

# HARMAN KARDON® AVR 3700

## Features & Benefits

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by HARMAN



Market launch: AVAILABLE NOW

**CATEGORY:** Audio/Video Receiver

**POSITIONING:** 7.2-channel wireless network-connected, audio/video receiver

**USP:** Features Apple® AirPlay® software, High-Definition Dolby® and DTS® surround-sound modes, multizone functionality, 4K video support and 125 watts per channel output.

### KEY BENEFITS:

- HDMI® with 3D, Audio Return Channel, CEC and Deep Color
- Powerful 7.2-channel surround system
- Dolby® TrueHD® and DTS-HD Master Audio™ decoding
- Built-in Wi-Fi® networking
- AirPlay software-enabled
- 4K video pass-through and scaling
- Control applications for Apple and Android™ products

### CRITICAL TO PURCHASE:

- **125 watts per channel** – No room is too big for the Harman Kardon® AVR 3700, as it delivers the kind of epic power that will make your home theater seem more like a movie theater. This is not simply power for power's sake. This is power combined with the kind of detail and accuracy the Harman Kardon brand has built its reputation on.
- **8 HDMI inputs with 3D and Audio Return Channel** – Movies play as vividly and realistically as they would in a movie theater, thanks to the HDMI connectivity on the Harman Kardon AVR 3700. Experience everything from a 3D TV to a Blue-ray Disc™ recording with an astonishing level of realism. The Audio Return Channel simplifies installation with “smart TVs” by feeding audio back to the AVR.
- **7.2-channel surround sound** – The AVR 3700 goes beyond the typical 5.1-channel surround sound setup by giving you the option of adding additional left and right height channels and a second subwoofer. This 7.2-channel surround sound system creates astonishingly powerful, dimensionally accurate tones. Experience just how vivid a surround sound environment can seem.

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## Selling Points

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### CRITICAL TO PURCHASE:

- **Dolby TrueHD and DTS-HD Master Audio decoding** – Hear films the way the filmmakers intended them to sound. Dolby TrueHD and DTS-HD Master Audio decoding deliver an immersive, high-resolution sound environment that matches the high-resolution HDMI video from HD sources such as Blu-ray Disc recordings.
- **Multizone functionality** – The AVR 3700 can simultaneously play different sound sources in two different zones. When you choose to connect your main system to 5.1 channels, the other two sound channels can be connected as an independent system in a second room. An included Zone 2 IR remote gives you control without ever having to leave the second zone.
- **Built-in Wi-Fi** – Wi-Fi networking capability keeps you wirelessly connected to all your networked sources, from computer to iPad® to smartphone. Now, you can listen to all your favorite songs in pitch-perfect surround sound without connecting a single cord.

### CRITICAL TO PURCHASE:

- **DLNA® Certified 1.5 connectivity** – No wireless network? No problem. DLNA® 1.5 connectivity via an Ethernet cable is yet another means through which the Harman Kardon AVR 3700 can stream audio and video from all the devices on your home network.
- **High-definition user interface** – A high-definition, 7.2-channel, surround-sound system is easier to set up than you would imagine. That's because the Harman Kardon AVR 3700 is equipped with an intuitive, graphical-user interface. Just follow the simple instructions on your screen and you'll be on your way to an incredible home entertainment experience in no time.
- **4K video support** – As current video resolution moves toward the upscale richness of 4K, the Harman Kardon AVR 3700 will be ready to process and broadcast it in new crystal-clear clarity.

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## Selling Points

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### CROSS-MERCHANDISING:

- TVs

### PROMOTIONAL TIME PERIODS:

- Holidays, back-to-school

Model #	Description	Color	Dimensions (H x W x D)	UPC	MSRP	MAP	Dealer Cost
AVR 3700	7.2-channel Audio/Video Receiver	Black	21.8" x 18.3" x 10.5"	028292260940	\$1,099.00	\$999.95	\$600.00