

HKTS 20

Order Date: March 1, 2010
Press Release: March 1, 2010
Harman Website: April 1, 2010
Market Launch: April 1, 2010



- **Brand:** Harman Kardon **Category:** Home Speakers
- **Positioning:** Complete 5.1 home-theater speaker system
- **USP:** 3D-compatible
- **Key Benefits:**
 - ❑ New compact 8", 200-watt subwoofer with 2X the power of prior model (HKTS 15) & improved sound quality using DSP equalization and limiter circuitry
 - ❑ Plug & Play set-up with flexible placement - bookshelf, wall mount, or stands (optional)
 - ❑ Speaker video-shielding removes video component interference
 - ❑ Voice-matching provides seamless tonal quality and clear dialogue
 - ❑ Brings home theater experience to life with 3-D compatibility



Basic Features

- Includes color-coded cables, table stands for satellites & center, swiveling wall brackets for satellites
- 4 identical two-way satellite speakers
- Two-way dual-driver center speaker

HKTS 20

■ **Target Consumer:**

- ❑ Primary: 60%M/40%F; 18-44yrs
- ❑ Secondary: 75%M/25%F; 45+ yrs
- ❑ Opportunity: 75%F/25%M; 50+ yrs

■ **Critical to Purchase:**

- ❑ Products compatible with other components
- ❑ Right relationship of product quality to price
- ❑ Easy to set up

■ **Cross-Merchandising:**

- ❑ Flat Panel TV's

■ **Promotional Time Periods:**

- ❑ Holiday, Back to School, Spring

■ **Product to be replaced:**

- ❑ HKTS 15



Center & Satellite Front View



Center & Satellite Rear View



*Optional floor stands allow for floor placement of satellites. Not included in package. HTFS 3/E

Model #	Description	Color	Dimensions	UPC Code	M.S.R.P	M.A.P.	Dealer Cost
HKTS20BQ	5.1 Home Theater Speaker System	Black Lacquer	Sat: 8-1/2" x 4-11/32" x 3-15/32" Center: 4-11/32" x 10-11/32 x 3-15/32" Subwoofer: 13-29/32" x 10-1/2" x 10-1/2"	028292508677	\$799	\$699	\$350