

# HARMAN KARDON® HEADPHONES NI

## Features & Benefits

harman/kardon®  
by HARMAN



Market launch: Available Now!

**CATEGORY:** Headphones

**POSITIONING:**

**USP:** In-ear headphones

### KEY BENEFITS:

- Sophisticated, modern design
- Optimized driver system
- Sonic clarity and accuracy even at low volume levels
- Black injection-molded, beveled housing
- Silicone sleeves
- Apple three-button remote with built-in microphone
- Heavy cable and durable plug

### CRITICAL TO PURCHASE:

- Sophisticated, modern design – Harman Kardon NI headphones offer high-tech performance wrapped in an elegant package and interface. With their blend of aluminum and black, NIs' design and function complement Apple products while reinforcing the sophistication of the Harman Kardon brand.

### CRITICAL TO PURCHASE:

- Optimized driver system – High-performance 3/8-inch (9-millimeter) drivers generate an excellent frequency response (20Hz – 20kHz), wide dynamic range and high sound-pressure levels. They also produce accurate bass at any volume level.
- Sonic clarity and accuracy even at low volume levels – The NI headphones' acoustic engineering and passive noise-reduction mean that you can hear music and other audio content clearly at low volume levels, so you can enjoy all the music definition without all the volume – and that's safer for your ears.
- Black injection-molded, beveled housing – The rectangular housing complements the shape of companion iPhone, iPad and iPod products, while the beveled surface underneath the housing enhances in-ear comfort.
- Silicone sleeves – Three pairs of sleeves (small, medium and large) are included. The choice of size ensures maximum comfort – and minimum ambient noise – in the ear canal.

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## Selling Points



### CRITICAL TO PURCHASE:

- Apple three-button remote with built-in microphone – Made specifically for use with iPhone and iPod, the streamlined remote offers familiar controls for audio playback and phone calls.
- Heavy cable and durable plug – The cable on the NI headphones features a metal plug, and the elastomer-coated cable resists tangling. High-quality materials help the cable and plug last longer.
- Carrying case – Beautiful sound is worth protecting. Harman Kardon NI headphones come with a carrying case that keeps the silicone sleeves from getting lost and reduces cable tangling.

### CROSS-MERCHANDISING:

- TVs

### PROMOTIONAL TIME PERIODS:

- Holidays, back-to-school

Model #	Description	Color	Dimensions (H x W x D)	UPC	MSRP	MAP	Dealer Cost
HARKAR-NI	In-ear headphones	Black	2.80"W x 1.50"D x 6.07"H	885038033592	\$119.95	\$99.95	\$50.00