



### PRODUCT POSITIONING

**How is the Lifestyle® 28 Series II DVD home entertainment system positioned relative to the other products in the Lifestyle® system line, and what does it include?**

The Lifestyle® 28 system is positioned as our most popular home entertainment system. It is intended for the customer who enjoys both listening to music and watching video. The Bose® Lifestyle® 28 Series II DVD home entertainment system includes:

- **Five Direct/Reflecting® cube speaker arrays** – These small, elegant speakers can be positioned to deliver Bose Direct/Reflecting® speaker performance, a natural blend of reflected and direct sound that approximates the sound you hear inside a concert hall.
- **Powered Acoustimass® module** – Lifelike low-note reproduction, results in a more realistic and gripping listening experience. It can be hidden out of view behind furniture.
- **Elegant media center** – Includes DVD/CD player, AM/FM tuner and a suite of technologies designed to make the home entertainment experience simple. It also features Bose® link multi-room/multi-source expansion capability, advanced design, and an aluminum finish.
- **Control integration** – Radio frequency remote control enables easy-to-use, one-button operation of Lifestyle® system functions (DVD/CD, AM/FM tuner) plus components attached to your system. Works through walls, floors – anywhere around the house – to access the most frequently used commands for TV, VCR, cable box, satellite receiver, PVR and even CD jukeboxes.
- **Bose® link technology** – Bose® link is our proprietary technology that allows a Lifestyle® system to integrate with other Bose products to provide sound in secondary rooms. With Bose® link, the user can easily connect up to 14 additional rooms of sound, each with independent volume and mute control, to provide two different audio streams from the same Lifestyle® system.
- **ADAPTiQ® audio calibration system** – This proprietary technology customizes the Lifestyle® system to your particular room. After a simple setup process, it automatically adjusts for many of the variables that can affect sound performance, including a room's size and shape, the placement of speakers and where someone sits to listen. It enables the system to deliver a quality Bose performance, based on the room's unique acoustics.

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- **DTS® and Dolby® Digital 5.1 decoding** – DTS and Dolby Digital 5.1 decoding enables the Lifestyle® system to deliver a discrete five-channel home theater experience from 5.1-encoded DVDs, satellite broadcasts and HDTV programming.
- **Videostage® 5 decoding circuitry** – Automatically delivers five different channels of audio to five speakers from non 5.1-encoded programs. So you can enjoy an experience rivaling that of a 5.1-encoded DVD from practically any source: surround-encoded VHS tapes, stereo CDs – even older mono TV broadcasts can now be enjoyed in full, discrete five-speaker surround sound.
- **Bose patented signal processing circuitry** – Automatically adjusts tonal balance at different volume levels. Music sounds lifelike with full, rich lows at almost any listening level, while speech consistently sounds natural.
- **Simplified setup** – Everything arrives in a single box with a quick setup guide, a setup disc and a music sampler DVD. Simple, color-coded connections help make installation easy.

### How are Bose® Lifestyle® systems different from other home theater systems available today?

Lifestyle® systems are complete, digital home entertainment audio/video solutions that strive to deliver an unsurpassed combination of performance, elegance, simplicity and expandability. They're an attractive alternative to the size and complexity of most conventional home theater systems. These integrated systems include speakers, amplification, patented signal processing, surround sound decoding, audio/video sources (both DVD/CD player and AM/FM tuner), additional inputs, and a remote control.

Unique benefits of Lifestyle® systems:

- An elegant media center takes the place of the typical bulky rack of electronics.
- Tiny cube speakers and a hideaway Acoustimass® module replace big, bulky speakers.
- Intelligent software ensures a quality performance regardless of input signal type (from digital 5.1 to mono) or volume level.
- ADAPTiQ® audio calibration system automatically ensures a quality Bose performance regardless of the room's acoustics.
- Bose® link enables up to 14 additional rooms of sound, all from one Lifestyle® system.
- The remote is clearly marked and easy to understand, and works through most walls and floors.
- Systems are engineered from the ground up so all elements work in concert with each other. Amplification, speakers, signal processing and decoding are matched to create the exceptional performance you would expect from advanced Lifestyle® system design.
- Systems are convenient to purchase and set up. Everything arrives in one box. And with the simple, quick setup guide and color-coded connections, your customers can enjoy a movie or music in minutes.
- Systems are engineered to provide the correct output from all channels in most home environments. The customer doesn't have to make the usual painstaking (and often incorrect) adjustments to the output level of each channel to ensure the sound from all speakers is balanced. The output from the center and surround speakers can be easily adjusted for special environments.



**How are the Lifestyle® DVD-based systems different from each other?**

The Lifestyle® 48, 38, 28, and 18 systems provide four wonderful choices designed to meet different budget and performance requirements. They all share common features, including an elegant media center, hideaway Acoustimass® module, radio frequency remote control, Bose® link and the ADAPTiQ® audio calibration system.

The difference in system performance is defined by the availability of the uMusic™ intelligent playback system (see Lifestyle® 38 and 48 system Q & As for more information) and by the type of speakers included with the system.

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**How does the Lifestyle 28 Series II system differ from the original Lifestyle® 28 system?**

We've made many improvements to the new Lifestyle® 28 Series II system. They include:

- Improved acoustic performance
  - Improved user interface
  - Enhanced control integration, including personal video recorders and CD jukeboxes
  - Ability to sense TV power on plasma and LCD as well as CRT and projection
  - Progressive scan video rendering
  - Bose® link
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**What is Bose® link?**

Bose® link is our proprietary technology that allows Bose products located in up to 14 different rooms to play sources from a single Lifestyle® system and its connected components. Bose® link-compatible products (such as a 3-2-1 home entertainment system or Lifestyle® stereo amplifier) in various rooms can communicate with the Lifestyle® system independently, with their own volume, mute and on/off controls. In addition, a Bose® link-enabled room has a choice between two independent audio streams coming from the Lifestyle® media center.

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**What is an audio stream?**

An audio stream is similar to a TV channel – different channels have different content. With Bose® link, the streams have content from the different audio sources generated or enabled by the Lifestyle® system. For example, one stream might have music from the internal CD player, while the other stream could be the FM tuner, or even a connected component, such as a TV.

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**How does an audio stream differ from a zone?**

An audio stream-based approach offers far more flexibility than the traditional zone approach. In a zone approach, audio systems in different rooms are physically linked together. Two rooms in a zone, such as the master bedroom and the kitchen, must always have the same audio output. With the stream approach, each room gives the listener a choice between the two audio streams, so the person in the kitchen can listen to the radio while the person in the bedroom listens to a CD.

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**What is the ADAPTiQ® audio calibration system?**

Factors such as a room's size and shape, the placement of speakers, and where someone sits to listen affect sound in different ways. Furthermore, everyone's room arrangement is different. The ADAPTiQ audio calibration system is an innovative Bose technology that analyzes and adjusts the system's sound to ensure a quality Bose performance regardless of the room. The ADAPTiQ system is available with all DVD-based Lifestyle® systems.

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**How does the ADAPTiQ® audio calibration system work?**

The ADAPTiQ audio calibration system is activated while setting up the Lifestyle® system during a simple process that takes from ten to fifteen minutes. Microphones on a special headset worn by the user sample the sound from the system at five different locations throughout the room, analyzing the response from the speakers at each location. The ADAPTiQ system then makes the necessary adjustments to the Lifestyle® system so it will automatically deliver a quality Bose performance, customized for that particular room and its listeners, time after time.

**Will the ADAPTiQ audio calibration system work on any system?**

**No.** The ADAPTiQ audio calibration system is available only with the Bose® Lifestyle® 48, 38, 28, and 18 systems. The technology is integrated only with DVD-based Lifestyle® systems.

**If I change speaker locations or move the system to another room, can the ADAPTiQ system be recalibrated?**

**Yes.** Simply run the ADAPTiQ system setup procedure again when you rearrange your furniture, change your speaker placement or move the Lifestyle® system to a different room. There are no limits on how many times the ADAPTiQ audio calibration system can be reset.

**When going through the ADAPTiQ system process, I'm instructed to sit in five listening locations.**

It is important to get a variety of measurements so the system can evaluate your room. We recognize that there may be fewer than five listening locations in some rooms, which is why it is suggested that customers stand (or sit on the floor) to create the five different locations in those situations.

**If I choose not to use the ADAPTiQ system, can I turn it off?**

**Yes,** you can turn off the ADAPTiQ audio calibration system. Using the remote, go to the on-screen display (OSD) and choose AUDIO SETUP. Within the menu, highlight ADAPTiQ and toggle to OFF.

**After setting up the ADAPTiQ system can I still modify the performance of my system?**

**Yes.** With the ADAPTiQ system, you still have treble, bass and surround volume control. You will still be able to adjust the sound to your liking.

#### ADVANCED TECHNOLOGIES

**Why did Bose pursue the development of Videostage® 5 decoding circuitry and what are its customer benefits?**

After customers experience 5.1-encoded media played back through a digital home theater system, they can appreciate the added realism provided by discrete stereo sound in the surround channels. However, most conventional systems can deliver discrete five-speaker surround only from specially encoded software – 5.1 DVDs, for example. Proprietary Videostage 5 circuitry allows customers to get a five-speaker surround experience from almost any source – including surround-encoded VHS tapes, stereo CDs, even monaural TV programs. Videostage 5 decoding circuitry provides the listener with the following benefits:

- **A five-speaker surround sound experience from surround-encoded VHS tapes and stereo TV programs** – Videostage 5 decoding and post-processing circuitry delivers a five-speaker experience from a surround-encoded program by decoding the signal into front left, front center, front right and two independent channels of surround (both left and right). This performance is similar to that of a 5.1-encoded DVD disc, and is automatically engaged.



Are there any other advantages offered by Videostage® 5 decoding circuitry compared with conventional decoding technology?

- **A five-speaker surround sound experience from mono TV shows** – The next-generation Lifestyle® home entertainment systems, using Videostage® 5 decoding circuitry, can deliver a five-speaker surround sound experience even from mono TV shows. With Dolby® Digital 1.0 (monaural) program material, the five-speaker surround sound experience is delivered automatically. If a TV broadcast or VHS tape is in mono, customers can enjoy a full five-speaker surround sound experience by pressing and holding the “five-speaker” button to engage the monaural decoder. (They will hear a chime, and then they will hear all five speakers come on.)
- **Five-speaker surround sound from stereo CDs** – Many conventional home theater systems are challenged when playing stereo CDs through all five speakers. However, Bose® proprietary Videostage 5 decoding circuitry delivers a realistic listening experience with the vocalist or predominant instrument appearing centered, the backup instruments remaining spacious, and ambient instrumentation appearing in the surround channels. If customers would rather listen through two speakers, they simply press the “Speaker 2-3-5” button on the remote control and select the two-speaker mode.

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**Yes.** Most of the decoding technology available today was originally designed to work in commercial movie theaters – a significantly different environment than most homes. Because Bose specifically engineered Videostage 5 decoding circuitry to reproduce the experience of the cinema *in a living room*, the Lifestyle® 28 system offers your customers important advantages:

- **Deep, low notes from a single source** – Videostage 5 decoding and post-processing circuitry sums the lower frequencies from all channels into the single Acoustimass® module, which can easily be hidden out of sight. Integrating all the low-note production into one source reduces unpredictable acoustic effects that may be caused by placement of multiple low-note enclosures in the room.
- **Improved on-screen localization** – In most homes, the center channel speaker is placed above or below the TV screen. With the Videostage 5 circuitry in the Lifestyle® system, output from the three front *Virtually Invisible*® cube speakers is integrated to establish a sonic image of the center channel information in the center of the screen. Most of the other decoders available today tend to steer the center channel information directly to the center speaker – an arrangement that works well in movie theaters, where the center speakers are set directly behind the screen, but perhaps not so well in homes, where the center speaker is generally above or below the TV picture.
- **Advanced surround channel controls** – The Lifestyle® 28 system includes surround controls that allow you to adjust the direction that the surround channel information comes from, so you feel enveloped by sound. In addition, the Lifestyle® 28 system preserves the surround information that Hollywood intended. Unlike the surround controls of most conventional systems, the Lifestyle® 28 system control does not just turn down the surround, but actually fades it from rear to front, so the information in the surround channels is not lost – even if you fade the sound all the way to the front.

What are the benefits of the hideaway Acoustimass® module?

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In order to meet the demands of today’s movie soundtracks, the Acoustimass module delivers low frequencies with more clarity, even at very loud levels. Utilizing a proprietary hybrid approach, innovative technology combines several approaches to low-frequency reproduction, allowing prodigious airflow at the lowest frequencies without port compression or other audible problems. You can hide the module out of sight, and all the sound seems to come from the tiny cube speakers.



**Can the Lifestyle® 28 system decode a DTS® or Dolby® Digital 5.1 program?**

**Yes.** Lifestyle® home entertainment systems have DTS and Dolby Digital decoding – so they are ready for 5.1-encoded programs from DVD, DSS or DTV. And because it is a Lifestyle® system, no re-calibration is required to enjoy 5.1 sound. It takes only the push of one button to enjoy the digital 5.1 experience.

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**What is the benefit provided by Digital Dynamic Range® compression circuitry?**

When enjoying home theater, listeners often must be sensitive to the needs of others – neighbors, sleeping children or a significant other – who should not be disturbed. As volume is decreased in most conventional home theater systems, the ability to hear the quieter portions (particularly dialogue) diminishes. That’s because the soft portions of the soundtrack approach or even fall below the ambient “noise floor” of most living spaces. So listeners must “ride the volume control” – turning the volume up to hear soft dialogue, then quickly down again to suppress an explosion or other loud audio effect.

Bose® proprietary Digital Dynamic Range® compression circuitry lets listeners hear dialogue clearly, yet still experience the impact of special effects even at low listening levels. This feature is automatically engaged for all video sources, but can be easily turned off if desired.

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**How does the Lifestyle® system deliver proper signal processing both for movies and music?**

Today’s home entertainment systems must be able to accurately reproduce soundtracks from video programming and music from compact discs. Movie soundtracks are typically designed to reproduce with a boost in the low frequencies, which can often prove overwhelming when listening to music. Most home theater systems do not automatically adjust for this difference. The Lifestyle® 28 system automatically delivers a suitable low-frequency boost for movie soundtracks, and removes it when a CD or the radio plays. As a result, the listener enjoys appropriate lows both for movie soundtracks and music reproduction – all from a single system without complex controls.

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**What is the benefit of the multi-room/multi-source expansion capability included with the Lifestyle® 28 system?**

It makes the system more versatile. The Lifestyle® 28 media center offers two independent audio outputs that can deliver different audio sources to two separate areas of the home simultaneously. Just add Bose® powered loudspeakers (a wide variety is available to fit your customers’ needs and budgets) and a remote control for each additional room. Customers can enjoy home theater in one room and a radio program in another – all from the same media center.

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#### CONTROL INTEGRATION

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**What additional equipment can the Lifestyle® system control?**

One easy-to-use radio frequency remote controls all functions of the Lifestyle® system and provides access to the most frequently used commands for the TV, VCR, and cable box or satellite receiver. In addition, the system can control many important functions of a connected personal video recorder or CD jukebox. Also, with the supplied TV power detector, the system knows whether to turn the TV on or off, so one button can turn on the Lifestyle® system and the TV. Sound from the system and video from the TV can be activated with a single button press.

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**Can the Lifestyle® system be controlled by universal or learning remote controls?**

In addition to its radio frequency remote, the Lifestyle® system has an infrared (IR) control system which includes an IR receiver and an IR transmitter, plus an extensive multi-brand IR commands database. Additionally, published Bose IR codes enable the IR remotes to control the Lifestyle® system.

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CONNECTIVITY

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**What additional equipment can be connected to the Lifestyle® system?**

The Lifestyle® 28 system's media center houses four audio inputs for TV,VCR,AUX and Cable/Sat. Each input has L/R analog and a coaxial digital connection.

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**What can customers do if they have a satellite receiver with "Optical Output" only?**

The Lifestyle® 28 system's media center has an optical digital input that can be assigned to one of the four audio inputs. Simply identify which input the optical connection should be associated with in the on-screen menu, and make the necessary cable connections.

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SERVING THE CUSTOMER

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**What accessories are compatible with the Lifestyle® system?**

- **Floor stands** – (pair), UFS-20 (Black, White or Silver)
- **Wall bracket** – (single), UB-20 (Black, White or Silver)
- **Table stand** – (single), UTS-20 (Black, White or Silver)
- **Bose® link-enabled powered speakers and systems**, including the 3-2-1 system and 3-2-1 GS system
- **Lifestyle® SA-2 stereo amplifier, Lifestyle® SA-3 stereo amplifier**
- **RC-18S remote control**

To order accessories, call your nearest Bose dealer or contact Bose Customer Service at 1-800-367-4008. Be sure to specify color, using the model numbers above.

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**How should I present the Lifestyle® 28 system to customers?**

With Bose® link, the ADAPTiQ® audio calibration system, RF remote, and control integration, the Lifestyle® 28 system offers a quality combination of performance, elegance, simplicity and expandability. In detail, the Lifestyle® 28 system offers:

- A high-quality, elegant media center with DVD/CD player and Bose® link expansion capability.
- Hideaway Acoustimass® module and five Direct/Reflecting® cube speaker arrays that fit into practically any décor.
- Unmatched simplicity of operation with the radio frequency remote control and control integration.
- ADAPTiQ® audio calibration system, ensures high-quality, customized sound in almost any room.
- Bose® link expansion capability.

Every customer considering a home theater purchase should experience the benefits of Lifestyle® home entertainment systems. Their unique blend of performance, elegance, simplicity and expandability, made possible through patented and proprietary Bose technologies and integrated systems design, make Lifestyle® systems truly unique. And since no other systems have the ADAPTiQ audio calibration system, we believe no other systems perform like Bose DVD Lifestyle® systems. We also believe that when customers discover these benefits first hand – the lifelike, dramatic sound, ease of operation, innovative listening approaches, and creative solutions to the problems posed by conventional home theater – they will be motivated to join the Bose family. The Lifestyle® 28 system provides these benefits in an elegant, high-performing package that is aspirational to customers who desire to move up to Bose.