

HARMAN KARDON® HEADPHONES AE

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
- Aluminum alloy housing
- Sonic clarity and accuracy even at low volume levels
- Silicone sleeves
- Apple three-button remote with built-in microphone
- Heavy cable and durable plug

CRITICAL TO PURCHASE:

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

CRITICAL TO PURCHASE:

- Optimized driver system – Premium 3/8-inch (9-millimeter) drivers generate an excellent frequency response (16Hz – 20kHz) and are optimized to the aluminum housing. They produce wide dynamic range, high sound-pressure levels and extended bass response.
- Aluminum alloy housing – The housing on the AE headphones is made of an aluminum alloy that provides superior acoustic dampening. It extends the bass range with true low-frequency reproduction. The housing also reduces the unwanted resonances that can compromise sound.
- Sonic clarity and accuracy even at low volume levels – The AE 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.
- 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 AE remote offers familiar controls for audio playback and phone calls.
- Heavy cable and durable plug – The cable on the AE headphones features a metal plug, and the elastomer-coated cable resists tangling. High-quality materials help the cable and plug last longer.
- Premium carrying case – Beautiful sound is worth protecting. AE 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-AE	In-ear headphones	Black	2.80"W x 1.50"D x 6.07"H	885038033585	\$179.95	\$149.95	\$75.00