

# PORTABLE AUDIO NPI

JBL PARTYBOX SPEAKERS

# GLOBAL LEADERSHIP

JAN 2020 – Dec 2020



OVER 1.5  
MILLION  
UNITS SHIPPED

GLOBAL LEADERSHIP  
2020

JBL PARTYBOX SPEAKERS



# AMBITION 2021 - 2025

## PORTABLE SPEAKERS Lead > 43% MS



**#1 GLOBAL**  
BLUETOOTH SPEAKERS BRAND

## PARTY SPEAKERS Become #1 > 43% MS



**#1 PARTY SPEAKERS**  
IN VOLUME AND VALUE

# PARTY SPEAKERS



JBL PARTYBOX SPEAKERS

# ALL-IN-ONE PARTY SPEAKERS

3 KEY DIFFERENTIATORS



**POWERFUL  
JBL PRO SOUND**



**DYNAMIC  
LIGHTSHOW**



**PLAY AND  
SING ALONG**



# JBL PartyBox

Loud, louder, loudest



Holiday  
promo  
**\$999.98**



**PARTYBOX OTG**  
Sing Along

\$449.98



**PARTYBOX 110**  
Powerful Sound

**NEW**  
\$499.98



**PARTYBOX 310**  
On Wheels

\$699.98



**PARTYBOX 710**  
The Life of Every Party

**NEW**  
\$1099.98



**PARTYBOX 1000**  
The Epic Party

\$1499

# PARTYBOX ENCORE

COMPACT AND PORTABLE



PartyBox Encore



PartyBox Encore Essential

# PARTYBOX 2022

## WHAT'S NEW

Light show 2.0



IPX4 splashproof



JBL PartyBox App



Easy to sing karaoke



New user interface





# PARTYBOX ENCORE & ESSENTIAL

Grab & Go Party!



## ENCORE

- **100W** OUTPUT POWER
- JBL PARTYBOX LIGHTSHOW+
- **IPX4** SPLASHPROOF
- BLUETOOTH, USB AND AUX-IN
- **2X DIGITAL WIRELESS MIC**
- TRUE WIRELESS STEREO
- **10** HOURS PLAYTIME
- PARTYBOX APP



RRP **\$499**

RTS: **Fall 2022**

## ENCORE ESSENTIAL

- **100W** OUTPUT POWER
- JBL PARTYBOX LIGHTSHOW
- **IPX4** SPLASHPROOF
- BLUETOOTH, USB AND AUX-IN
- 1X MIC INPUTS
- TRUE WIRELESS STEREO
- **6** HOURS PLAYTIME
- PARTYBOX APP



RRP **\$399**

RTS: **Summer 2022**