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Sonya

A living soundscape for your home

Current Landscape

After years of double-digit growth, smart speaker adoption in the U.S. has plateaued.

While hardware quality has improved, the listening experience itself remains largely static, with minimal personalization or atmospheric adaptation.
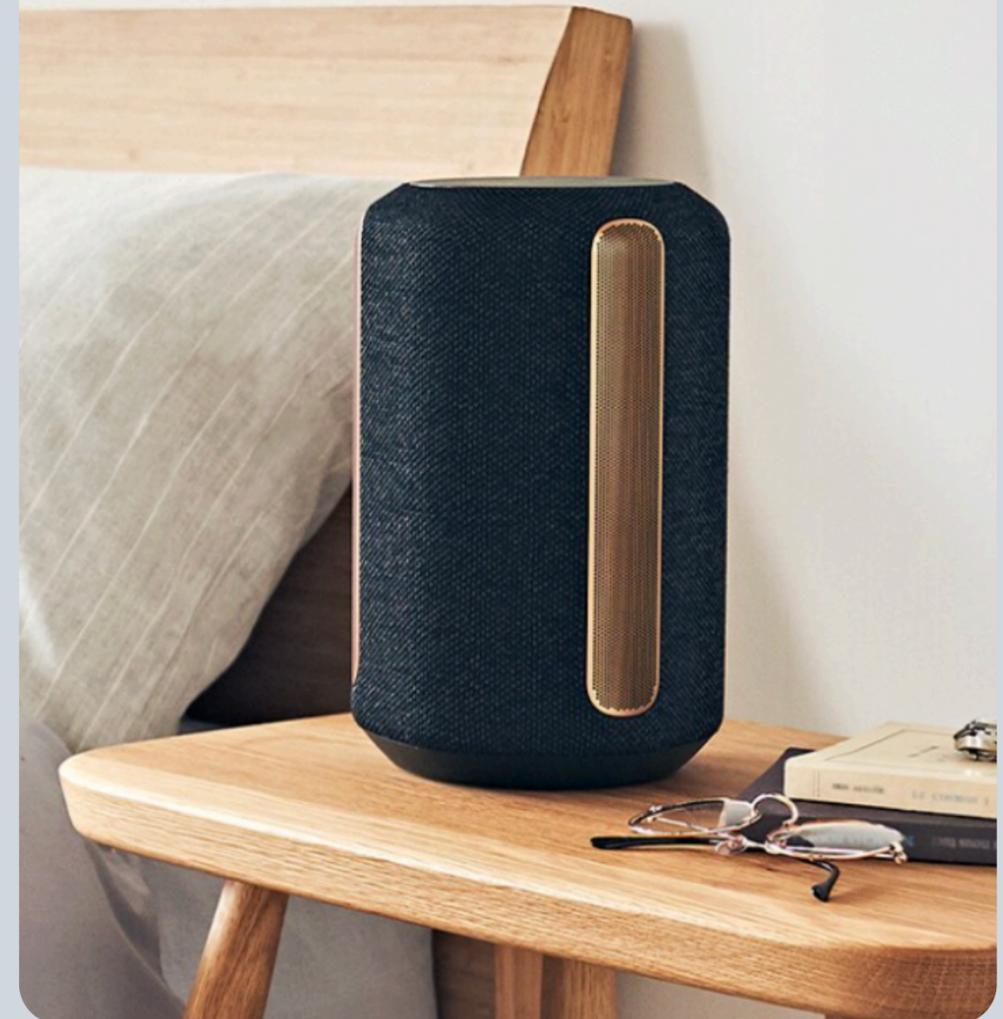
What is Sonya?

Sonya is a smart speaker that reimagines Spotify's Daylist as a continuously updating, immersive experience.

Built on Sony's SRS-RA3000 speaker
- 360 Reality Audio
- Room-filling omni-directional sound
- Spotify Connect and voice control

Start your day with Sonya Mode

Shifting from static playlists to adaptive listening:

Sonya curates music in real time throughout the day using:

- Time of day and weather
- Listening behavior
- Previous user feedback and live voice prompts
- Environmental cues: light, movement, and noise levels in the home

Instead of having their moods assumed, listeners experience music that adjusts naturally to the moment.

Sonya SoundSense

SoundSense lets artists opt in to build a custom EQ for their songs specific for Sony's Sonya hardware, unlocking a premium and custom listening experience for fans.

User stays in control: instant voice edits and overrides, with preferences learned over time.

- "Sonya more bass" or "Make vocals clearer"

Why Sonya makes sense for Sony

01 **Sony: From Hardware to Experience**

- Most smart speakers only play music; they don't understand the moment.
- Sonya positions Sony as a leader in the future of expressive, adaptive listening, defining how music is experienced, not just how it is played.

02 **Spotify uniquely provides the software layer Sony needs to scale its world-class audio hardware into smart speakers:**

- The richest real-world listening data at scale
- Proven personalization products (Spotify Daylist and DJ)
- A trusted discovery relationship with listeners built on adaptive, data-driven recommendations

Why Sonya makes sense for Sony

03   **Partnership credibility across Sony's ecosystem and execution readiness**

- PlayStation Music with Spotify
- Sony Music Group Spotify agreement and licensing
- Sony x Olivia Rodrigo

Our Differentiators

Feature	Amazon Echo	Google Nest	Apple Homepod Mini	Sonya
Spotify Voice Control	Limited	Limited	Limited	Yes
Real-Time Playlist Generation	No	No	No	Yes
Atmospheric Detection	Room Adaptation Technology	Room/Media EQ	None	Atmosphere + Behavior Fusion
Personalized Spotify Integration	No	No	No	Yes

Why it matters

For Listeners

A more immersive and personal experience:
- Music adapts automatically without constant input
- Less decision fatigue from choosing playlists
- Sound feels appropriate to the environment and moment

For Artists

A new channel of discovery and optimized engagement:
- Sonya's SoundSense creates contextual discovery moments and opportunities for artists to be found by a new audience
- Sonya places an artist's work into the perfect real-time atmosphere

Pricing Strategy

Amazon Echo: $30–$190
Google Nest Audio: $99
Apple HomePod Mini: $299

Bose Home Speaker 300: $329
Bang & Olufsen Beosound A1: $300
Sonos Era 300: $449

Sony's Entry –Premium Tier Speaker Pricing: $330–400+

Option A: Hardware Only ($399)

- Full adaptive personalization
- Deep integration with existing Spotify Premium account
- Best for existing Spotify Premium users

Option B: Hardware + 6 Months Spotify Premium Trial ($435)

- Full adaptive personalization
- Incentivizes new sign-ups
- Higher perceived value
- Sony wants new hardware customers & Spotify wants conversions

Thank You!

Works Cited

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