



**What are the three main improvements to the new 3·2·1 and 3·2·1GS Series II systems?**

The three main updates to the new 3·2·1 Series II systems are the following:

**Enhanced performance**

- Updated with our latest proprietary digital signal processing (TrueSpace™ surround digital processing circuitry) and now available in both variants of the product to provide an enhanced home theater experience from only two visible speakers and an Acoustimass® module.
- Advancements in the EQ and the overall output of the system are updated in both systems to allow them to play significantly louder than our current 3·2·1 system.

**Advancements in installation/usage/compatibility**

- Updated in-box communication materials to support the simplicity messaging (setup DVD, updated owner's manual and new quick setup guide).
- A true universal remote to control all the functionality of the system while also controlling nearly all external devices hooked up to the system.
- Inclusion of progressive scan enables the system to be compatible with progressive scan video sources.
- Expansion network (Bose® link) to allow the media center to work seamlessly with the new Lifestyle® systems.

**Improved design easily integrates into décor**

- Smaller size with enhanced fit and finish to allow the new media center to fit into almost any home environment.

**What is the positioning of the new 3·2·1 Series II systems, and who are the target customers?**

The 3·2·1 *GS* Series II system is our *premium* home theater solution in the 3·2·1 system family. The 3·2·1 *GS* system delivers much of the home theater experience other systems use five speakers to create, all from two even smaller speaker arrays that are half the size of our original 3·2·1 system's speakers and a hideaway Acoustimass module.

The 3·2·1 Series II system is positioned as our most *popular* home theater solution in the 3·2·1 system family. The 3·2·1 Series II system delivers much of the home theater experience other systems use five speakers to create, with our original speaker arrays.



## 3·2·1 AND 3·2·1 GS SERIES II DVD HOME ENTERTAINMENT SYSTEMS

The target customer for the 3·2·1 Series II systems is the late adopter of home theater. In a recent survey by the Consumer Electronics Association (January 2003), 70% of U.S. households do not own home theater. It is our belief that customers have three major objections to home theater ownership, which have caused them to stay out of the market. They are:

- The need for more electronic equipment in their rooms with wires running everywhere.
- Too difficult to hook everything up correctly.
- No appreciation of the value that home theater audio can bring to the video experience.

Our goal with the launch of the 3·2·1 Series II systems is to reinforce the fact that these new products can overcome the barriers to home theater ownership. They offer only 3 wires, 2 visible speakers and a hideaway Acoustimass® module in 1 great, easy-to-use solution.

### What makes up the new 3·2·1 Series II systems?

The 3·2·1 and 3·2·1 GS Series II systems consist of the following:

- Two speaker arrays (original speaker arrays for the 3·2·1 Series II system and Gemstone™ speaker arrays for the 3·2·1 GS Series II system).
- A new, sleek media center (includes DVD/CD player with progressive scan output, AM/FM tuner and inputs for three additional sources).
- An updated Acoustimass module that houses a 5.25" long-throw woofer for impactful lows and also provides all the amplification for the system.
- A new universal remote that controls the customer's television and most of the sources attached to their 3·2·1 system.
- All the necessary wires needed to connect the system.
- A setup DVD that takes the customer step-by-step through the installation process.

### What are the similarities and differences between the 3·2·1 GS Series II system and the 3·2·1 Series II system?

While both products are in the same family and offer similar benefits to the customer, there are some differences.

Similarities between the 3·2·1 GS Series II system and the 3·2·1 Series II system:

- **Acoustimass module** - both systems have the *same* updated module (module contains both equalization curves with the cable sending the correct information to the arrays - see below.)
- **Media center** - both systems have the same new media center.
- **Universal remote control** - both systems have the same new remote control.
- **TrueSpace™ surround digital signal processing** - both systems have advanced signal processing for an enhanced home theater experience from two speakers and a hideaway Acoustimass module.



## 3·2·1 AND 3·2·1 GS SERIES II DVD HOME ENTERTAINMENT SYSTEMS

Differences between the 3·2·1 GS Series II system and the 3·2·1 Series II system:

**3·2·1 GS Series II system**

Gemstone™ speaker arrays

Speaker cables (controls system EQ)

**3·2·1 Series II system**

Array speakers

Speaker cables (controls system EQ)

- **Arrays** - the 3·2·1 GS Series II system contains the Gemstone speaker arrays, which are 50% smaller than the current 3·2·1 system arrays. Also, the articulation or angle of the transducers found in the Gemstone arrays has been altered to offer an enhanced spatial experience.
- **Cable (system equalization)** - each system has been specifically designed and equalized to work as an integrated unit. While the Acoustimass® module is the same for both systems, the cable between the two systems is different. The cable controls which EQ is sent from the Acoustimass module to the speaker arrays. Since it is *important that the appropriate cable be used*, we have embossed a GS logo on the speaker end of the cable for the 3·2·1 GS version. If the wrong cable is used, a wrong equalization curve would be sent to the speaker arrays. In addition, the 3·2·1 GS Series II system will also play slightly louder than the 3·2·1 Series II system, thereby reinforcing the premium position within the 3·2·1 family.

**What accessories can I use with the 3·2·1 Series II systems?**

The 3·2·1 Series II systems use existing Bose® accessories - UFS-20 floorstands, UB-20 wall brackets and the UTS-20 table stands. Since we will continue to offer an additional color (silver) in the GS variant, the silver accessories will continue to be an option in the 3·2·1 system family. While these accessories are available, the consumer does not need accessories to operate the system. The speaker arrays come with rubber feet for those consumers who want to place them on their entertainment cabinet or wherever they feel is appropriate.

**How do I connect the 3·2·1 Series II system?**

Simplified wiring reduces setup to four easy connections:

1. Acoustimass module to media center;
2. Acoustimass module to speaker arrays;
3. Media center to television;
4. Acoustimass module to power outlet.

**How do the new 3·2·1 Series II systems work?**

The new 3·2·1 Series II systems deliver a Bose quality performance in almost any setting. They are less room- or wall-dependent than most traditional speaker systems; so even in an open environment (like the sales floor) they still perform well. Through the combination of properly angled transducers, TrueSpace™ surround digital processing circuitry and the ability to send multiple signals to each speaker array, the new 3·2·1 Series II systems create a theater-like experience for the listener.



## 3·2·1 AND 3·2·1 GS SERIES II DVD HOME ENTERTAINMENT SYSTEMS

**What is the proper placement for the new 3·2·1 Series II systems?**

The 3·2·1 Series II systems offer the consumer great placement flexibility. Even in challenging spaces like a corner-placed television, an L-shaped room or a very small space, the new systems will deliver much of the performance of a complete five-speaker solution. For proper performance we recommend the following:

- Speaker arrays should be at least 3 feet from each other.
- Speaker arrays should not be further than 3 feet from the edge of the TV.
- If placed on a shelf, each speaker array should be placed at the front edge.

**What is the power output of the new 3·2·1 Series II systems?**

Bose Corporation does not publish these specifications. The unique design of our systems with integrated signal processing, cabinet design and equalization is not captured by traditional specifications. Therefore, a comparison to normal specs is not meaningful.

**What is the warranty on the new 3·2·1 Series II systems?**

This product has a warranty of one year that is transferable with the product even if ownership changes.

**Can I update my existing 3·2·1 system with the new 3·2·1 Series II media center?**

**No.** The new 3·2·1 Series II systems have changed significantly where the speaker arrays are connected and amplified. In the new system, all of the amplification comes from the Acoustimass® module and not from the media center. Therefore, a customer wanting to upgrade their system would need to swap out their media center, Acoustimass module, and cables in order for their system to work.