

# SoundSticks III



**Order Date:** September 27, 2010  
**Press Release:** October 4, 2010  
**Brand Website Date:** September 27, 2010  
**Market Launch Date:** October 15, 2010

- **Brand:** Harman Kardon      **Category:** Multimedia
- **USP:** Premium audio performance, iconic design
- **Positioning:** 2.1 powered speaker system with unique industrial design
- **Key Benefits:**
  - Performance so great it can become your main audio system
  - Elegant and easy to use
  - Tremendous flexibility; can be used with MP3 players, portable CD players, computers, T.V.
  - Volume balance you can tailor to your personal taste to fill your room with great sound



### Basic Features

- 6” downfiring powered subwoofer
- 8 full-range transducers
- Detachable audio cable
- Touch-volume controls
- 3.5mm stereo audio connection

# SoundSticks III



- **Target Consumer:**
  - TechnoVamps: 62%M - 38%F; 18-44 yrs
  - Audio Emperors: 80%M – 20%F; 45-64 yrs
- **Cross-Merchandising:**
  - Computers, Gaming Systems, T.V.'s
- **Promotional Time Periods:**
  - Holiday, Back to School, Spring
- **Product to be replaced:**
  - SoundSticks II



Packaging



Model #	Description	Color	Product Dimensions	UPC Code	M.S.R.P	M.A.P.	Dealer Cost
SOUNDSTICKS3AM-A	Powered 2.1 speaker system	Clear with black feet	17 1/2 x 9 3/4 x 9 3/4	028292262197	\$209	\$169	\$110