

# FAST FACTS

1

## Performance

Exclusive TrueSpace® digital signal processing combined with an advanced speaker design reproduces wide, natural sound from only two visible speakers, bringing more life to music, games, and videos.

2

## Elegance

Sleek, space-saving designs complement the look of today's notebook and desktop computers.

3

## Simplicity

Convenient placement on the desktop makes it easy to adjust the volume, connect headphones, or other audio devices.

## Fast Phrase

Bose® offers three great computer speaker solutions:

1. The Companion® 5 is the best computer speaker system from Bose. It delivers sound you might expect from a 5.1 speaker system, but with fewer speakers and wires.
2. The Companion® 20 is the highest-performing two-speaker multimedia system from Bose, and it lets you enjoy full, natural sound in front of your computer or across the room.
3. The Companion® 2 is an excellent upgrade in sound and style over original-equipment computer speakers.



**Companion® 5**  
multimedia speaker system

**Companion® 20**  
multimedia speaker system



**Companion® 2**  
multimedia speaker system

## Engagement

As the home computer category has grown, personal computers have wildly exceeded customer's expectations, but the included speakers (external ones for desktops and built-in speakers for notebooks) that come with these products leave customers wanting more. At Bose<sup>®</sup>, we don't believe customers should have to compromise audio quality when experiencing digital entertainment - with Companion multimedia speakers, they don't have to.

When selling multimedia speaker systems, asking the following question will help you open a discussion around enhancing the customer's enjoyment of their notebook or desktop computer:

- How important is sound quality when you're surfing the Internet, listening to music, playing games, etc.?

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

- **Who** will be using the product?
- **What** will you enjoy on your computer – music, games, movies, etc.?
- **Where** will you be using your notebook/computer?

## FAQ

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

### **How does the Companion<sup>®</sup> 5 multimedia speaker system work?**

Through the combination of precisely angled transducers, TrueSpace<sup>®</sup> surround digital processing circuitry, and the ability to send multiple signals to each speaker array. The Companion 5 system creates a multi-channel sound experience with fewer speakers, wires, and complications than a conventional five-speaker system. Less room or wall dependent than most traditional speaker systems, the Companion 5 can deliver a great experience in almost any setting, including open environments – such as the sales floor.

### **How does the Companion<sup>®</sup> 20 multimedia speaker system produce room-filling sound without a subwoofer?**

Proprietary digital signal processing and an advanced driver and port design give the Companion 20 system lifelike performance at almost any volume level. Exclusive TrueSpace stereo digital signal processing widens the perceived acoustic image, by overcoming a common performance issue brought on by closely spaced speakers. The result is a listening experience in which music seems to come from a soundstage much greater than the distance between the two speakers.