

# HK 990/HD 990



- Brand: Harman Kardon Category: Home Audio
- USP: The most powerful 2.2 channel amp and CD player for today's sophisticated audiophile
- Key Benefits:
  - High Resolution Synchronization Link (HRS), offering a flawless digital connection HD 990 CD player and the HK 990 Amp
  - Real-Time Linear Smoothing (RLS IV), 2.2-channel EzSet/EQ™ room optimization
  - Offers a choice of discrete optical or digital inputs or an analog-only signal path for great connection flexibility

**Order Date:** July 19, 2010  
**Press Release:** August 2, 2010  
**Harman Website:** July 19, 2010  
**Market Launch:** September 1, 2010



HD 990 Packaging



HK 990 Packaging

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- Target Consumer:
  - Primary: 75%M-25%F; 45+ yrs
  - Secondary: 60%M-40%F; 18-44 yrs
- Critical to Purchase:
  - Very best in sound quality
  - Right relationship of product quality to price
  - Easy to install and set-up without professional help
- Cross-Merchandising:
  - Primus Speakers/Studio 1 Towers
- Promotional Time Periods:
  - Holiday, Back to School, Spring



HK 990 Rear Views



SAP Model #	Description	Color	Product Dimensions	UPC Code	M.S.R.P	M.A.P.	Dealer Cost
HK 990	Analog integrated amplifier	Black	6-1/2" x 17-5/16" x 17-1/8"	028292508127	\$2599	\$2399	\$1150
SAP Model #	Description	Color	Product Dimensions	UPC Code	M.S.R.P	M.A.P.	Dealer Cost
HD 990	CD Player	Black	17-3/8" x 13-1/8" x 2-1/2"	028292508134	\$699	\$599	\$275