

# AVR 2650

HARMAN

**Order Date:** May 23, 2011  
**Press Release:** June 10, 2011  
**Brand Website:** May 30, 2011  
**Market Launch:** June 3, 2011

- **Brand:** Harman Kardon    **Category:** Home
- **Positioning:** 7.1 Channel Audio Video Receiver for Home Theater System
- **USP:** Packed with next generation technology with multi-room capabilities
- **Key Benefits:**
  - Makes home entertainment easier to use
  - Delivers high-definition sound to match the high-resolution video of 3D bluray disc recording
  - Creates an emotionally charged home theater experience with 95 watts per channel
  - Play your iPod or iPhone on your speaker system
  - Automatically tailors individual speaker volume levels to specific room conditions



## Basic Features

- 95 wpc@2ch 8 ohms 20Hz-20kHz, 0.09% THD
- 7.1 Channel
- Audio return channel
- 5 HDMI 1.4a with 3D
- Multiroom assignable channels
- C4 Certified
- Networking DLNA Compatible
- vTuner
- Full-color, high-definition, graphical on-screen interface
- Dolby Volume & ProLogic IIz
- Dolby TrueHD & DTS-HD Master Audio™ decoding
- Logic 7® (5.1 and 7.1) processing
- Faroudja DCDi Cinema™ video processing
- EzSet/EQ auto setup and room correction
- Ready for The Bridge IIIP docking station for control and charging of iPod and iPhone
- Component video inputs

# AVR 2650



- **Target Consumer:**
  - Primary: Technovamps 60%M/40%F; 18-44 yrs
  - Secondary: Safety Dancers 75%M/25%F; 45+ yrs
- **Cross-Merchandising:**
  - Flat Panel TVs, Bluray players, Home Theater speaker systems
- **Promotional Time Periods:**
  - Holiday, Super Bowl, Grads and Dads
- **Product to be replaced:**
  - AVR 2600



Model #	Description	Color	Product Dimensions	UPC Code	M.S.R.P	M.A.P.	Dealer Cost
AVR 2650	7 x 95W 7.1 Channel AV Receiver with audio return channel and 5 HDMI 1.4a with 3D	Black	17-1/8" x 6-1/2" x 13-7/8"	028292258305	\$879	\$799	\$480