

# FAST FACTS

1

## Performance

Lifestyle® 5.1 home entertainment systems deliver an immersive, theater-like experience that brings movies, sports, video games, and music to life - you feel like you are in the *front row*.

2

## Elegance

Five small cube speakers deliver exhilarating surround sound and blend with your décor. A hideaway Acoustimass® module adds the deep, emotional intensity you feel at the theater – yet can be hidden out of sight behind a couch or curtain.

3

## Simplicity

Innovative Bose® technologies guide you through the system setup process and makes enjoying home theater easier than ever before.

### Fast Phrase

Lifestyle® systems deliver the best home theater performance that Bose® has to offer. The system blends elegantly into your décor, with small cube speakers and a hideaway Acoustimass® module. You can connect up to 6 HD and music sources. The Unify® intelligent integration system guides you through the entire setup process and even verifies your connections. Once your system is setup, Unify's remote control and navigation menus make the entire system so easy to use an instruction manual may not even be needed.

#### Lifestyle® V-Class® home entertainment systems



#### Lifestyle® T-Class® home entertainment systems





# Lifestyle®

## 5.1 home entertainment 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 *performance* more of a priority than elegance or simplicity is a strong customer for a Lifestyle® 5.1 home entertainment system.

### FAQ

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

#### How are Lifestyle® V-Class® and T-Class® home theater systems different from each other?

Lifestyle® V-Class® and T-Class® systems share many common features; however, they differ in the following ways: speaker arrays, embedded music capabilities, remote control, and control console color.

##### Speakers arrays.

- The Lifestyle® V35 system features the award-winning Jewel Cube® speaker arrays.
- The Lifestyle® V25 and T20 systems feature the slightly larger Direct/Reflecting® cube speaker arrays.

##### Music capabilities.

- The Lifestyle® V35 and V25 systems have an internal AM/FM tuner and an iPod dock. An onscreen interface allows you to search, select and play music or video from your attached iPod. Both systems can *deliver* music to other parts of your home via Bose® link.
- The Lifestyle® T20 system delivers music with the same audio quality as the Lifestyle® V35 and V25 systems; however, it does not feature a built-in AM/FM tuner or an iPod dock.

##### Remote control.

- The Lifestyle® V35 and V25 systems have a two-line display on their remote control that allows you to see what radio station or iPod song you are listening to without needing to turn on your TV. Lifestyle® T20 does not have a display on its remote control. All necessary information is displayed on the TV.

##### Control console.

- The control consoles for the Lifestyle® V35 and V25 systems are darker in color than the Lifestyle® T20 console.