

# HARMAN KARDON® HEADPHONES CL

## Features & Benefits

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harman/kardon®  
by HARMAN



Market launch: Available Now!

**CATEGORY:** Headphones

**POSITIONING:**

**USP:** On-ear headphones

### KEY BENEFITS:

- Sophisticated, modern design
- Optimized driver system
- Bass tube
- Sonic clarity and accuracy even at low volume levels
- User-exchangeable metal bows
- Self-adjusting housings
- Slow-retention premium foam

### CRITICAL TO PURCHASE:

- Sophisticated, modern design – Harman Kardon CL headphones offer high-tech performance wrapped in an elegant package and interface. With their blend of sandblasted steel and black matte housings, the CLs' design and function complement Apple products while reinforcing the sophistication of the Harman Kardon brand.

### CRITICAL TO PURCHASE:

- Optimized driver system – High-performance 1-5/8-inch (40-millimeter) drivers produce an excellent frequency response (16Hz – 20kHz) for a natural tone. A unique baffle creates air flow that extends low frequencies. As a result, CL headphones provide better bass response than other headphones in their class.
- Bass tube – CL headphones incorporate a bass tube that functions like a tuned bass port. It boosts bass performance and helps the headphones produce exceptional bass response at any volume level.
- Sonic clarity and accuracy even at low volume levels – The CL headphones' acoustic engineering and passive noise reduction mean that you can hear music and other audio content clearly at low volume levels, so you can enjoy all the music definition without all the volume – and that's safer for your ears.
- User-exchangeable metal bows – To facilitate the optimal positioning of the ear cup on the head – and improve acoustic performance – CL headphones come with headband bows in two different sizes: small and large. Users can easily swap the headbands to determine which size maximizes comfort and fit.

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## Selling Points



### CRITICAL TO PURCHASE:

- Self-adjusting housings – The rugged steel hinges connecting the CL’s housings to its headband enable the housings to swivel in two dimensions. This structure maintains an ideal fit and acoustic seal around the ear, enhancing comfort and maximizing the rejection of outside noise for superior sound.
- Slow-retention premium foam – Premium foam in the ear pads contributes to the CL headphones’ excellent passive noise reduction and extended bass response. The slow-retention foam helps maintain an acoustic seal around the ear, which keeps outside noises out and also keeps the listener’s music from disturbing others.

### CROSS-MERCHANDISING:

- TVs

### PROMOTIONAL TIME PERIODS:

- Holidays, back-to-school

- 2D folding mechanism and premium carrying case – The CL ear cups fold flat when they’re not in use, making the headphones easier to transport and store. The flat-folding headphones and included carrying case slip easily into bags or briefcases – which makes the CLs especially convenient for travelers.
- Detachable cable with metal connectors – The CL headphones’ cable is wrapped in tightly woven nylon fabric and includes highly finished 1/8-inch (3.5-millimeter) connectors on both ends. The cable is flexible and durable while its heavy gauge helps it resist tangling, as does the cable’s single-side entry to the housing.

Model #	Description	Color	Dimensions (H x W x D)	UPC	MSRP	MAP	Dealer Cost
HARKAR-CL	On-ear headphones	Black	8.04"W x 3.62"D x 9.69"H	885038033608	\$249.95	\$199.95	\$110.00