

HARMAN KARDON® HEADPHONES NC

Features & Benefits

harman/kardon®
by HARMAN



CATEGORY: Headphones

POSITIONING:

USP: On-ear headphones

KEY BENEFITS:

- Sophisticated, modern design
- Proprietary closed-loop, active digital noise-cancellation technology
- Passive playback mode
- Optimized driver system
- Sonic clarity and accuracy even at low volume levels
- User-exchangeable metal bows and self-adjusting housing
- USB-rechargeable

CRITICAL TO PURCHASE:

- Sophisticated, modern design – Harman Kardon NC headphones offer high-tech performance wrapped in an elegant package and interface. With their blend of sandblasted steel and black matte housings, the NCs' design and function complement Apple products while reinforcing the sophisticated elegance of the Harman Kardon brand.

CRITICAL TO PURCHASE:

- Proprietary closed-loop active digital noise-cancellation technology – NC headphones adapt the closed-loop, active digital noise-cancellation technology developed by HARMAN for luxury cars. This technology analyzes and optimizes the audio signal before it reaches the listener's ears. A microphone inside the ear cup provides the most accurate noise cancellation.
- Passive playback mode – With other noise-canceling headphones, the music ends when the battery dies. Not so with NC model headphones. By connecting the headphones to the playback device using a supplied bypass cable, you can enjoy continuous playback (minus the noise-canceling) even when the battery is dead.
- Optimized driver system – High-performance 1-5/8-inch (40-millimeter) drivers produce an excellent frequency response (16Hz – 20kHz), wide dynamic range and high sound-pressure levels. As a result, NC headphones deliver accurate sound and extended bass response.

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Selling Points



CRITICAL TO PURCHASE:

- Sonic clarity and accuracy even at low volume levels – The NC’s 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.
- User-exchangeable metal bows and self-adjusting housings – NC headphones come with two headband bows (small and large) to optimize fit and improve acoustic performance. Rugged steel hinges enable the NCs’ housings to swivel in two dimensions. This enhances comfort and maintains an ideal acoustic seal around the ear.
- USB-rechargeable – NC users can charge the headphones on the go with a supplied USB cord, which eliminates the need for batteries or an extra charger.

CROSS-MERCHANDISING:

- TVs

PROMOTIONAL TIME PERIODS:

- Holidays, back-to-school

CRITICAL TO PURCHASE:

- Slow-retention premium foam – Premium foam in the ear pads contributes to the NC headphones’ excellent passive noise reduction and extended bass response. The slow-retention foam helps maintain an acoustic seal around the ear, which keeps outside noises out and also keeps the listener’s music from disturbing others.
- 2D folding mechanism and premium carrying case – The NC ear cups fold flat when they’re not in use, making the headphones easier to transport and store. The flat-folding headphones and included carrying case slip easily into bags or briefcases – which makes the NCs especially convenient for travelers.

Model #	Description	Color	Dimensions (H x W x D)	UPC	MSRP	MAP	Dealer Cost
HarKar-NC	On-ear headphones with active digital noise cancellation	Black	8.83"W x 4.22"D x 9.69"H	885038033622	\$349.95	\$299.95	\$165.00