

FAST FACTS

1

Performance

Bose® CineMate® Series II systems offer a compelling home theater experience for movies, music and sports over a broad listening area without the need for center or rear channel speakers, or a separate audio/video receiver.

2

Elegance

Set the speakers on either side of an HDTV and tuck the Acoustimass® module behind a couch or curtain. With no rear surround speakers, there's no need to run wires from the front of your room to the back.

3

Simplicity

Just three wires and a power cord connect all system components. The included setup disc walks the customer through the process.

Fast Phrase

A CineMate® GS Series II or CineMate® Series II digital home theater speaker system is the the easiest way to add high quality audio to your HDTV. Two speakers and a hideaway Acoustimass® module deliver lifelike sound that seems to surround you for movies, sports, music and gaming. So what you hear, will be just as exciting as what you see.

CineMate® GS Series II Digital Home Theater Speaker system



CineMate® Series II Digital Home Theater Speaker system



CineMate® Series II

digital home theater speaker systems

Engagement

Whether you are initially greeting a customer or you are deep into a needs assessment, asking the following question is a great way to plant the seed for the role that audio plays in a complete home entertainment experience:

- What do you plan to *listen* to your movies and television shows on?

Asking the **3 Ws: Who, What, and Where** - is an easy way to uncover additional performance expectations that your customer might have. For example...

- **Who** will be using the product?
- **What** are your performance goals/expectations?
- **Where** will you be installing your system?

Recommending the right Bose® solution is about understanding your customer's relative priorities for attributes such as **performance**, **elegance**, and **simplicity**. Ask your customer:

- In terms of **performance**, **elegance**, and **simplicity**, which attribute is the most important to you?

A customer who makes *simplicity* more of a priority than performance or elegance is a strong customer for a CineMate® GS Series II or a CineMate® Series II system.

FAQ

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

What are the difference between the CineMate® GS Series II and CineMate® Series II systems?

The GS system features the Gemstone® speakers, which are approximately 50% smaller than the two Articulated Array® speakers than are found in the CineMate Series II system. In addition, the GS system features a universal remote control that operates the system and most attached sources. The CineMate® Series II system features a simple, sleek 4-button remote control that lets you easily operate the system, complementing the remote controls which you're already comfortable with.

Do the Gemstone speakers included with the CineMate GS Series II system sound better than the Articulated Array speakers included with the CineMate Series II system?

No. The Gemstone speakers may sound different from the Articulated Array satellites, but they do not unequivocally sound better. However, many customers may prefer the sound of the Gemstone speakers, and especially the size/performance ratio afforded by the smaller enclosures.