

FAST FACTS

1

Noise Reduction

Exclusive Bose® technologies electronically sense the sounds around you, reducing noise across a wide range of frequencies.

2

Audio Performance

Music is faithfully reproduced with incredible detail and clarity. This is best experienced through a demonstration.

3

Comfort

QuietComfort® headphones are designed to maximize all of the features that contribute to user comfort, especially when using the headphones for extended periods of time.

Fast Phrase

QuietComfort® headphones leverage Bose's latest developments in noise reduction technology. Originally designed with the frequent airplane traveller in mind, these headphones are perfect for anyone who wants peace and quiet, or who wants to listen to their entertainment with quality sound and with the background noise virtually eliminated. What truly makes these headphones unique is the unmatched combination of noise reduction, audio performance, and comfortable fit.

QuietComfort® 15
Acoustic Noise Cancelling® Headphones



QuietComfort® 3
Acoustic Noise Cancelling® Headphones



QuietComfort®

Acoustic Noise Cancelling® headphones

Engagement

Most customers you encounter may not be familiar with Acoustic Noise Cancelling® technology. Not only will you need to ask the right questions to determine if they would benefit from the technology, you will need to educate them as well. To pique your customer's curiosity, your first question should be:

- Were you looking for noise-cancelling or audio headphones?

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** headphone style do you prefer - around-ear or on-ear? What do you prefer - an alkaline battery, or the convenience of a rechargeable battery?
- **Where** will you be using your headphones?

FAQ

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

Besides the fit or the power source, are there any other differences between the QuietComfort® 15 and the QuietComfort® 3 headphones?

The QuietComfort 15 headphones feature Bose's latest advancements in both active (electronic) and passive (physical) noise reduction and they are their best performing headphones. The QC®15 delivers significantly more active noise reduction than the QC®3 headphones, offering a quieter experience. In addition, the patented ear-cushion design delivers more passive noise reduction by better blocking the noise before it enters the earcup.

Why are the QuietComfort® headphones more expensive than other headphones?

One of the reasons Bose® has been successful is that they're a company that's committed to producing nothing but the very best products. The QC®15 and QC®3 headphones provide an unmatched combination of noise reduction, audio performance and comfortable fit. They offer full spectrum noise reduction, reducing noise across the full range of human hearing. Some consumers will choose to purchase less-costly products. However, we also know that when customers are looking for the best in terms of performance and quality, Bose products not only deliver, but they also do so at a great value.