

harman/kardon®

Power for the digital revolution.™

CDR 2 Compact Disc Player/Recorder

Harman Kardon, a world leader in innovative digital technologies, proudly introduces the CDR 2. This high-performance compact disc player/recorder provides consumers with Harman Kardon's traditional user-friendly operational features, along with 4x recording speed for incredibly fast dubbing of their favorite CDs. The CDR 2 is also easy to connect, with a front-panel digital input for use with portable digital players, a headphone jack with Level Control and an analog Record Level Control. Of course, as a Harman Kardon product, the audio design makes no compromises, with audiophile-grade 96kHz/24-bit DACs delivering every possible musical detail.

Key Features and Benefits

- World's first consumer audio CD-R/RW with 4x speed for both dubbing and finalization of CDs.
- Audiophile-grade AKM 96kHz/24-bit digital to analog converters (DACs).
- Convenient front-panel digital input for use with portable digital players.
- Record Level Control for analog sources.
- Separate audio outputs for both CD drawers, enabling multiroom use.
- Comprehensive remote control.

Selling Tips

The Compact Disc Audio Recorder is one of the most powerful digital technologies available, yet many consumers are unfamiliar with it. As with any new technology, there may be an initial reluctance to accept it. As a sales professional, you can help overcome this by giving customers credible background information about the product they're interested in purchasing. Taking the time to explain these issues will minimize returns.

- Explain the differences between recording CDs for computers and digital audio CDs. Data CD-R/RW discs (which are less expensive) may *not* be used for recording in your CD-R player/recorder, as they do not include the digital watermarks required by the recording industry to prevent unauthorized digital copying. You can minimize returns by reminding your customers to check the Compact Disc logo on every CD-R and CD-RW disc to make sure it includes the words "Digital Audio."
- The CDR 2 adheres to the Serial Management Copy System and, therefore, does not permit you to make a digital copy of a digital copy. This means that if you try to copy a CD-R of a previously recorded compilation onto another CD-R for a friend, the CDR 2 will only copy the disc in analog mode. As a result, you may lose some quality as the signal is converted into analog mode before being recorded.

- When making a recording with CD-R discs, you may stop the process and resume it later at the point where you left off, but once the disc is “finalized” you will not have access to the unused time on that CD-R disc. CD-RW discs are “rewritable,” permitting you to “unfinalize” so that you may erase the entire disc, or delete one or more individual tracks, starting with the last item on the disc and working backwards to the start of the disc.
- Remind customers that, once they are finalized, CD-R discs may be played on virtually any CD player, including portable players and car head units. However, CD-RW discs may be played only on recorders such as the CDR 2 and a few other players that are specifically designed to handle these discs. Most DVD players will play most CD-RW discs, but many DVD players will not play CD-R discs unless they are specifically designed to do so.
- The finalization process is key to making a CD-R disc compatible with standard CD players. It’s simple, but necessary. Be sure to explain and demonstrate it to the customer, and remind him or her that the CDR 2 completes this process faster than any other CD recorder available.
- Show the customer a CD that you made and play a brief music demonstration.

Other Advantages of Owning the Harman Kardon CDR 2

- It’s one of the best-sounding and top-performing dual CD players on the market.
- It can function as a two-deck changer, playing discs back-to-back.
- Each CD drawer has its own outputs, allowing the customer to play two different CDs at the same time. This is perfect for multiroom systems or for use with outdoor speakers.
- The customer can record, or “archive,” old records or cassettes in a new digital format.
- Using the unit’s programming features, the customer can create “party discs” with individual tracks from multiple discs.
- “CD Sync” recording enables automatic recording with most external digital sources.
- The built-in sample-rate converter enables the CDR 2 to make dubs from other digital formats such as MD or DAT.