

HARMAN KARDON® AVR 2700

Features & Benefits

harman/kardon®
by HARMAN



Market launch: AVAILABLE NOW

CATEGORY: Audio/Video Receiver

POSITIONING: 7.1-channel network-connected, audio/video receiver

USP: Features Apple® AirPlay® software, High-Definition Dolby® and DTS® surround-sound modes, multizone functionality, 4k video support and 100 watts per channel output.

KEY BENEFITS:

- HDMI® with 3D, Audio Return Channel, CEC and Deep Color
- Powerful 7.1-channel surround system
- Dolby® TrueHD and DTS-HD Master Audio™ decoding
- Dolby Volume (maintains the same volume even when the program changes)
- DLNA Certified® 1.5 connectivity
- AirPlay software-enabled
- 4K video pass-through and upscaling
- Control applications for Apple and Android™ products

CRITICAL TO PURCHASE:

- **100 watts per channel** – The Harman Kardon® AVR 2700 delivers the kind of power that makes your living room seem more like a screening room. This is not power for power's sake. This is power for the sake of an ultra-realistic experience that will remain crisp and detailed no matter what the volume is turned up to.
- **8 HDMI inputs with 3D and Audio Return Channel** – Movies play as vividly and realistically as they would in a movie theater, thanks to the HDMI connectivity on the Harman Kardon AVR 2700. Experience 3D Blu-ray Discs™ on your 3D TV with an astonishing level of realism. Sources, such as Netflix, connected directly to the TV will feed sound from the TV to the AVR via the Audio Return Channel without making additional audio connections.
- **7.1-channel surround sound** – The Harman Kardon AVR 2700 goes beyond the typical 5-channel, surround-sound setup by giving you the option of adding additional left and right height channels. This 7.1-channel surround-sound system creates fuller, more dimensionally accurate tones, so you can experience just how vivid a surround-sound environment can be.

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Selling Points

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- **Dolby TrueHD and DTS-HD Master Audio decoding** – Hear films the way the filmmakers intended them to sound. Dolby TrueHD and DTS-HD Master Audio decoding deliver an immersive, high-resolution sound environment that matches the high-resolution HDMI video from HD sources such as Blu-ray Discs.
- **Multizone functionality** – The AVR 2700 can simultaneously play different sound sources in two different zones. When you choose to connect your main system to 5.1-channels, the other two sound channels can be connected as an independent system in a second room. An included Zone 2 IR remote gives you control without ever having to leave the second zone.
- **DLNA Certified 1.5 connectivity** – Hear your networked media sources like never before in pitch-perfect surround sound. DLNA Certified 1.5 enables the AVR 2700 receiver to stream audio and video from all the devices on your home network via Ethernet connection.

CROSS-MERCHANDISING:

- TVs

PROMOTIONAL TIME PERIODS:

- Holidays, back-to-school

CRITICAL TO PURCHASE:

- **AirPlay wireless music streaming** – Hear how truly amazing an MP3 or streaming music app can sound. AirPlay software allows you to stream music wirelessly through your network-connected AVR 2700 receiver from your iOS® devices and iTunes® application program.
- **High-Definition user interface** – A high-definition, 7.1-channel, surround-sound system is easier to set up than you would imagine. That's because the Harman Kardon AVR 2700 is equipped with an intuitive, graphical-user interface. Just follow the simple instructions on your screen and you'll be on your way to an incredible home entertainment experience in no time.
- **4K video support** – As current video resolution moves toward the upscaled richness of 4K, the Harman Kardon AVR 2700 will be ready to process and broadcast it in new crystal-clear clarity.

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Model #	Description	Color	Dimensions (H x W x D)	UPC	MSRP	MAP	Dealer Cost
AVR 2700	7.1-channel Audio/Video Receiver	Black	21.8" x 18.3" x 10.5"	028292260919	\$879.00	\$799.95	\$480.00