



Bose® CineMate® GS Series II digital home theater speaker system



Full Product Name:	Bose® CineMate® GS Series II digital home theater speaker system
Short Name:	CineMate® GS Series II system
Family Name:	CineMate® Series II digital home theater speaker systems
Short Family Name:	CineMate® Series II systems

Image Considerations:

- Full system should always be shown
- Size perspective has been a historical issue
- Use only Bose product appropriate accessories.

Use of “New”: “NEW”: Can be used with this product through March 13, 2010.

Messaging Hierarchy (*If you are developing your own marketing asset, please include the features/benefits of the product in the following order*):

- Performance
- Technology
- Improved acoustic performance
- Easy setup
- Remote

DISPLAY COPY

Headline(s):

- Enjoy Bose® home theater sound with your HDTV. Easily.

Bulleted Copy:

- Bose® performance from two premium Gemstone® speaker arrays and a hideaway Acoustimass® module.
 - Sound that seems to surround you, delivered by proprietary TrueSpace® technology.
 - Digital acoustic performance provides deeper low notes and more immersive sound.
 - Easily connects directly to your TV so you can enjoy your movies, sports, music and gaming with lifelike sound.
 - Universal remote control simplifies operation of TV and attached sources, such as a Blu-ray Disc™ player or cable/satellite box.
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COPY (The following copy blocks were developed for all mediums):

140 Character Message (max 140 characters)

New Bose® CineMate® GS Series II System: Enjoy Bose® home theater sound with your HDTV. Easily.

Short Description (~10 words) for emails, web banners, circulars, etc.

Add Bose® home theater sound to HDTV, easily.

Medium Description (~25-40 words) for web product listings, catalog copy, etc.

The CineMate® GS Series II digital home theater speaker system brings Bose® performance to your HDTV – with two premium Gemstone® speaker arrays and a hideaway Acoustimass® module for deeper lows. Easily connects directly to your TV. Includes a universal remote.

Full Description (max 500 words) for web product pages, etc.

The Bose® CineMate® GS Series II digital home theater speaker system: The easiest way to bring Bose® performance to your HDTV. Two premium Gemstone® 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.

The CineMate GS Series II system's dramatic sound is largely due to Bose proprietary TrueSpace® surround digital processing circuitry and digital acoustic performance. You'll experience deeper low notes and more immersive sound that puts you in the middle of the action--all without rear or center speakers.

The premium Gemstone speakers are an aesthetic complement to your TV and deliver surprisingly powerful sound for their size. The Acoustimass module offers dramatic effects without audible distortion, so you can hide it almost anywhere in the room. And all the sound seems to come from the small, elegant speakers.

System setup is a snap. Just three wires and a power cord connect all system components. The included setup disc walks you through the process in quick order. And with no rear surround speakers, there's no need to run wires from the front of your room to the back.

An easy-to-use, programmable universal remote controls the system and most devices connected to your TV, such as a Blu-ray Disc™ player, cable/satellite box or gaming system. And the system hooks up directly to your TV, avoiding the need to disconnect those other sources.

In all, the CineMate GS Series II speaker system gives you the acoustic performance you expect from Bose--with the simplicity and elegance you want from a home theater system. It's available only from Bose, the most respected name in sound.

Product Features for web product pages:

- Bose performance from two premium Gemstone® speaker arrays and a hideaway Acoustimass® module. The system blends elegantly into your décor: Set the speakers on either side of your TV and tuck the module behind a couch or curtain.



- Sound that seems to surround you. Bose proprietary TrueSpace® digital processing circuitry delivers an enveloping sound experience for all your movies, music, sports and gaming.
- Digital acoustic performance provides deeper low notes and more immersive sound.
- Easily connects directly to your TV through either a digital or analog connection -- so there's no need to disconnect sources already attached to your TV.
- Acoustimass® module works in concert with the small speakers to reproduce low frequencies for all channels.
- Programmable universal remote controls the system and most devices connected to your TV, such as a Blu-ray Disc™ player, cable/satellite box or gaming system.
- Interface module connects your TV to the CineMate® GS Series II system and receives commands from the remote control. It provides status information for your system, including power and mute.
- Compelling performance, even at low volumes. Digital Dynamic Range® speaker compression circuitry lets you hear soft sounds, particularly dialogue, while still delivering the impact of loud special effects.

What's in the Box	<ul style="list-style-type: none"> ✓ Acoustimass® module ✓ 2 Gemstone® speaker arrays ✓ Universal remote control ✓ Setup disc ✓ 6-foot stereo cable ✓ 6-foot optical cable ✓ 15-foot speaker cable ✓ 8-foot power cord ✓ Interface module ✓ Rubber feet for Acoustimass module ✓ Rubber feet for speakers ✓ Batteries
Shipping Weight	31.58lbs (14.32kgs)
Product Dimensions	Acoustimass® module: 14.5"H x 8.75"W x 19.12"L • 23.3 lbs Speaker arrays: 2.5"H x 5.5"W x 4.12"L • 1.0 lbs Interface module: 1.1"H x 3.3"W x 2.4"L • .99 lbs

	SKU	UPC	Shipping Dimensions
CINEMATE GS II HM THTR BLK 120V US	320573-1100	17817514651	12.9 x 19.6 x 24.3

Key words (for internal search only)	Bose, cinemate, cinemate gs, cine, mate, cinemate home theater, gemstone, cinemate system, home theater, speakers, HDTV speakers
Accessories	UB-20 wall/ceiling bracket UFS-20 universal floorstands UTS-20 universal table stand