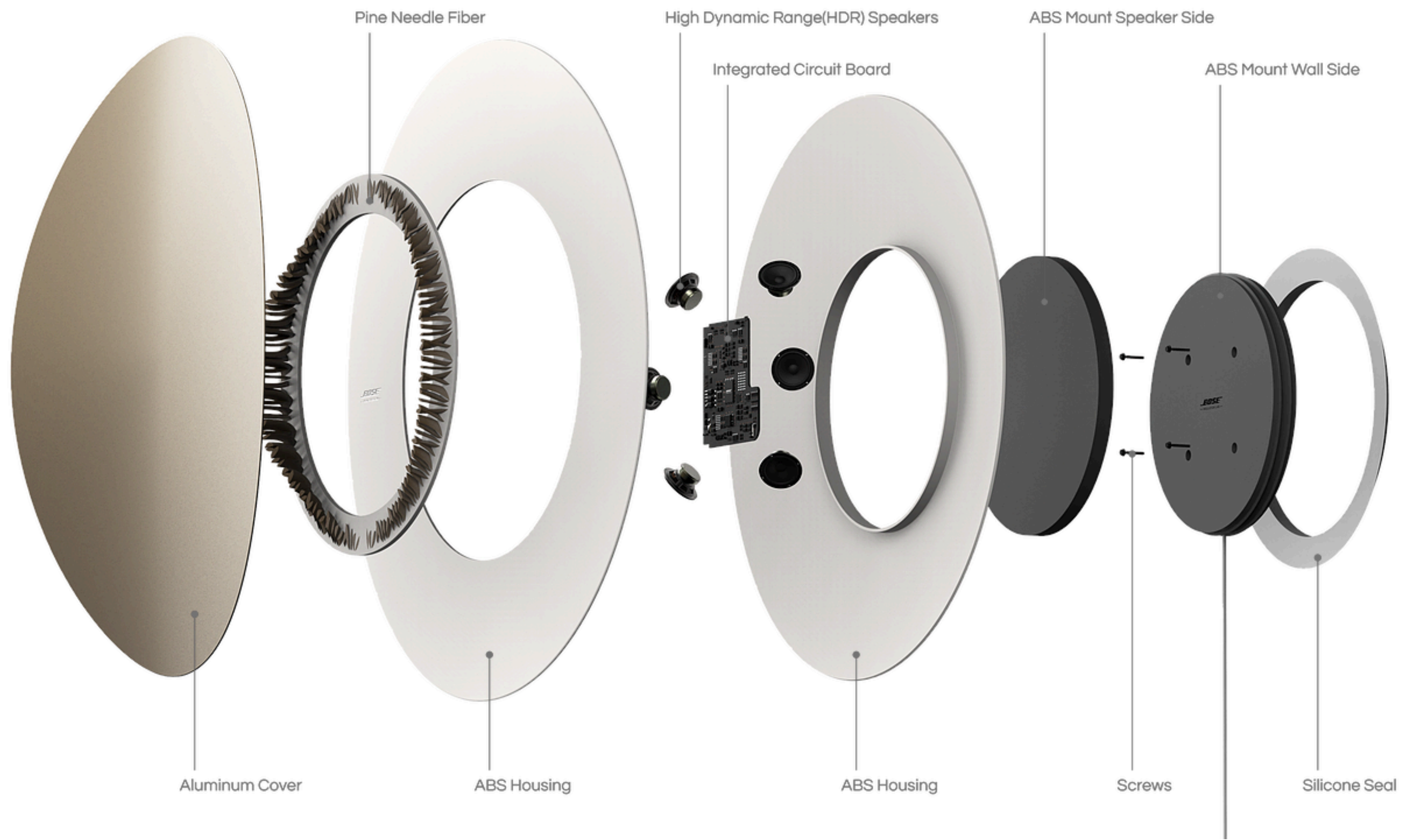
Or on your floor

It can also be mounted on the stand and set on the ground.



Install it by turning it 360° clockwise onto the base.









BOSE
— INSULATION LAB —



Stay Tuned