

Kooduu announces a collaboration with HARMAN International, global leader in audio technology, for its speaker lamps Lite-up Play and Lite-up Play with Mini Sound by JBL



Paris, January 15, 2023 – Kooduu, the lifestyle, design and technology brand best known for its iconic speaker lamps is pleased to present the result of its collaboration with sound leader HARMAN International at Maison & Object 2024 in Paris: Kooduu Lite-up Play and Lite-up Play Mini with Sound by JBL, speaker lamps that merge the best of audio with the best of Scandinavian design.

Simple, yet sophisticated, warm and inviting: The Lite-up Play and Lite-up Play Mini with Sound by JBL are a portable mix of mood lighting and outstanding sound wrapped in a Scandinavian design that elevates any interior to the next level. Thanks to their rechargeable battery and portable design, they can be used in any room or under the open sky to set the mood for aesthetic, joyful and relaxing times.

The collaboration between Kooduu and HARMAN merges decades of high-performance audio experience with deeply rooted Danish Design traditions, resulting in the next era of integrated audio lighting products.

“Our products offer a multi-layered experience to consumers that demand a more integrated experience without wanting to compromise on design. They are accessible and affordable and fit in most people’s homes, and with the Sound by JBL audio set-up, we will also be offering an exceptional listening experience” says Steven Slijper, Partner and General Manager at Kooduu.

Specifications and Design

The Lite-up Play has a full range 10 watt speaker, a battery size of 2600 mAh and a frequency of 55Hz – 16kHz. The Lite-up Play Mini has a full range 8 watt speaker, a battery size of 2200 mAh and a response of 76Hz-17.8kHz. This translates into an enhanced power and quality listening experience

delivered by SOUND BY JBL. Both feature Bluetooth 5.3 and True Wireless Stereo (TWS) technology. This means you can connect smartphones, tablets and laptops via Bluetooth—and pair them with another Kooduu Lite-up Play or Lite-up Play Mini Sound by JBL to enjoy stereo sound. The LED mood light is warm white and has 5 dimmable settings.

Thanks to their integrated battery, these speaker lamps provide up to 8 hours of playtime on moderate listening volume before a 3.5 hour recharge will be necessary. The products also deliver up to 11 hours of ambient light when using the lamp function only.

The body of these Kooduu speaker lamps with Sound by JBL is made of white polyethylene, which diffuses the integrated 2700K LED light source. The sturdy, yet soft TPU cover provides extra protection and comes in nature-inspired colors to match or contrast with any interior: Ocean blue, Earth, Sand and Petroleum. The speaker lamps also brass accents that exude elegance and a wooden handle and feet for portability and the ability to set the mood wherever and whenever.

“The split and mix of materials in the design of the Lite-up Play represents the split and mix of light and sound. The wooden handle with a soft curve represents the softness and emotion we call ‘hygge’, the Danish word that loosely translates into a mood of coziness and enjoying life. The wooden handle and feet connect the user to nature, a typical characteristic of ‘hygge’ and Scandinavian Design. The feet emphasize the sound experience and also symbolize that this speaker lamp is a great companion, almost a character”, says Eskild Hansen, Designer and owner of Eskild Hansen Design, the award-winning Danish Design studio that designed this speaker lamp.

In short, the best of two worlds is combined in these portable speaker lamps: Exceptional Danish mood lighting design and more than 76 years of experience in cutting-edge audio manufacturing and innovations from the JBL brand.

Pricing and Availability

Kooduu Lite-up Play Mini and Lite-up Play Sound by JBL are available. For more information and orders, please contact Steven Slijper, Partner and General Manager via s.slijper@kooduu.com.

About Kooduu

Kooduu is a Danish & Dutch owned lifestyle design and technology brand founded in 2017 on the basis of bringing joy, happiness and togetherness to people through innovation. The brand invites people to set the mood wherever and whenever they please. This means all products are the perfect companion for any social event, summer barbecue, indoor family gathering, picnic in the park or a cozy evening on the couch. Enjoy the minimalist joyful lifestyle and create meaningful moments in life with a little help from Kooduu. Visit our website: kooduu.com

About HARMAN

HARMAN (harman.com) designs and engineers connected products and solutions for automakers, consumers, and enterprises worldwide, including connected car systems, audio and visual products, enterprise automation solutions; and services supporting the Internet of Things. With leading brands including AKG®, Harman Kardon®, Infinity®, JBL®, Lexicon®, Mark Levinson® and Revel®, HARMAN is admired by audiophiles, musicians and the entertainment venues where they perform around the world. More than 50 million automobiles on the road today are equipped with HARMAN audio and connected car systems. Our software services power billions of mobile devices and systems that are connected, integrated and secure across all platforms, from work and home to car and mobile. HARMAN has a workforce of approximately 30,000 people across the Americas, Europe, and Asia. In March 2017, HARMAN became a wholly-owned subsidiary of Samsung Electronics.

About JBL

For over 75 years, JBL has shaped life's most memorable moments at the intersection of music, lifestyle, gaming and sports. JBL elevates listening experiences with superior audio quality and product designs that encourage individuality and self-expression. With unmatched professional credentials and industry-leading innovation, JBL is a trailblazer in the audio industry because of passionate and talented engineers and designers around the globe. JBL Pro Sound is the foremost technology pushing culture forward through major pop culture events and partnerships with the world's top talent across music, sports and esports.