

# FAST FACTS

1

## Performance

Proprietary digital signal processing reveals more dialogue, sound effects and music, clearly and naturally, while the speaker array design delivers wide, even sound throughout the room.

2

## Elegance

One unobtrusive speaker that fits neatly under the TV, and requires no additional equipment.

3

## Simplicity

Easy to set up - just one connection to the TV, and one plug to the wall.

### Fast Phrase

The Bose® Solo TV sound system is an unobtrusive, one-piece solution that dramatically improves television sound, making everyday viewing a more enjoyable experience. Technology inside the system brings out the audio details that built-in TV speakers can't reproduce, while delivering spacious, natural sound. The Bose Solo TV sound system is simple to set up, with just one connection to the TV, and one plug to the wall. It includes a convenient remote control, and also works with most universal remotes.

#### **Bose® Solo TV sound system**



## Engagement

Whether you are initially greeting a customer, or you are deep into a needs assessment; asking the following question is a great way to plant the seed for the important role audio plays in a complete home entertainment experience:

- How do you plan to *listen* to your movies and television shows?

Asking the **3 Ws: Who, What, and Where** - is an easy way to uncover additional performance expectations that your customer might have. For example...

- **Who** will be using the product?
- **What** are your performance goals/expectations?
- **Where** will you be installing your system?

In general, the Bose Solo customer has little interest in technology, and believes that the sound of a television's built-in speakers is good enough for casual viewing. Some may be aware that better sound solutions exist, but they are not willing to invest in home theater. These customers most likely have a HDTV with a screen size of 32" or less in their main listening room, but through a demonstration may realize an affordable Bose solution may be a benefit.

## FAQ

Sometimes a customer concern is just an opportunity to provide additional information, so that they can make a more educated decision:

### **What size TVs are compatible with the Bose Solo TV sound system?**

The system is designed for TVs with bases that are no wider than 20" and no deeper than 10.25". Most TVs 32" and smaller meet these requirements, and many 40" and 42" TVs will fit as well. The maximum weight that can be placed on the Bose Solo TV sound system is 40 pounds, which is 1.5 times the weight of a typical 32" television.

### **What if the TV's base is larger than the Bose Solo TV sound system's top?**

A TV should not be placed on the Bose Solo TV sound system if its base is larger than the Bose Solo TV sound system's top. However, the product can still be used if it can be placed on a shelf that's above or below the TV.