

Era 100 Pro Application Guide: Hospitality and Dining

SONOS



The ultimate all-in-one solution for restaurants, cafes, bakeries, bars, hotel lobbies, and lounges. Perfecting the sense of arrival.

Your customers experience your business with all of their senses, and music plays a vital role in that setting the mood. Ensure they savor every moment by cultivating an atmosphere that delights and engages.

Use music to craft the ideal ambiance for every time of day, from breakfast to dinner, from happy hour to last call. By combining carefully curated music with exceptional Sonos sound, you'll offer an elevated brand experience that your customers will remember and tell their friends about. And, you'll inspire and energize your staff, leading to better engagement and service.

Discover all the ways a Sonos Era 100 Pro system can transform your space with rich, immersive sound that draws patrons in and keeps them coming back for more.



Signature Sonos sound and style

Our professional products provide the same premium sound and effortless experience that have made Sonos a household name. We provide commercial systems that are easy to install and control, delivering streamlined discreet, modern systems that harmonize with your décor.



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)

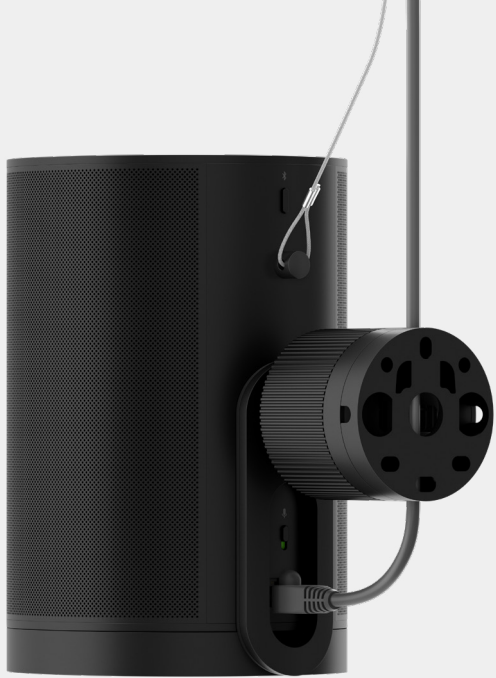
The Era 100 Pro Surface Mount provides flexible, secure speaker positioning and an elegant, clutter-free aesthetic. Mountable on virtually any surface, it includes built-in theft deterrence, 30° pan and tilt angles and 360° rotation. The mounting plate accommodates hidden or exposed cabling for even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

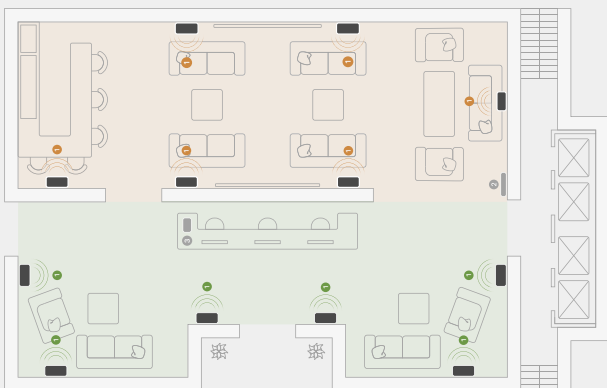
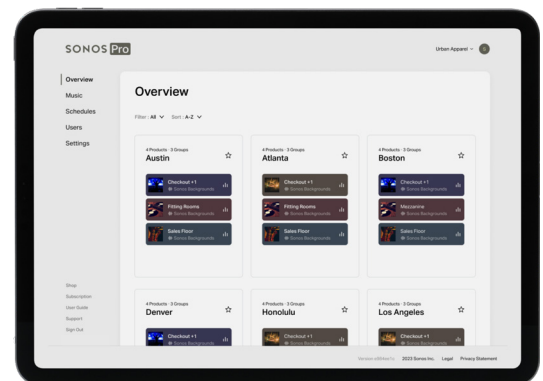
PoE gives you the flexibility to place your speakers wherever they will look and sound at their best - you're no longer limited by proximity to power outlets. PoE means you can count on a wired connection for enhanced reliability, speed, and performance. A secondary wireless connection provides even 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.

Sonos Pro: Remote monitoring and management

Take control of your business's music with one easy subscription. Monitor all your speakers remotely from a single dashboard. Restrict system control, stream, and schedule licensed music. Fine-tune your brand and provide a unique, sensory experience. Let Sonos Pro manage your audio, so you can focus on your patrons.

Separate subscription required. Sonos Pro is currently only available in the US.



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.

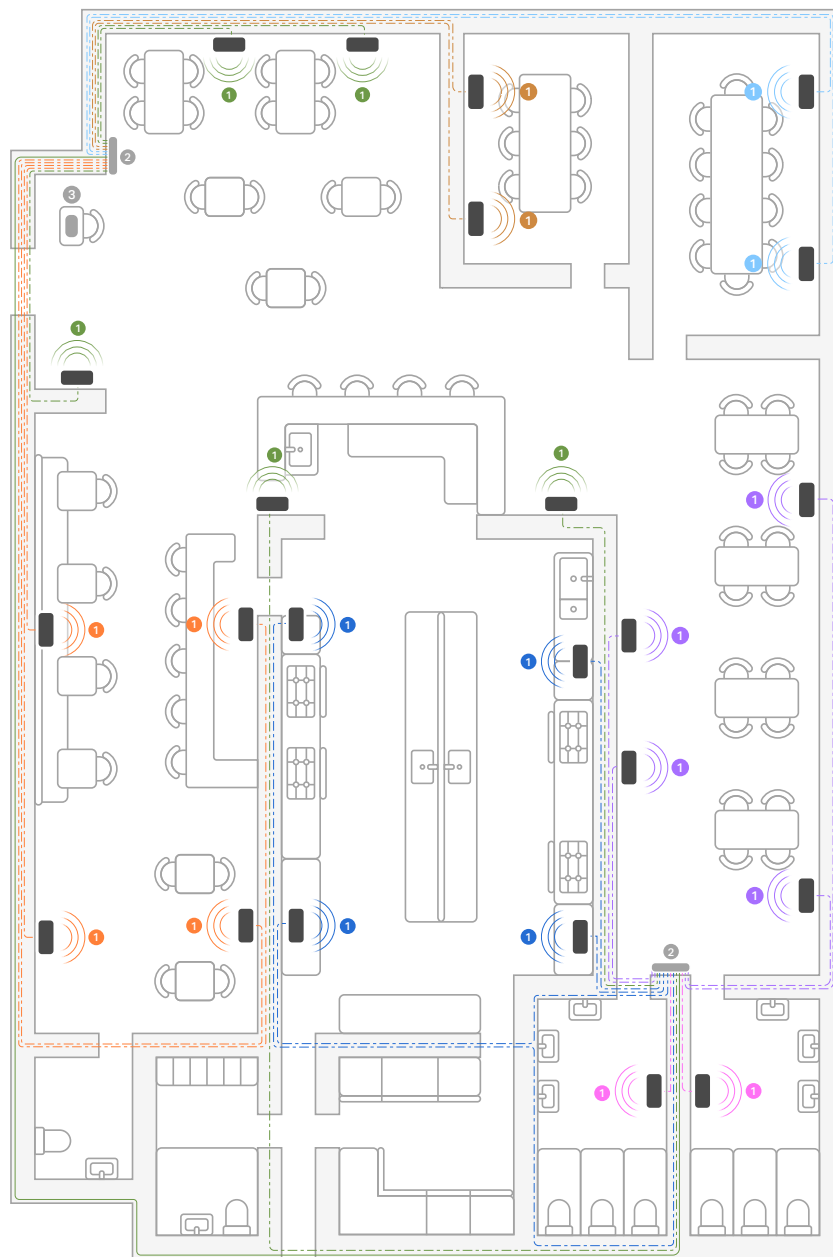
With Sonos, every area of your establishment becomes an opportunity to elevate the customer experience and strengthen your brand presence.

Music for every mood: large restaurant

From midtempo tunes at the host stand to a subdued soundtrack in the VIP dining room to high-energy tracks in the back-of-house, create zones that tailor ambiances to every space.

Sample system:

Era 100 Pro — PoE Switch — Mobile Device Controller



Large restaurant 6000 sq ft, 7 zones: Host stand / entrance area, five dining areas (two private dining rooms), bar area, chef's table by the kitchen, BOH, and restrooms

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

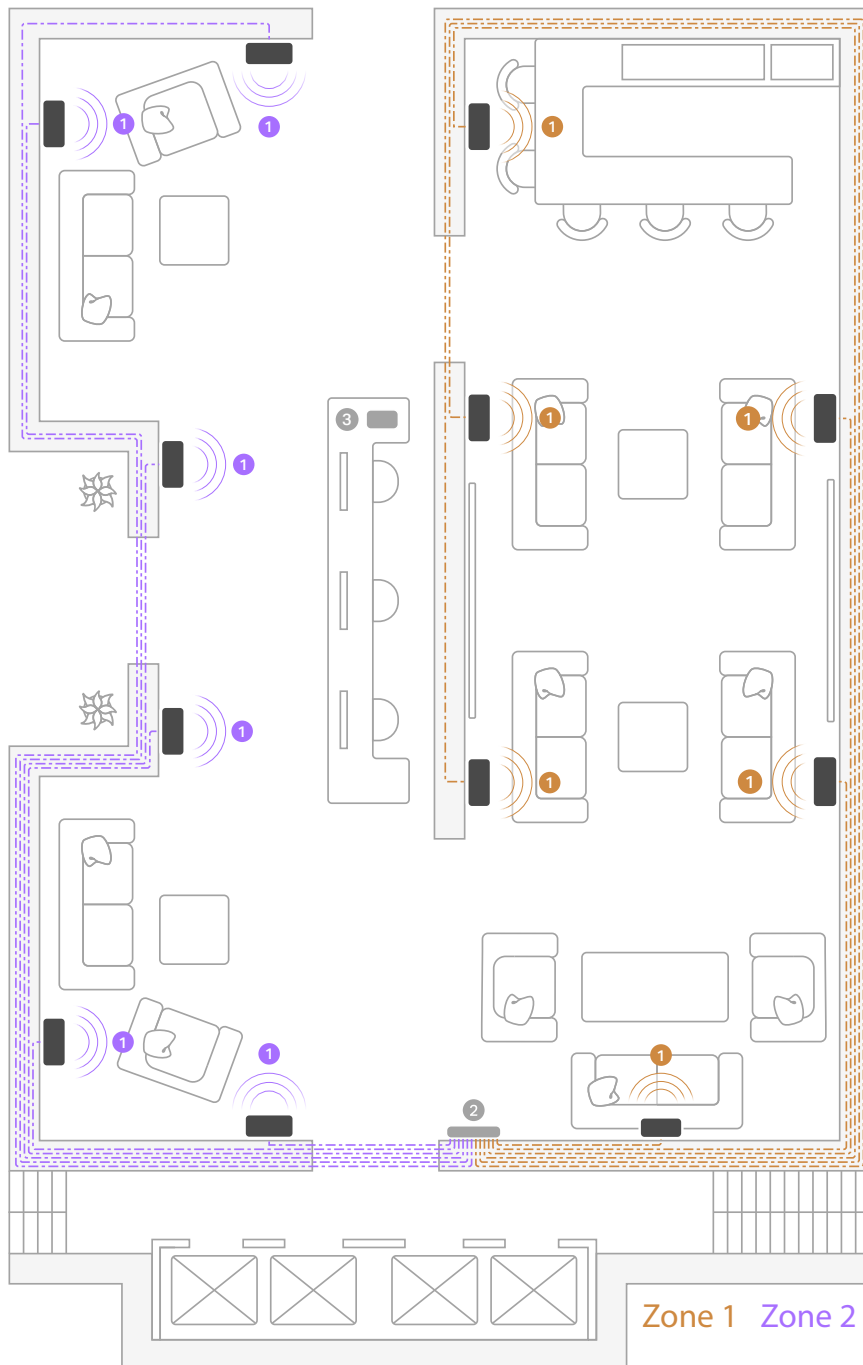
Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7

Harmony in hospitality: hotel lobby and lounge

Provide a memorable experience that starts the moment your guests arrive by setting the scene with immersive music. Use zones to create soundscapes that effortlessly shift from uptempo songs in the lobby to laid-back vibes in the lounge.

Sample system:

Era 100 Pro — PoE Switch — Mobile Device Controller



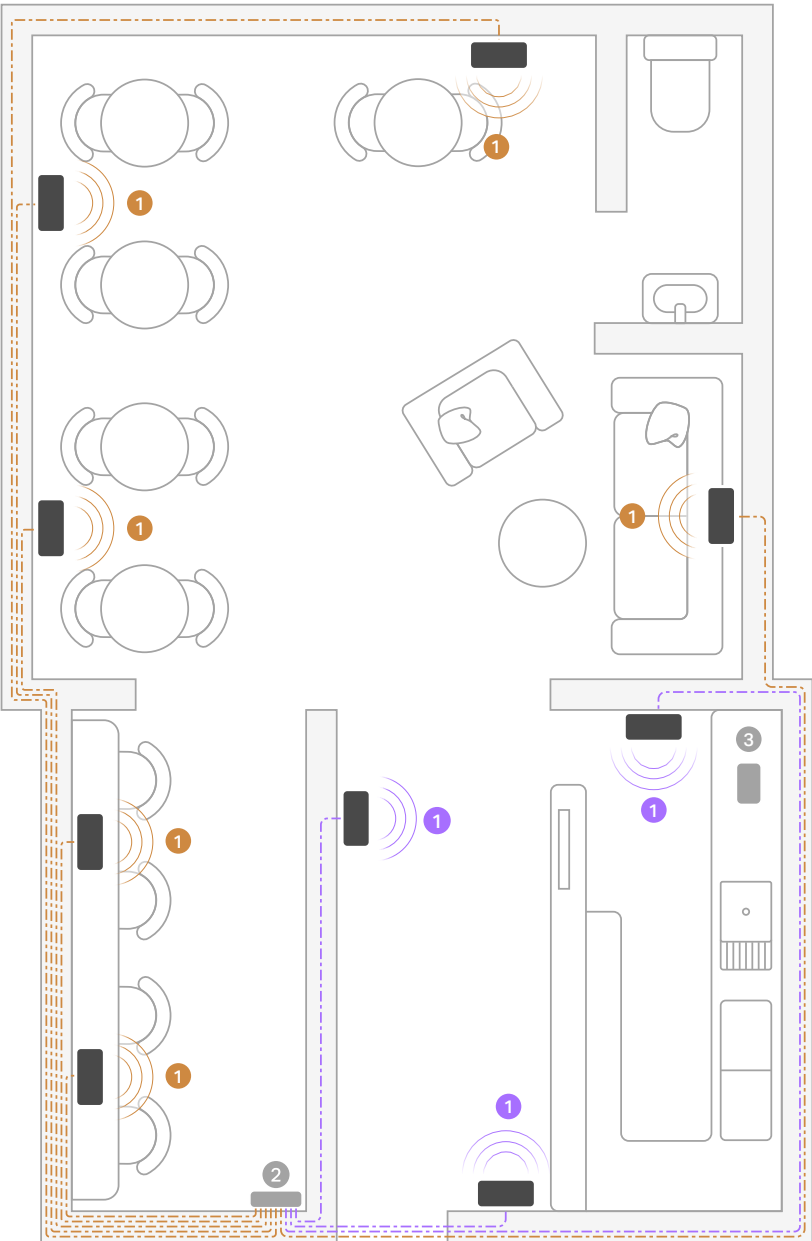
Medium boutique hotel lobby and lounge
2500 sq ft, 2 zones

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

Seamless small-space ambiance: coffee shop

Create zones that channel higher energy at the counter and maintain a lower volume in the sitting area, promoting a relaxed environment and a harmonious experience across your space.

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



Zone 1 Zone 2

Small coffee shop 1500 sq ft, 2 zones: Counter and sitting area

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