

WiiM Sound: WiiM Streaming and Audio Expertise in a Smart Speaker

WiiM Sound – works solo, in stereo pairs, or as part of an all-WiiM system



Didcot, Oxfordshire, UK, 23 October 2025 – WiiM today introduces the WiiM Sound, a smart speaker that brings the company’s renowned streaming and amplification know-how to an all-in-one, touch-controlled design.

Delivering hi-res audio up to 24-bit/192 kHz and 100 W peak power, WiiM Sound brings room-filling performance to a minimalist form that fits any living space. WiiM’s AI RoomFit technology automatically calibrates output to suit the environment, while a 1.8-inch touch display gives instant (no-phone required) control of playback, sources, presets and EQ.

Big Sound, Small Footprint

A 4-inch (100 mm) long-throw woofer and dual 1-inch (25 mm) tweeters are optimised by AI RoomFit to deliver a rich, balanced sound wherever you place the speaker. Pair two WiiM Sound units for true stereo or assign them as surround or centre channels within a WiiM home-cinema setup. When used with a WiiM device featuring an HDMI ARC input, such as the WiiM Amp Ultra, WiiM Sound can act as rear surround speakers in a Dolby 5.1 system, making it fully home cinema ready.

Touch, Cast or Talk

The WiiM Sound's responsive display puts play/pause, source, and quick EQ right at the user's fingertips, showing album art, track info and clock faces when idle. Users can also control playback via the WiiM Home App, the included WiiM Voice Remote 2 Lite, or by voice using Alexa or Google Assistant (through compatible devices).

Extensive Connectivity

WiiM Sound connects in multiple ways, including Google Cast, Spotify Connect, TIDAL Connect, Qobuz Connect, Alexa Cast, DLNA, and Roon Ready (pending). It can be grouped with WiiM, Google Cast and Alexa multi-room systems for playback throughout the home – so, no ecosystem lock-in.

Smart Living, Seamless Expansion

With smart presets, music alarms, and multi-room grouping, WiiM Sound easily integrates into daily routines. It pairs with WiiM Amp, Pro, Mini, Ultra, Sub Pro, and other WiiM edition speakers to create a complete home audio system.

Tech Specs & Links

- Model: WiiM Sound
- Category: Smart speaker
- AI RoomFit automatic room correction
- Connectivity: Wi-Fi 6E | Bluetooth 5.3 (SBC, AAC, LD3) | Ethernet | 3.5mm Aux
- Dimensions (HWD): 146 x 146 x 193mm (5.7 x 5.7 x 7.5 inches)
- Hi-Res 24-bit/192 kHz playback
- Multi-Room Audio: WiiM | Google Cast | Alexa Multi-Room

- Smart Preset & Alarm Clock for personalised listening.
- Sound Performance: 35 Hz - 20 kHz, 100W total output

- Streaming Platforms: Chromecast, Spotify Connect, TIDAL Connect, DLNA, LMS
- Weight: 2.5 kg (5.5lbs)
- WiiM Voice Remote 2 Lite included
- Works with Alexa / Google Assistant
- Finishes: Black or White
- Images: [High-resolution images](#)
- Website: www.wiimhome.com
- Website (UK distributor): www.henleyaudio.co.uk

The WiiM Sound is available in the UK from Q4, priced at £299 (SRP), in a choice of black or white finishes. Henley Audio distributes WiiM in the UK.

Ends.



Notes for Editors

About WiiM

WiiM is a global and US-based technology brand that delivers premium audio and smart home experiences by seamlessly integrating AI connectivity into everyday devices. Equipped with an intuitive voice-user interface, advanced audio streaming capabilities, and innovative audio and smart home solutions, WiiM empowers users to revitalise their beloved tech products. The company's mission is to offer high-quality audio and smart home solutions that are universally compatible with all your existing devices. WiiM consumer products have earned widespread acclaim, amassing numerous awards and establishing themselves as top sellers in the market.

Website: www.wiimhome.com

About Henley Audio

Henley Audio has been importing and distributing industry-leading hi-fi equipment to the UK and Ireland since 1997. With a passion for great sound and a firm focus on brand integrity, it works to deliver excellence in both product and service. Formed as the result of a management buy-out of Ortofon UK, Henley Designs Ltd. (trading as Henley Audio) operates in-house sales, marketing, service, support, and warehouse teams to offer the full turn-key solution for suppliers. The brands it represents are highly regarded in their own right and share a symbiotic relationship with other brands in its portfolio.

Website: www.henleyaudio.co.uk

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