

HARMAN KARDON® HEADPHONES BT

Features & Benefits

harman/kardon®
by HARMAN



Market launch: Available Now!

CATEGORY: Headphones

POSITIONING: On-ear headphones

USP:

KEY BENEFITS:

- Sophisticated, modern design
- AAC and aptX wireless coding
- Passive playback mode
- Optimized driver system
- Sonic clarity and accuracy even at low volume levels
- User-exchangeable metal bows and self-adjusting housing
- USB-rechargeable

CRITICAL TO PURCHASE:

- **Sophisticated, modern design** – Harman Kardon BT headphones offer high-tech performance wrapped in an elegant package. With their sandblasted steel and black matte housings, the BT's design and function complement Apple products while reinforcing the sophisticated elegance of the Harman Kardon brand.
- **AAC and aptX wireless coding** – BT headphones employ AAC (used by Apple) and aptX coding to ensure the best wireless performance from a *Bluetooth*®-equipped device.
- **Optimized driver system** – High-performance 1-5/8-inch (40mm) drivers produce an excellent frequency response (16Hz – 20kHz), wide dynamic range and high sound-pressure levels. As a result, BT headphones deliver accurate sound and extended bass response.

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Selling Points



CRITICAL TO PURCHASE:

- **Sonic clarity and accuracy even at low volume levels** – The BT's acoustic engineering and passive noise reduction mean that you can hear music and other audio content clearly at low volume levels, and that's safer for your ears.
- **User-exchangeable metal bows and self-adjusting housings** – BT headphones come with two headband bows (small and large) to optimize fit and improve acoustic performance. Rugged steel hinges enable the BT housing to swivel in two dimensions. This enhances comfort and maintains an ideal acoustic seal around the ear.
- **USB-rechargeable** – BT users can charge the headphones on-the-go with a supplied USB cord, which eliminates the need for batteries or an extra charger.

CROSS-MERCHANDISING:

- TVs

PROMOTIONAL TIME PERIODS:

- Holidays, back-to-school

CRITICAL TO PURCHASE:

- **Slow-retention premium foam** – Premium foam in the ear pads contributes to the BT headphones' excellent passive noise reduction and extended bass response. The slow-retention foam helps keep outside noises out and the listener's music from disturbing others.
- **2D folding mechanism and premium carrying case** – The BT ear cups fold flat when they're not in use, making the headphones easier to transport and store in the included carrying case
- **It slips easily into bags or briefcases** – which makes the BTs especially convenient for travelers.

Model #	Description	Color	Dimensions (H x W x D)	UPC	MSRP	MAP	Dealer Cost
HARKAR-BT	On-ear headphones	Black	8/93"W x 4.22"D x 9.69"H	885038033615	\$299.95	\$249.95	\$137.00