

# FAST FACTS

1

## Audio Performance

Exclusive TriPort® acoustic headphone structure gives your music a full, balanced sound you'd expect from much larger headphones.

2

## Comfort/Stability

Proprietary StayHear® tips conform securely and comfortably to your ears' shape even during vigorous exercise.

3

## Convenience

Engineered for exercise with a combination of sweat and weather-resistance. The exclusive Reebok® fitness armband holds your mobile device securely and comfortably in place during exercise—plus stores your headphones when your workout's over. The SIE2i model is designed for select Apple products—including the iPod and iPhone.

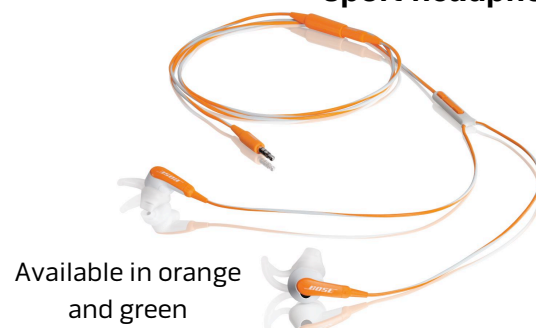
### Fast Phrase

The Bose® SIE2 and SiE2i sport headphones were specifically designed for exercise. They offer the same three core benefits as other Bose in-ear headphones, but they've been engineered for sweat and weather-resistance, and with a colorful, distinct look. The exclusive Reebok fitness armband holds your mobile device securely, and comfortably in place during exercise—plus stores your headphones when your workout's over. The SIE2i model is made specifically for select Apple products and provides communication, and additional control when used with an iPod, iPhone, iPad, or Mac.

#### **Bose® SIE2** sport headphones



#### **Bose® SIE2i** sport headphones



# Bose® SIE2/SIE2i

## sport headphones

## Engagement

We don't position the styles within our headphone family as a choice between good, better, and best. Instead, we want customers to enjoy quality sound with whatever style suits their needs, lifestyle, and/or preference: in-ear, on-ear, or around ear.

Asking the **3 Ws: Who, What, and Where** - is an easy way to uncover your customer's headphone style preference and performance expectations. For example...

- **Who** will be using the product?
- **What** headphone style do you prefer? What will you be using your headphones with?
- **Where** will you be using your headphones?

The SIE2 sport headphones are ideal for the "individual fitness enthusiast," who exercises on a regular basis, and prefers an in-ear solution. The SIE2i sport headphones provides iPod and iPhone owners with the same level of performance and comfort found in the SIE2, with the added benefits of an inline mic and remote for communication and control for select Apple products.

## FAQ

Sometimes a customer concern is just an opportunity to provide additional information, so that they can make a more educated decision:

### **What happens if I plug the SIE2i sport headphones into another digital music player or mobile phone?**

The SIE2i sport headphones are designed for use with select Apple products; however, the audio will likely work with other smartphones/music players if they have a standard 3.5mm jack. The volume up/down buttons will not work with non-Apple products. The answer/end function may or may not operate properly, as this function varies from model to model.

### **Can the SIE2/SIE2i sport headphones be used outside in the rain or snow?**

**Yes.** Both models are water-resistant, and designed to survive exposure to sweat or weather. However, they're not designed to be submerged in water.

### **How can I get replacement ear tips for my headphones?**

In the U.S. visit [www.bose.com](http://www.bose.com), or call 1-800-367-4008.

In Canada visit [www.bose.ca](http://www.bose.ca), or call 1-800-465.2673.