

JBL Authentics L16

Features & Benefits

Hear the truth.



Order Date:	March 3, 2014
Market launch:	March 17, 2014



CATEGORY: Home Theater Speaker system

USP: Three-Way Speaker System with Wireless Streaming

KEY BENEFITS:

- Easy-to-install system
- USB Ports for recharging capabilities
- Wireless connectivity
- 300 watts of JBL power
- Optional Charging Pad

BASIC FEATURES:

USB Ports for recharging capabilities – The JBL Authentic L16 has two USB ports, one for charging phones, the other for charging tablets.

Wireless connectivity – The JBL Authentic L16 provides easy wireless audio playback from the latest and best in wireless devices. It offers AirPlay® for iTunes and iOS® devices, DLNA® for Android™ devices and Windows PCs and Bluetooth® connectivity – including instant Bluetooth® pairing with Near Field Communication (NFC) technology. For those who still have a large CD or vinyl collection, you can connect your CD player or turntable to the L16 via the optical or RCA phono inputs for a truly authentic experience.

300 watts of JBL power – High-performance JBL drivers paired with a meticulous acoustic design deliver unmatched sound from a mid-size speaker. The optimized low- and high-frequency transducers combine with advanced studio quality 24 bit/96 kHz electronics and DSP to present full-range stereo sound with a wide stereo image – all from within a single enclosure.

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Selling Points

Hear the truth.



CRITICAL TO PURCHASE:

- Stunning, full-range sound with 40Hz to 35kHz frequency response.
- An advanced acoustic design producing dynamic, full-range stereo JBL sound from a single, mid-size speaker.
- A great solution for home theater where space is at a premium.
- No worrying about connectors; just place your device on the charging pad and let L16 do the rest. The wireless charging option is another way the JBL Authentic L16 keeps your living space – and lifestyle – clutter-free.

CROSS-MERCHANDISING:

- Flat Screen TV's

PROMOTIONAL TIME PERIODS:

- Holidays, back-to-school

Model	Description	Color	Dimensions (H x W x D)	UPC	MSRP	MAP	Dealer Cost
JBLL16WLNAM	Wireless powered wooden speaker, Wi-Fi, Bluetooth, 300W, Walnut Finish	WALNUT	11.57"H x 32.20"W x 14.53"D	050036320368	\$1200.00	\$999.95	\$600.00