

BDS 3772

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 2-channel digital amplifier Bluetooth and airplay connectivity and HDMI technology

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 Virtual Speaker creates a surround-sound effect from your two-channel system
- Two identical, two-way, dual-midrange satellite speakers with flat diaphragm
- Four identical two-way, dual midrange satellite speakers and a dedicated, two-way, dual-midrange center speaker
- 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 3772/120-A1	Integrated 3D Blu-Ray disc system featuring a 2.1-channel digital amplifier	Black	15" x 20" x 24"	028292262869	\$1099.00	\$999.95	\$630.00