

SoundSticks III

HARMAN

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

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- **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
SOUNDSTICKS 3AM	Powered 2.1 speaker system	Clear with black feet	15.5" x 11.3" x 11"	028292257827	\$209	\$169	\$110