



*Bose® Lifestyle® 135 home entertainment system*

### **Product Position**

The Bose® Lifestyle® 135 home entertainment 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. The proprietary Unify® intelligent integration system enables easy, seamless control of the system and nearly any attached device. The system can be expanded to be part of a whole-home or multi-room solution with Bose link technology.

### **Target Customers**

Lifestyle® 135 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. They understand technology and want a convenient way to control their entertainment system and to keep devices from sight. They enjoy the prestige that comes from owning high-end equipment.

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## **KEY CUSTOMER BENEFITS**

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- **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.
- **Easily connects to and controls additional sources**, such as a Blu-ray Disc™ player, with exclusive Bose Unify® technology.
- **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.
- **Dock for iPod/iPhone and built-in AM/FM tuner** provide greater options for enjoying music.
- **Works with other Bose speakers and systems** to deliver sound throughout the home with Bose link technology.
- **Includes four HDMI inputs – with full 3D compatibility.**

| Feature  | Function  | Benefit   |
|--|---|---|
| <b>Speaker array</b>                               | Produces mid- and high-frequency sounds, and also houses audio electronics.   | A rich, spacious home theater experience from a single visible speaker.   |
| <b>Wireless Acoustimass® module</b>                | 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.   |
| <b>PhaseGuide™ sound radiators</b>                 | Controls the direction of high-frequency sound energy.  | Wide, spacious sound that extends beyond the physical size of the speaker array.  |
| <b>TrueSpace® signal processing</b>                | Controls the direction of sound energy.   | Works with the speaker array to deliver spacious sound as wide as the room.   |
| <b>ADAPTiQ® audio calibration system</b>           | 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.   |
| <b>Flexmount™ automatic placement compensation</b> | 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.   |
| <b>Unify® intelligent integration system</b>       | Onscreen instructions guide you to connect or disconnect your external entertainment sources and help you configure the Bose® remote to control nearly any attached device.                                   | Allows nearly anyone to easily set up and use the system. A single remote operates the system, eliminating the confusion often associated with separate remotes, or the need to purchase and set up a third-party universal remote. |

| Feature                       | Function  | Benefit   |
|-------------------------------|---|---|
| <b>RF remote control</b>      | Controls the Lifestyle® 135 system and most attached devices.   | Reduces clutter and simplifies the entertainment experience by eliminating the need for multiple device remotes. There's no need to point the remote at the system to control it, allowing you to hide the Bose® media center and other attached devices from view. |
| <b>Control console</b>        | Connects to and controls entertainment source devices. Also includes a built-in AM/FM tuner and a dock for iPod/iPhone. | Enables easy, seamless control over attached entertainment sources. Also provides music-listening capability, even with the TV turned off.  |
| <b>3D video compatibility</b> | Passes 3D video signals from a source device, such as a 3D Blu-Ray Disc™ player, to a 3D TV.                            | Enjoy 3D entertainment while retaining seamless control over the experience with the Bose® Unify® onscreen menus.   |
| <b>Bose® link technology</b>  | Allows sound to be distributed to up to 14 additional rooms.  | Enjoy music throughout your home, even outside.   |

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