

SB 16

HARMAN

Order Date: October 20, 2010
Press Release: November 3, 2010
Harman Website: October 20, 2010
Market Launch: December 1, 2010

- **Brand:** Harman Kardon **Category:** Home Speakers
- **Positioning:** Superb sonic performance in an elegant design
- **USP:** Surround-sound experience from just one loudspeaker
- **Key Benefits:**
 - Sleek and stylish design that fits a modern decor
 - Plug & Play set-up that enhances the look and sound of your flat screen TV
 - Flexible system that grows with you—option to upgrade to a 5.1 system, with the addition of 2 surround speakers
 - EQ switch lets you adjust the soundbar's bass for wall mounting or table mounting to deliver the most natural-sounding bass performance in any installation
 - Trim switch lets you adjust the soundbar's input sensitivity so that it will work with a variety of TVs with different audio-signal output levels



3D Front View

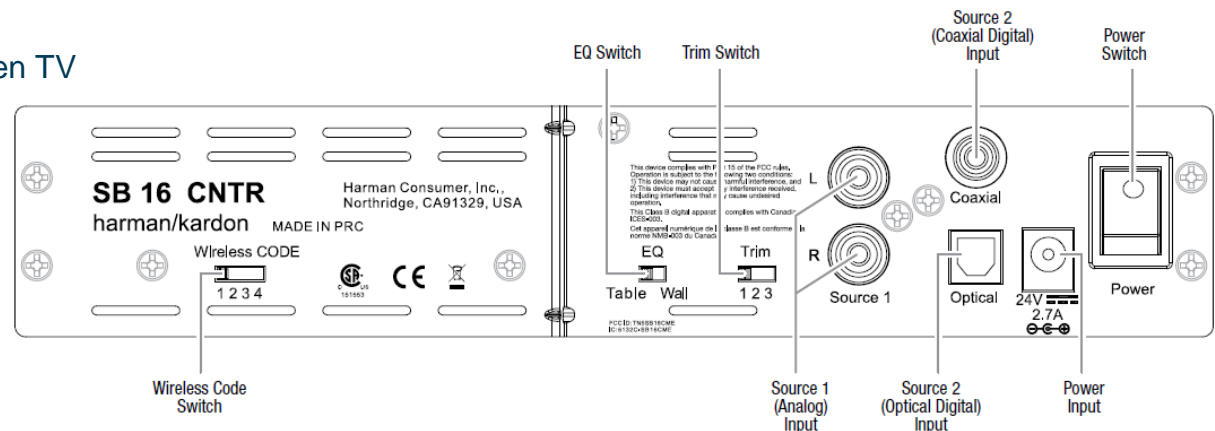
Basic Features

- Includes two-way dual driver left and right satellites, each with two 3" midrange drivers and a 3/4" tweeter
- 100 Watt wireless, powered 10" subwoofer

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- **Target Consumer:**
 - Primary: Technovamps 60%M/40%F; 18-44 yrs
 - Secondary: Audio Emperors 75%M/25%F; 45+ yrs
 - Opportunity: Safety Dancers 75%F/25%M; 50+ yrs
- **Critical to Purchase:**
 - Products complements your flat screen TV
- **Cross-Merchandising:**
 - Flat Screen TVs
- **Promotional Time Periods:**
 - Holiday, Super Bowl, Grads & Dads
- **Product to be replaced:**
 - None



Back Panel View

Model #	Description	Color	Product Dimensions	UPC Code	M.S.R.P	M.A.P.	Dealer Cost
SB 16	Soundbar and wireless 100 watt sub	Black	Soundbar 8" x 40" x 7" Sub 24-1/2" x 18-3/8" x 18-3/8"	0 28292 25848 0	\$689.99	\$599.99	\$359.00