



Bose® CineMate® 1 SR digital home theater speaker system

Full Product Name: CineMate® 1 SR digital home theater speaker system

Short Name: CineMate® 1 SR system

Family Name: CineMate® digital home theater speaker systems

Short Family Name: CineMate® systems

Use of "New": "NEW": Can be used with this product through 3/26/2012.

Messaging Hierarchy (If you are developing your own marketing asset, please include the features/benefits of the product in the following order):

- Performance
 - Elegance
 - Easy setup
 - ADAPTiQ
 - Remote
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DISPLAY COPY

Headline(s): Hear wide, spacious sound. See one slim speaker.

- Spacious home theater sound from one speaker and a wireless Acoustimass® module.
 - Experience room-filling sound whether the speaker is placed on a table or wall-mounted, with Flexmount™ automatic placement compensation technology.
 - Customizes its sound to fit your room with proprietary ADAPTiQ® audio calibration system.
 - Universal remote control simplifies operation of HDTV and attached sources, such as a Blu-ray Disc™ player or cable/satellite box.
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COPY (The following copy blocks were developed for all mediums):

Headline Hear wide, spacious sound. See one slim speaker.

Family Headline(s) The picture is only half the story.
It's time to expect more from home theater.
Hear the difference Bose® technologies make.

Social Media Message (max 125-130 characters)

The NEW Bose® CineMate® 1 SR system delivers spacious home theater sound from one visible speaker and a wireless Acoustimass® module.



Short Description (14 words) for emails, web banners, circulars, etc.

Enjoy spacious home theater performance from one visible speaker and a wireless Acoustimass® module.

Medium Description (69 words) for web product listings, catalog copy, etc.

Enjoy spacious home theater performance from one visible speaker and a wireless Acoustimass® module. And whether you place this soundbar on a table or wall-mount it, Flexmount™ automatic placement compensation technology lets you experience room-filling sound. ADAPTiQ® audio calibration system customizes the sound to fit your room. Universal remote control simplifies operation of HDTV and attached sources, such as a Blu-ray Disc™ player or cable/satellite box.

Full Description (max 500 words) for web product pages, etc.

Presenting the Bose® CineMate® 1 SR digital home theater speaker system. Enjoy spacious home theater performance from one visible speaker and a wireless Acoustimass® module.

The system's ability to deliver room-filling sound from one slim speaker is made possible by Bose proprietary PhaseGuide™ sound radiators and TrueSpace® signal processing. And the Acoustimass module contributes the deep low notes that bring movies, TV shows and sports to life.

Setup is easier, too. Whether you place this soundbar on a table or wall-mount it, Flexmount™ automatic placement compensation technology lets you experience room-filling sound from a system that easily connects to your HDTV. And, because the Acoustimass module is wireless, you have greater placement flexibility.

The CineMate® 1 SR system also uses the ADAPTiQ® audio calibration system to customize the sound to fit the unique acoustics of your room. And the universal remote control simplifies operation of your HDTV and any attached sources, such as a Blu-ray Disc™ player or cable/satellite box.

Hear the CineMate® 1 SR system for yourself and discover how Bose can change the way you think about home theater.

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Features for web product pages

Bose® home theater sound from a soundbar that complements flat-screen TVs.

Wireless Acoustimass® module reproduces resonant bass, adding depth and impact to music, movies and games.

Wireless technology allows flexible placement of Acoustimass module, optimizing the system's aesthetic appeal.

Rich, spacious sound extends beyond the physical size of the speaker through proprietary Bose PhaseGuide™ sound radiators and TrueSpace® signal processing.

Analyzes and adjusts the system's sound to the size, shape and acoustic properties of your room with the ADAPTiQ® audio calibration system.



Flexible speaker placement enabled by FlexMount™ technology, which adjusts the sound based on the speaker’s position—wall mounted or placed on a table.

Automatic signal switching with SmartSource™ technology, which monitors the speaker’s auxiliary audio inputs and switches to the best-quality audio signal available to match what’s on the TV.

Programmable IR remote controls the CineMate 1 SR system and nearly any attached entertainment device, eliminating the need for multiple remotes.

What’s in the Box	<ul style="list-style-type: none"> ✓ Speaker array ✓ Acoustimass® module ✓ Universal remote control ✓ Power cords (2) ✓ Optical digital cable (2) ✓ Coaxial digital cable (1) ✓ Stereo audio cable (1) ✓ Operating guide ✓ ADAPTIQ® audio calibration headset ✓ AA batteries ✓ Acoustimass module feet ✓ Speaker array extension feet
Shipping Weight	35lbs
Product Specifications	Soundbar 36.8”L x 4.9”W x 2.4”H (inch) Weight = 7.8 lbs Acoustimass Module 14.7”L x 7.6”W x 11.1”H (inch). Weight = 13.8 lbs

SAP DESCRIPTION	SKU	UPC	Shipping Dimensions
CINEMATE 1 SR BLK US	329198-1100	017817539319	16.5”H x 40”W x 16”D

Key words (for internal search only)	Bose, Sound bar, Soundbar, CineMate, one speaker, 1.1, Home Theater, Home Theater system, Home entertainment system
Accessories	WB-135 Wall Mount Kit