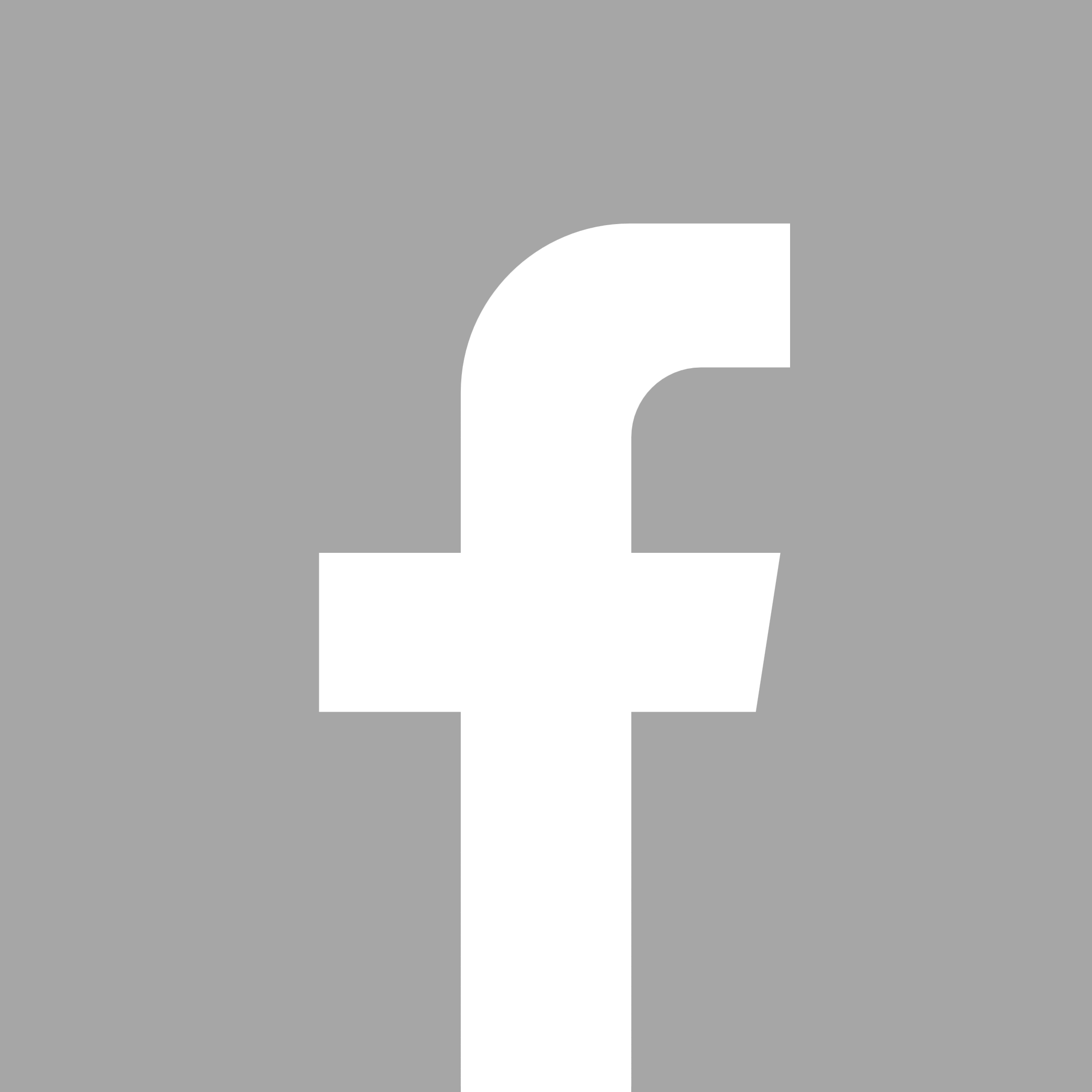
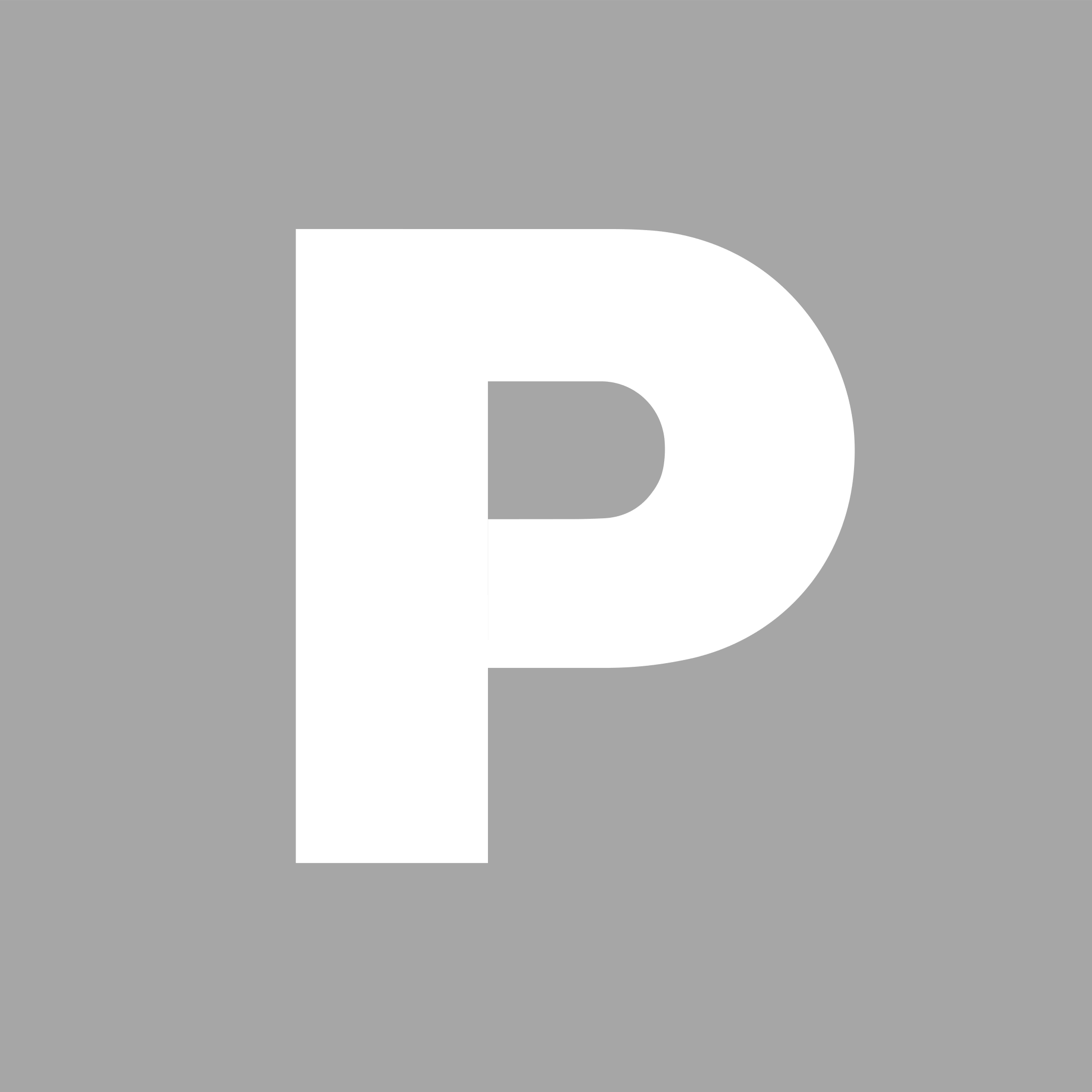
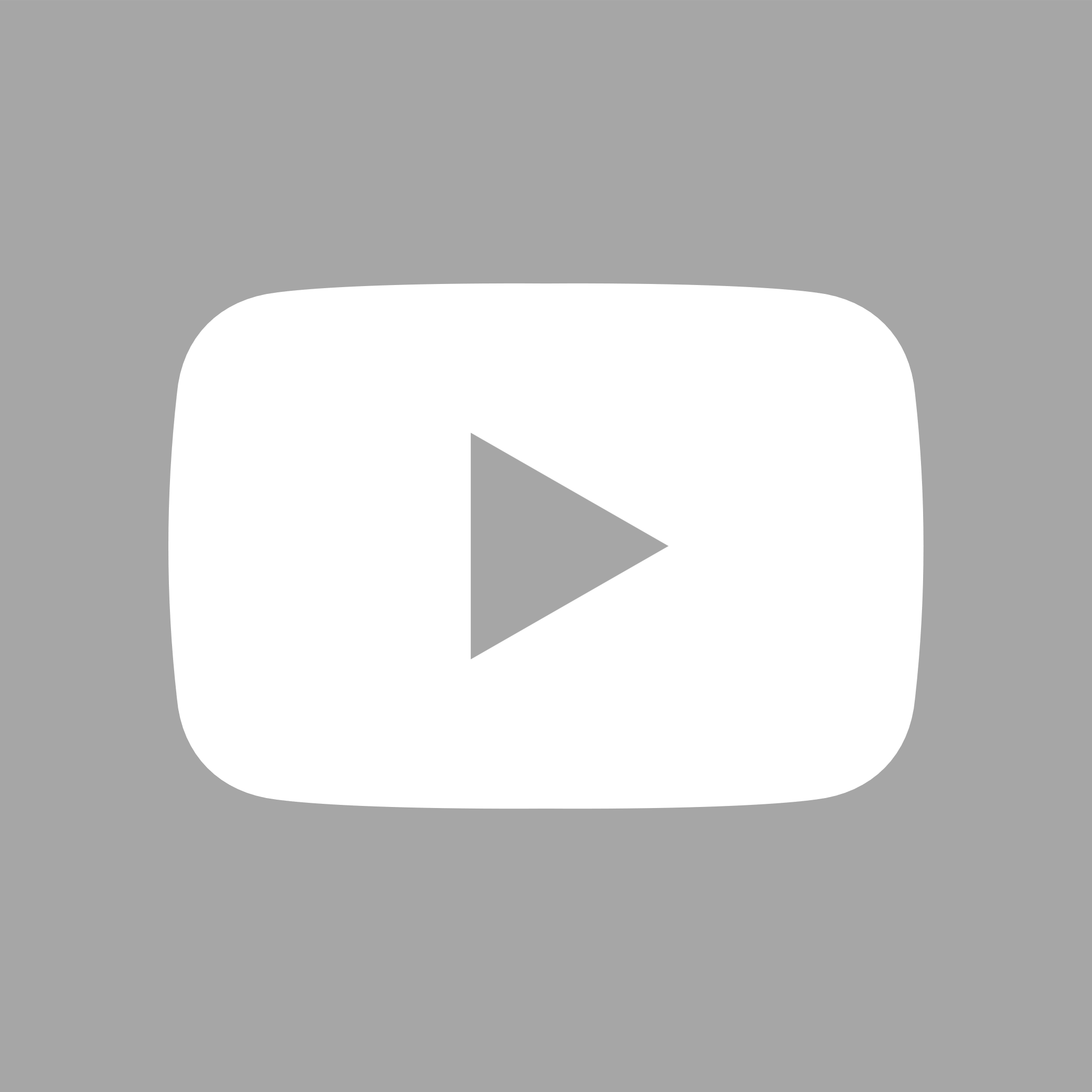
Take the Party to the Max – with Panasonic’s New SC-BMAX10 and SC-BMAX5 Party Speakers.

[](https://www.facebook.com/people/Panasonic-Europe/61552183186987/)With powerful sound, integrated light show, and rechargeable batteries: BMAX speakers are ready to get the party started.

[](https://twitter.com/PanasonicEurope)[](https://www.panasonic.com/)[](https://www.youtube.com/@PanasonicEuropeYouTubeChannel)

Wiesbaden, 5th September 2024

A collage of people dancing

Description automatically generated

* Portable Party Power – 2 new models: BMAX10 (150W) & BMAX5 (75W)
* Integrated Rechargeable Batteries – BMAX10 up to 15hrs & BMAX5 up to 9hrs runtime[[1]](#footnote-2)
* Powerful 14cm Woofers[[2]](#footnote-3) – with 2 tweeters & dedicated bass ports[[3]](#footnote-4) in each model
* Well Connected – Bluetooth® version 5.0, AUX in, USB-A, Optical in, with Mic in & Guitar in
* Bright Lights, Big Atmosphere – 7 bright colours with 12 different lighting patterns
* Easy to use & carry design – for the real world & total flexibility

**More Models Join Panasonic’s Party**

Today, Panasonic announced the arrival of two new additions to its Party Speaker line-up. The two BMAX Party Speakers both feature a built-in rechargeable battery, hence the B in their model names. This means that party hosts are freed from wall sockets, so they can take the party with them.

BMAX10 and the smaller BMAX5 both feature powerful sound and integrated lighting effects. They have all the right connections (both wired and wireless) and are very easy to get along with – thanks to fuss-free classic design, which takes its cues from the world of live performance speakers.

**Portable Power, Unleashed**

With a battery life of up to 15 and 9 hours[[4]](#footnote-5) respectively for BMAX10 and BMAX5, there shouldn’t be any worries about the party grinding to a halt. Naturally, there’s a display to show how much power BMAX has left, and both models can always be connected to mains power.

Panasonic’s BMAX10 is engineered to deliver 150W of pure power. It features two 14cm woofers, two tweeters, and two bass reflex ports for powerful detailed sound. From full-on bass lines to crystal-clear vocals and soaring highs, BMAX brings it home in one solid package. And for bass lovers, there’s Bass Boost to take things down real low.

The smaller BMAX5 features single 14cm woofer and bass port, with two tweeters, to deliver a creditable 75W from its compact proportions. It’s perfect for smaller rooms, while offering the owner the flexibility to use it in a variety of settings.

**Get Connected with BMAX and Friends**

It's easy to stream directly to BMAX with Bluetooth®. Also, to connect additional music sources using the aux and optical inputs. Plus, Panasonic BMAX can play MP3 mixes via the USB-A socket, which doubles as a charger[[5]](#footnote-6) – so phones won’t run out of juice mid-party.

BMAX loves recorded and live music equally. Separate guitar and mic jacks are added to the mix, each with adjustable volume, along with an echo dial for extra atmosphere. Perfect for taking things to a higher level, or just chilling with a few friends later. And did anyone mention karaoke?

Pair up BMAX with a smart TV, using the supplied optical cable. While the TV shows karaoke lyrics, BMAX takes care of the sounds. And as BMAX speakers can lie on their side, they won’t spoil the view.

**Bright Lights, Big Atmosphere, Bigger Parties**

Caged behind each Panasonic party speaker’s metal grille is a light show waiting to be unleashed. With seven bright colours and 12 different lighting patterns at the party host’s disposal – so they can work with the beat or go freestyle. And if that’s not enough, BMAX brings two strobe lights to the party.

The Chain Connection feature can add even more atmosphere to gatherings. Simply connect one BMAX to another[[6]](#footnote-7), with a 3.5mm mini-jack audio cable, and select Stereo Mode for even more dynamic sound. Things can be moved up a gear by connecting a third BMAX.

**Simple, Intuitive Operation and Design**

No one wants a party to lose the vibe because it’s too hard to work the sound system. BMAX has this covered with intuitive controls and handy groove to rest portable devices in. Goodbye fiddly little switches, hello big round buttons and dials, plus an LED input screen confirms the current music source.

Today, everyone and everything needs to do more than one thing – BMAX is no exception. Using their integrated carry handle, they can easily be moved around the home or away for various activities. Not restricted by power cables, BMAX are perfect for street dance, exercise, and gym sessions, or just hanging with friends.

**A light bulb from a ceiling

Description automatically generatedAbout the Panasonic Group**

Founded in 1918, and today a global leader in developing innovative technologies and solutions for wide-ranging applications in the consumer electronics, housing, automotive, industry, communications, and energy sectors worldwide, the Panasonic Group switched to an operating company system on April 1, 2022 with Panasonic Holdings Corporation serving as a holding company and eight companies positioned under its umbrella. The Group reported consolidated net sales of Euro 54.12 billion (8,496.4 billion yen) for the year ended March 31, 2024. To learn more about the Panasonic Group, please visit: https://holdings.panasonic/global/.

**A group of people sitting on the floor playing with toys

Description automatically generatedCreate Today. Enrich Tomorrow.**

Holistic Wellbeing for People, Society, and the Planet - Our goal is to bring balance to People, Society and the Planet through our innovative solutions & products; promoting overall wellbeing for everyone by creating a healthier, simpler and more balanced way of living.

[Find out more >](https://www.panasonic.com/uk/consumer/create-today-enrich-tomorrow/holistic-wellbeing/social-wellbeing.html)

**A green forest with white text

Description automatically generated**

**Panasonic Group Environmental Initiatives**

The Panasonic Group has set forth its long-term environmental vision, "Panasonic GREEN IMPACT," with the aim of achieving both a better life and a sustainable global environment for all. Under PGI, Panasonic Group strives towards achieving virtually net zero CO2 emissions from its own operations by 2030, and aims to create an impact of more than 300 million tons (\*1) of reduced and avoided CO2, which is equivalent to about 1 percent of the current global total of approximately 31.7 billion tons (\*2) by 2050. The group also works on business activities to realize a circular economy in which resource efficiency contributes to decarbonization and reduces the consumption of limited natural resources.

\*1: CO2 Emission factor based on 2020

\*2: 31.7 billion tons of energy-derived CO 2 emissions in 2020 (Source: IEA)

[Panasonic GREEN IMPACT - About Us - Panasonic Holdings](https://holdings.panasonic/global/corporate/panasonic-green-impact.html)

1. With fully charged battery, vol <28, Flat EQ, Bass Boost & illumination off [↑](#footnote-ref-2)
2. BMAX10 has two, BMAX5 has one [↑](#footnote-ref-3)
3. BMAX10 has two, BMAX5 has one [↑](#footnote-ref-4)
4. With fully charged battery using Bluetooth®, vol <29 (BMAX10)/<28 (BMAX5), Flat EQ, & illumination off [↑](#footnote-ref-5)
5. Using charging cable supplied with devices up to 5v 1A [↑](#footnote-ref-6)
6. Must be the same BMAX model. Audio cable sold separately [↑](#footnote-ref-7)