

JBL® Tim McGraw TMG81 Headphones

Features & Benefits

Hear the truth.



Order date: May 11, 2012
Press release: May 10, 2012
Brand Website: May 15, 2012
Market launch: May 15, 2012

CATEGORY: Multimedia

POSITIONING: High-performance, on-ear headphones

USP: Designed by Tim McGraw and JBL® engineers

KEY BENEFITS:

- Accurate sound, wide dynamic range, exceptional bass
- More spacious sound
- Hours of continuous, comfortable listening
- Clear, precise sound
- TMG81 headphones can be enjoyed with home audio components
- An appealing blend of style and performance
- Easy to transport and store

BASIC FEATURES:

- High-performance 9mm drivers
- Semi-open ear-cup backs
- Velvet fabric ear cushions and fabric headband
- 99.99% oxygen-free cables
- Threaded 3.5mm gold-plated jack and included 1/4" gold-plated jack
- Distinctive colors and graphics, including Tim McGraw's signature
- 2D-Axis folding mechanism

JBL® Tim McGraw TMG81 Headphones

Selling Points

Hear the truth.



CRITICAL TO PURCHASE:

- 40mm drivers generate an impressive frequency response (18Hz – 24kHz)
- Excellent spatial imaging; enhanced soundscape
- Soft material breathes to enhance comfort and extend listening
- Clean audio signal transmission
- Ensures optimal audio connection when converting to 1/4" applications
- Distinctive colors and graphics set the TMG81 apart from other headphones
- Ear cups fold flat when you're not using them

CROSS-MERCHANDISING:

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PROMOTIONAL TIME PERIODS:

- Holidays, back-to-school

Model #	Description	Color	Dimensions (H x W x D)	UPC	MSRP	MAP	Dealer Cost
TMG81W TMG81B	High-performance, on-ear headphones	White/gold Black/silver	7.87"L x 6.69W x 9.84"H	050036313865 050036313872	\$129.95	\$79.95	\$50.00