



3·2·1 GSX DVD HOME ENTERTAINMENT SYSTEM



How is the 3·2·1 GSX DVD home entertainment system positioned relative to the other products in the 3·2·1 system line and what does it include?

The 3·2·1 GSX system is positioned as our premium home theater solution in the 3·2·1 system family, and it offers the benefit of music storage. It features our proprietary uMusic™ intelligent playback system. The 3·2·1 GSX system is intended for the customer who has a sizeable music collection and enjoys both watching video and listening to music.

Just like our other 3·2·1 systems, the 3·2·1 GSX system uses just two speakers and a hide-away Acoustimass® module to deliver much of the home theater experience that other systems need five speakers to create. Similar to the 3·2·1 GS system, the 3·2·1 GSX system features Gemstone® speaker arrays, which are half the size of our original 3·2·1 system's speakers.

The 3·2·1 GSX leverages the three main updates made recently to our 3·2·1 Series II systems:

Enhanced performance

- Our latest proprietary digital signal processing (TrueSpace™ surround digital processing circuitry) provides an enhanced home theater experience from only two visible speakers and an Acoustimass® module.
- Advancements in the EQ and the overall output of the systems allow them to play significantly louder than our original 3·2·1 systems (Series I).

Advancements in installation/usage/compatibility

- Updated in-box communication materials support the simplicity messaging (setup DVD, updated owner's manual and new quick setup guide).
- A true universal remote controls 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) allows the media center to work seamlessly with the new Lifestyle® systems.



Improved design easily integrates into décor

- Smaller size with enhanced fit and finish allow the new media center to fit into almost any home environment.
- The 3·2·1 GSX system has a silver embossed 3·2·1 logo on the top of its media center that distinguishes it from the other systems.

What is the uMusic™ intelligent playback system?

The uMusic intelligent playback system is a “smart” music storage system available only from Bose. It stores the content of hundreds of CDs in your 3·2·1 GSX system, then “learns” your musical preferences as you listen, and automatically selects songs you most likely want to hear.

How is the uMusic™ intelligent playback system different from a playlist?

Though playlists can be created and customized by the listener, they have limitations. Building them takes considerable time and effort. And even a highly customized playlist that mixes different artists and genres still consists of a fixed collection of songs whose novelty tends to wear off over time. Creating new playlists, or adding/deleting songs to existing ones, takes even more time. As a result, playlists demand regular maintenance on the part of the listener just to keep the material somewhat fresh. And there still remains a certain degree of predictability that simply cannot be avoided, even if the listener chooses a “random” playing mode.

The uMusic intelligent playback system transcends playlists in many ways. Initially, it draws from a much larger universe of songs – quite possibly the listener’s entire music collection. It demands no manual organization of songs by the user other than the initial download of CD material which is a simple process. Its pool of material is fluid, created from knowledge of the listener’s overall musical tastes rather than from a fixed playlist. Its song selections are full of pleasant surprises. The result is an easier and much deeper listening experience, based on the shifting moods and tastes of the listener – almost like listening to a radio station that continually changes to suit that listener’s unique tastes.

How does the uMusic™ intelligent playback system learn my preferences?

Think of a uMusic system preset as a virtual information storage “bin” in which the 3·2·1 GSX system stores knowledge of your musical preferences as it learns what they are. The next time you select that particular preset, the system will play music based on what it has learned from previous interactions.

What if I have more than one person who will use this system? Or if I have different moods?

The 3·2·1 GSX system is capable of storing nine different presets, so the system can learn a variety of distinct musical preferences based on individuals, situations or moods. For example, a family could have a preset dedicated to “Mom’s music,” “Dad’s music,” “Junior’s music,” “cleaning music,” “grilling music,” “dining music,” “workout music,” etc.



What is a uMusic™ system “preset”?

The uMusic intelligent playback system learns from every song you play, discovering rich information about your listening preferences. If you listen to a song all the way through, the uMusic system assumes you like the song. If you skip a song, the uMusic system assumes you're not in the mood for the song at that time. If you feel strongly about a song – positively or negatively – you can give the music a “+” or “-” rating using the remote. The system uses this information to play music that is similar to music you have accepted, and avoid music that is similar to what you have rejected.

Can I delete tracks from the system?

Yes. If you find that there are tracks you never want to listen to in any preset, you can delete tracks, albums or individual artists.

Can I make a playlist if I want to?

The uMusic intelligent playback system allows you to create one playlist of your own in addition to the nine uMusic system presets. You can either search the library for specific tracks and add them to the list, or press and hold the “playlist” button when you hear a song you want to add.

Can I connect a computer or iPod/handheld device to the 3·2·1 GSX system and download MP3s?

You can connect a computer or iPod/pocket PC to the 3·2·1 GSX Series II system and use it to play music, but you cannot download or transfer MP3s into the uMusic system.

Can I store MP3s from a CD-R?

Any CD-R burned as an audio CD can be stored into the uMusic system. But in order for the uMusic system to make associations among songs, you need to input the music from original CDs or exact duplicates. CD-Rs burned as data discs with MP3 files cannot be stored but they can be played on the system.

Who are the 3·2·1 GSX system's target customers?

The target customer for the 3·2·1 GSX system 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. We believe that customers have three major objections to home theater ownership, which have caused them to stay out of the market. They are:

- Customers don't feel the need for more electronic equipment in their rooms with wires running everywhere.
- They think home theater is too complex and it's hard to hook everything up correctly.
- Customers don't appreciate the value that home theater audio can bring to the video experience.

With the release of the 3·2·1 GSX system we continue to reinforce the fact that our 3·2·1 family of products can overcome many of the barriers to home theater ownership. They offer the excitement of home theater with the simplicity of fewer speakers and wires. And now with the 3·2·1 GSX system, we can offer the added benefit of music storage.



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What makes up the new 3·2·1 GSX system?

As with the 3·2·1 GS system, the 3·2·1 GSX system consists of the following:

- Two Gemstone® speaker arrays.
- A sleek media center (includes DVD/CD player with progressive scan output, AM/FM tuner and inputs for three additional sources.) The 3·2·1 GSX system's media center also has music storage for up to 200 CDs.
- Our updated Acoustimass® module that houses a 5.25" long-throw woofer for deep low notes 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 accessories can I use with the 3·2·1 GSX system?

The 3·2·1 GSX system uses existing Bose® accessories – UFS-20 floorstands, UB-20 wall brackets and the UTS-20 table stands. Since we will continue to offer an additional speaker color (silver), 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 GSX 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 does the new 3·2·1 GSX system work?

The new 3·2·1 GSX system and 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 3·2·1 systems create a home theater experience with fewer speakers.

What is the proper placement for the new 3·2·1 GSX system?

Just like the 3·2·1 Series II systems, the 3·2·1 GSX system offers 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:



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- 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.
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What is the power output of the new 3-2-1 GSX system?

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 GSX system?

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 Series II system with the new 3-2-1 GSX media center?

No. There is no program to support media center upgrades at this time.

How should I present the 3-2-1 GSX system to customers?

The 3-2-1 GSX system is unlike any other home theater system available today. It delivers a home theater experience easily with fewer speakers and wires. And it can store up to 200 hours of music. The 3-2-1 GSX system also features the benefit of uMusic™ intelligent playback system, which makes enjoying more music easy, too. The system offers:

- Compelling performance for movies and music from a very compact, simple and elegant system.
- An elegant media center with a DVD/CD player, AM/FM tuner and the ability to store 200 hours of music.
- Hideaway Acoustimass® module and two Gemstone® speaker arrays blend into almost any décor.
- uMusic intelligent playback system makes music listening as easy and enjoyable as possible. It pays attention to what you play, learns your musical tastes and selects music for you.

Every customer looking for simplicity in a home theater purchase should experience the benefits of 3-2-1 GSX system. The unique blend of performance and simplicity made possible through patented and proprietary Bose technologies and integrated systems design, make the 3-2-1 GSX system truly unique. We believe that when customers discover these benefits first hand – the lifelike, dramatic sound, ease of operation and creative solutions to the problems posed by conventional five-speaker home theaters – they will be motivated to join the Bose family.