

3-2-1 GSX DVD HOME ENTERTAINMENT SYSTEM

PRODUCT POSITIONING

For customers who love music and movies but would prefer the simplicity of fewer speakers and wires. The 3-2-1 GSX system is the Bose premium selection in the 3-2-1 system family offering the benefit of music storage. It delivers much of the performance of a five-speaker home theater solution, with an intelligent approach to music.

KEY PRODUCT BENEFITS

- **Two speakers (instead of five) and a hideaway Acoustimass® module:** A unique combination of proprietary Gemstone® speaker array design and TrueSpace™ surround digital processing circuitry allows the two small speakers and Acoustimass module to deliver much of the home theater experience that other systems use five speakers to create.
- **Digitally stores your CDs** inside the elegant media center. Say goodbye to messy stacks of CDs because now you can store up to 200 hours of your favorite music. It's easy. No computers are required. You just put your CD into the media center and press one button and it's stored.
- **Features the innovative uMusic™ intelligent playback system.** To make music listening as easy and enjoyable as possible, this system pays attention to what you play and learns your musical tastes. There's no need to create playlists. This system will select all your favorite music choices for you, so you can just sit back, relax, and enjoy.
- The 3-2-1 GSX system's speakers are half the size of the original 3-2-1 system speakers and they blend easily into your room. They're available in Silver to match similarly colored Plasma and LCD televisions.
- Inside each Gemstone® speaker array are two powerful neodymium iron boron magnets that give these small speakers the force to produce rich, full sound that brings movies, TV and music to life.
- **Home theater with fewer wires:** Makes enjoying movies at home easy without rear speakers and wires running to the back of your room.
- **Simple to set up, simple to use:** This easy system incorporates a setup disc that helps you through a step-by-step installation process.
- **Sleek media center puts sources in one compact package:** The elegant media center stores 200 hours of your music and also houses the sources for a complete home entertainment experience (DVD/CD player, AM/FM tuner, inputs for three additional sources and music storage capability).
- The Acoustimass® module delivers low notes and can be hidden almost anywhere in the room while all the sound seems to come from an expansive soundstage.
- A universal IR remote lets you control your system and most attached devices.

KEY TECHNOLOGIES

- **uMusic™ intelligent playback system.** Store up to 200 hours of your favorite music inside the elegant media center. To make your music listening better and even easier, this system will learn your musical tastes as you listen, and then select music for you.
- **Proprietary Gemstone® speaker array design** combined with powerful neodymium iron boron magnets gives these small speakers the force to produce rich, full sound.
- **TrueSpace™ surround digital processing circuitry** allows the two small speakers and Acoustimass module to deliver much of the home theater experience that other systems use five speakers to create.
- **Bose® Videostage® 5 decoding circuitry** delivers a home theater experience from almost any source. CDs, VHS tapes, and even mono TV programs that weren't recorded in surround sound will sound lively and room filling.

DETAILED PRODUCT INFORMATION

- The patented Gemstone® speaker array design and proprietary TrueSpace™ surround digital processing circuitry enable the two remarkably small speakers and a hideaway Acoustimass® module to deliver much of the home theater experience that other systems use five speakers to create.
- Integrated system design provides simplicity and performance unmatched by many conventional component systems or all-in-one systems.
- When switching between movies and other sources, automatic tonal adjustment maintains the proper amount of low frequency sound. Movies sound impactful. Music sounds clear.
- Active electronic equalization provides more natural sound, so you hear audio the way it was meant to be heard.
- And for late night movie enjoyment without bothering anyone, Bose Digital Dynamic Range® circuitry lets you enjoy movies, TV and more at any listening level, without losing the impact of sound effects that make movies exciting.
- Specially designed connectors help ensure proper setup.
- Video pass-through provides more flexible setup with your TV.
- Setup disc walks you through step-by-step installation and connection with other equipment.
- Sleep timer automatically turns the system off.
- Simplified wiring reduces setup to four easy connections: 1) module to media center; 2) module to speakers; 3) media center to TV; 4) module to power outlet.
- Media center plays: DVD-Video (including progressive scan formats), FM/AM, CD, CD-R, CD-RW, Digital 5.1, and MP3 flat files on CD.
- Stereo FM/AM radio includes 20 presets, scan and seek.
- Bose® link allows your 3·2·1 GSX system to hook up seamlessly to a Lifestyle® system and become part of a multi-room expansion solution that lets you enjoy sound throughout your home.
- Three audio inputs with both analog and digital coaxial jacks, and one optical digital audio input, provide greater setup flexibility.
- Driver Complement: two magnetically-shielded Bose 2" (5.1 cm) wide-range drivers in each Gemstone® array, one 5" (13.3 cm) woofer in Acoustimass® module.
- Dimensions: media center 3¼"H x 13"W x 10"D (8.3 x 34.93 x 25.4 cm); speaker arrays 2"H x 5½"W x 4¼"D (6.4 x 14.15 x 10.52 cm); Acoustimass® module 14½"H x 8¾"W x 19⅞"D (36.7 x 22.2 x 48.5 cm).
- Weight in carton: 44 lbs (20 kg)
- One-year transferable limited warranty stays with the system even if the purchaser passes ownership to another person.
- Speakers available in Silver or Graphite Gray.

OPTIONAL ACCESSORIES

- Floor stands (pair), UFS-20B (Black), UFS-20S (Silver)
- Table stands (single), UTS-20B (Black), UTS-20S (Silver)
- Wall/ceiling bracket (single), UB-20B (Black), UB-20S (Silver)

HEADLINES

- Home theater with fewer speakers and wires. Now with an intelligent approach to music.
Introducing the new 3·2·1 GSX DVD home entertainment system from Bose.
- A simple approach to home theater, with a revolutionary approach to music.
The new 3·2·1 GSX DVD home entertainment system from Bose.
- Home theater made simple. Music made easy.
The new 3·2·1 GSX DVD home entertainment system from Bose.

ADVERTISING COPY BLOCK

Home theater with fewer speakers and wires. Now with an intelligent approach to music.

Introducing the new 3·2·1 GSX DVD home entertainment system from Bose. Just two visible speakers and an Acoustimass® module deliver much of the home theater experience that other systems use five speakers to create. And now this innovative system takes a simple and smart approach to music, too.

You can digitally store up to 200 hours of your favorite CDs inside the elegant media center. It's easy. No computers are needed. Just put in your CD, press one button and it's stored. The 3·2·1 GSX system features the uMusic™ intelligent playback system, which makes enjoying music easier, and better than ever. The uMusic system pays attention to what music you play and learns your tastes. There's no need to create playlists. This system will select all your favorite music for you, so you can just sit back, relax, and enjoy.

The 3·2·1 GSX system features our Gemstone® speaker arrays. They're half the size of the original 3·2·1 system and they blend easily into your room. Want to enjoy your movies and music like never before? Then experience the simple choice in home entertainment – the 3·2·1 GSX system.

BULLET POINTS

- The 3·2·1 GSX system is our premium system in the 3·2·1 system family offering the benefit of music storage.
- Delivers much of the home theater experience that other systems use five speakers to create.
- Digitally store up to 200 hours of your favorite music inside the elegant media center.
- The uMusic™ intelligent playback system makes enjoying your favorite music even easier. It learns your musical tastes as you listen and selects music for you.
- Two small visible speakers – half the size of the original 3·2·1 system's speakers – blend into nearly any décor and are available in Silver to match many of the latest LCD and Plasma TVs.
- Two sophisticated patented Gemstone® speaker arrays and an Acoustimass® module work with our latest TrueSpace™ surround digital processing circuitry to deliver an enhanced home theater experience.
- Simplified wiring and step-by-step setup disc makes the system easy to set up and to use.
- Sleek media center includes DVD/CD, FM/AM tuner, 200 hours of music storage capability and three additional inputs.
- Universal remote lets you control your system, as well as most TVs and other sources.

CATALOGUE COPY BLOCK – 100 WORDS

Introducing the new Bose 3·2·1 GSX DVD home entertainment system – our premium 3·2·1 system with music storage capability. Two small visible speakers (instead of the conventional five) and a hideaway Acoustimass® module deliver an exciting home theater experience. But it's not just for movies. You can store up to 200 hours of your favorite music inside the sleek media center. Features speakers that are half the size of the original 3·2·1 system's speakers. Easy setup. Size: media center 3¼"H x 13"W x 10"D; speaker arrays 2½"H x 5"W x 4⅞"D; Acoustimass module 14½"H x 8¾"W x 19⅞"D.

15-WORD COPY BLOCK

Bose® 3·2·1 GSX DVD home entertainment system. Home theater with fewer speakers and wires, now with music storage capability.

PRODUCT PHOTOS



Acoustimass® module:
 CD-ROM folder: *photography*
 CD-ROM file: *321GSX_01.tif*



3·2·1 GSX media center:
 CD-ROM folder: *photography*
 CD-ROM file: *321GSX_02.tif*



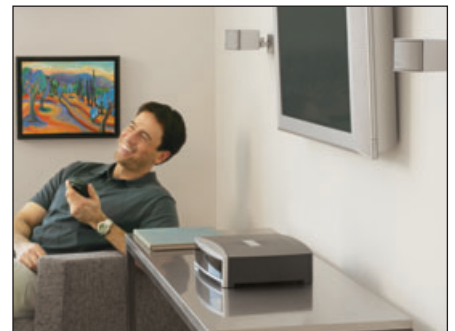
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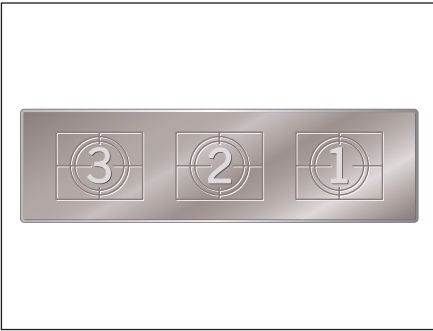


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Silver:
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 CD-ROM file: *321GSX_ew_09.tif*

PRODUCT LOGO



3·2·1 GSX system logo:
CD-ROM folder: *logos*
CD-ROM file: *321GSX_logo.eps*

BOSE® LOGOS

USE IN BLACK OR REVERSE TO WHITE ONLY



BOSE®

CD-ROM folder: logos
CD-ROM file: boselogo_01.eps



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CD-ROM folder: logos
CD-ROM file: boselogo_02.eps



BOSE®

CD-ROM folder: logos
CD-ROM file: boselogo_03.eps



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CD-ROM folder: logos
CD-ROM file: boselogo_04.eps

TECHNOLOGY ICONS

BOSE® TECHNOLOGY ICON GUIDELINES

When using the Bose® technology icons please follow these guidelines:

1. The icons must be reproduced exactly as shown. They may not be altered.
2. The icons may be printed in black with white type, or white with black type.
3. The icons cannot be any smaller than 3/4".
4. If more than one icon is on a page they should all be the same size and no closer or farther apart than as shown below. For example, if icons are used at half the size shown below, the space between them should be half the space. At their smallest size, they should be no closer than 1/8".
5. We recommend using the icons with the corresponding copy from the "Key Technology" section in the Ad Source. Although the icons can be used alone, it is good to reinforce their benefits with copy.
6. If all the icons are on the page, they must be used in the following order:

For 3-2-1 GSX system:

1. TrueSpace™ circuitry
2. uMusic™ technology
3. Bose® link

USE ICONS ONLY AS DISPLAYED BELOW

