



Bose® CineMate® 1 SR digital home theater speaker system

Product Position

The Bose® CineMate® 1 SR digital home theater speaker system delivers rich, spacious home theater sound from a single visible speaker array and a compact, wireless Acoustimass® module. Exclusive Bose technologies help reproduce sound that is much larger than the physical size of the speaker array.

Target Customers

CineMate® 1 SR system customers appreciate that an immersive audio experience is an integral part of a high-quality television/video experience. They prefer a visually elegant, clutter-free solution, even if some effort is required to achieve the desired result. They are motivated by design and aesthetics – how a room looks is very important, and worth paying for.

KEY CUSTOMER BENEFITS

- **Wide, spacious home theater sound** – made possible by an exclusive Bose® innovation.
- **Consists of a single, visible speaker and a hideaway, wireless Acoustimass® module**, making it easy to set up and enjoy right away.
- **Customizes its sound** to the size and shape of the room it's in – made possible by the proprietary ADAPTiQ® audio calibration system.
- **The elegant speaker array** visually complements a flat-screen television – whether wall-mounted or placed on a table.
- **A wireless link** to the Acoustimass® module helps to ensure an uncluttered appearance in the room.
- **A programmable IR remote** simplifies the entertainment experience by replacing multiple remotes.

| Feature | Function | Benefit |
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| Speaker array | Produces mid- and high-frequency sounds, and also houses audio electronics. | A rich, spacious home theater experience from a single visible speaker. |
| Wireless Acoustimass® module | Produces deep low notes using proprietary Bose® technology. A wireless link does away with any speaker cables from the Acoustimass® module. The module does need to be plugged in to a wall outlet for power. | Impactful bass contributes to the excitement of the home theater experience, while the wireless link allows the Acoustimass® module to be easily placed out of the way. |
| PhaseGuide™ sound radiators | Controls the direction of high-frequency sound energy. | Wide, spacious sound that extends beyond the physical size of the speaker array. |
| TrueSpace® signal processing | Controls the direction of sound energy. | Works with the speaker array to deliver spacious sound as wide as the room. |
| ADAPTiQ® audio calibration system | Customizes the sound of the system to the size, shape and furnishings of the room it's in. | Ensures that the system sounds the best it can for the room it is in. |
| Flexmount™ automatic placement compensation | Automatically detects the orientation of the speaker array – installed vertically on a wall or placed horizontally on a table – and adjusts audio processing. | Ensures a wide, natural sound stage whether the speaker array is wall-mounted or placed on a table. |
| SmartSource™ input selection system | Continuously monitors the system's auxiliary audio inputs and automatically switches to the best-quality audio signal available that matches what's on the TV. | Ensures the best possible sound quality while making sure sound and picture match. |
| Programmable IR remote control | Controls the CineMate® 1 SR system and nearly any attached entertainment device. | Reduces clutter and simplifies the entertainment experience by eliminating the need for multiple remotes. |