

# Go + Play™ II

HARMAN

**Order Date:** April 25, 2011  
**Press Release:** April 27, 2011  
**Brand Website Date:** April 27, 2011  
**Market Launch Date:** May 2, 2011

- **Brand:** Harman Kardon      **Category:** Multimedia
- **USP:** Loudspeaker performance from compact portable dock
- **Positioning:** Portable loudspeaker dock for iPod/iPhone; performs like a home theater system
- **Key Benefits:**
  - Astonishing bass and clear accurate sound from any direction
  - Multipurpose functionality sends your iPod/iPhone photos and videos to any TV
  - Ease of use and portability allows you to bring great music anywhere you go



## Basic Features

- 4 Odyssey and 1 Atlas transducer
- Odyssey tweeters
- AC or battery-powered
- IR remote control
- 3.5mm stereo mini-jack
- Composite video connection

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- **Target Consumer:**
  - TechnoVamps: 62%M - 38%F; 18-44 yrs
  - Audio Emperors: 80%M – 20%F; 45-64 yrs
- **Cross-Merchandising:**
  - iPods, iPhones, MP3 Players, Headphones
- **Promotional Time Periods:**
  - Holiday, Back to School, Spring



Model #	Description	Color	Product Dimensions	UPC Code	M.S.R.P	M.A.P.	Dealer Cost
HKGOPLAY2BLKAM	Portable hi-fi speaker for iPhone/iPod	Black	22" x 11" x 11.5"	028292258329	\$399	\$349	\$234