

# FAST FACTS

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## Performance

A Bose® innovation lets you experience wide, spacious sound from just one visible speaker, while the wireless Acoustimass® module provides deep, rich bass that adds depth to music and to motion picture soundtracks.

2

## Elegance

The speaker array visually complements a flat-screen television – whether wall-mounted or placed on a table.

3

## Simplicity

Consists of a single, visible speaker and a hideaway, wireless Acoustimass® module, making it easy to set up and enjoy right away.

## Fast Phrase

The CineMate® 1 SR digital home theater speaker system consists of one speaker array and a compact Acoustimass module. Bose technologies (PhaseGuide™ sound radiators and TrueSpace® signal processing) make it possible for this system to deliver spacious, room-filling sound from a single visible speaker. The Acoustimass module contributes deep, low-note performance while allowing the speaker to be hidden out of sight. A wireless link makes it even easier to place the Acoustimass module exactly where you want in the room.



# CineMate® 1SR

digital home theater speaker system

## 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 *elegance of appearance* more of a priority than performance or simplicity is a strong customer for the CineMate 1SR system.

## FAQ

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

### **How is the CineMate 1 SR digital home theater speaker system different from other one-speaker or sound bar systems?**

A one-speaker home theater system based on conventional technology is often bulky, and can appear even more so when used with a thin television. The CineMate 1 SR speaker array uses Bose proprietary PhaseGuide™ sound radiators and TrueSpace® signal processing to deliver wide, spacious sound from a speaker only 2.4 inches in height – making it an elegant visual complement to today's thin televisions.

### **What placement guidelines should be considered to ensure optimal audio performance from the CineMate 1 SR speaker array?**

The CineMate 1 SR system uses reflective surfaces to place sound in the room where there are no speakers. To ensure optimal audio performance, the speaker array should be placed equidistant from each side wall. In addition, the speaker array should not be placed inside a cabinet, as this would result in a sound stage limited by the size of the enclosure.