

BDS 7772

Features & Benefits

harman/kardon[®]
by HARMAN



Market launch: Available Now!

CATEGORY: Home theater system

POSITIONING: Complete entertainment system

USP: Integrated 3D Blu-Ray disc system featuring a 5.1-Channel Digital Amplifier, Bluetooth and Airplay connectivity and HDMI technology with 3D

KEY BENEFITS:

- All in one system so there's nothing more to buy
- Watch 3-D Blu-Rays on your 3-D TV set
- Enjoy music, photo and video files with higher quality than any computer or portable device
- Deep, satisfying bass
- Smaller physical and carbon footprint, so it looks good while helping the environment
- Quick and easy setup

BASIC FEATURES:

- Compact, stylish design
- 3-D capable Blu-ray Disc™ player
- Three HDMI inputs with 3D, CEC and Audio Return Channel
- Front-panel USB for playback of music, video and still images
- Dolby Pro Logic II uses the 5.1 speaker system to turn stereo sources such as YouTube or AirPlay into a full surround experience
- Four identical, two-way, dual-midrange satellite speakers
- Compact 200 watt powered subwoofer
- EzSet/EQ automatic system calibration provides the best possible sound for your room

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Selling Points

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CROSS-MERCHANDISING:

- TVs

PROMOTIONAL TIME PERIODS:

- Holidays, Father's Day, Super Bowl



Model #	Description	Color	Dimensions (H x W x D)	UPC	MSRP	MAP	Dealer Cost
BDS 7772/120-A1	Integrated 3D Blu-Ray disc system featuring a 5.1-channel digital amplifier	Black	15" x 20" x 24"	028292262876	\$1499.00	\$1199.95	\$687.00