

# JBL® CINEMA SB 200

## Features & Benefits

Hear the truth.



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|----------------|------------------|
| Order date:    | October 15, 2012 |
| Press release: | August 31, 2012  |
| Brand Website: | October 15, 2012 |
| Market launch: | November 1, 2012 |

**CATEGORY:** Soundbar System

**POSITIONING:** Plug-and-play, 60-watt soundbar with HARMAN Display Surround and *Bluetooth*® connectivity

**USP:** Complete, integrated soundbar speaker system

### KEY BENEFITS:

- Plug-and-play solution
- Central, powered soundbar speaker
- *Bluetooth* connectivity
- Analog and optical digital audio inputs
- Exclusive HARMAN Display Surround
- Dolby® Digital decoding
- Bass boost
- Dual-position equalization
- Dual high-excursion woofers and bass port

### BASIC FEATURES:

- **Plug-and-play solution** – The Cinema SB 200 easily connects to any TV with the included cables. Easy to install, the soundbar requires virtually no setup. Just connect and play.
- **Central, powered soundbar speaker** – The Cinema SB 200 incorporates left and right woofers and tweeters, plus amplifiers and controls, into a single soundbar. Its built-in amplification simplifies system connections and operation.
- **Bluetooth connectivity** – Movies and TV shows aren't the only things that sound better with a JBL® soundbar. The Cinema SB 200 wirelessly streams music from *Bluetooth*-equipped smartphones and tablets, delivering room-filling, full-range sound reproduction with exceptional bass.

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### BASIC FEATURES (continued):

- **Analog and optical digital audio inputs** – The Cinema SB 200 features enough inputs to connect a TV and a disc player, satellite tuner or cable tuner to the system. It connects directly to any television.
- **Exclusive HARMAN Display Surround** – Drawing from HARMAN expertise in movie theater audio, the Cinema SB 200 lets you add cinema sound without adding multiple speakers. Employing proprietary HARMAN Display Surround technology, it creates a virtual surround-sound experience for multiple listeners from a single soundbar.
- **Dolby Digital decoding** – The Cinema SB 200 decodes film soundtracks in their native format, which eliminates conversion stages that reduce sound quality. This helps the soundbar provide a superb surround-sound experience for multiple listeners.
- **Bass boost** – JBL is known for exceptional bass response, and the Cinema SB 200 lets you increase low-frequency performance at the touch of a button on the included remote. The added bass impact is ideal for enjoying films.
- **Dual-position equalization** – The Cinema SB 200 can either be placed on a shelf or tabletop, or wall-mounted with included hardware. A dual-position equalization feature optimizes the soundbar's performance for either placement, so you can position it where you choose without compromising sound quality.
- **Dual high-excursion woofers and bass port** – The all-in-one Cinema SB 200 lets you enjoy great bass performance without having to find room for an external subwoofer. Its dual high-excursion drivers and bass port anchor movies, TV shows and streaming music with powerful JBL bass.

# JBL® CINEMA SB 200

## Selling Points

Hear the truth.



### CRITICAL TO PURCHASE:

- Plug-and-play solution
- Central, powered soundbar speaker
- *Bluetooth* connectivity
- Analog and optical digital audio inputs
- Exclusive HARMAN Display Surround
- Dolby Digital decoding
- Bass boost
- Dual-position equalization
- Dual high-excursion woofers and bass port

### PROMOTIONAL TIME PERIODS:

- Holidays, back-to-school

| Model #      | Description                                     | Color | Dimensions<br>(H x W x D) | UPC          | MSRP     | MAP      | Dealer<br>Cost |
|--------------|---|-------|---------------------------|--------------|----------|----------|----------------|
| Cinema SB200 | Complete, integrated<br>soundbar speaker system | Black | 42.1" x 8.3" x 8.3"       | 050036315302 | \$359.00 | \$299.00 | \$195.00       |