

# HKTS 60

HARMAN

**Order Date:** July 19, 2010  
**Press Release:** August 2, 2010  
**Harman Website:** July 19, 2010  
**Market Launch:** September 1, 2010

- Brand: Harman Kardon Category: Home Speakers
- Positioning: Complete 5.1 home-theater speaker system
- USP: Premium performance in compact size
- Key Benefits:
  - Step-up product from HKTS 30: speakers feature flat dual-drivers, added components for premium sound and smoothest crossover performance
  - 1" patented CMMD tweeter provides the clearest high frequency sound with the least diffraction of any other brand
  - Compact 8", 200-watt subwoofer with powerful sound quality using DSP equalization and limiter circuitry
  - Plug & Play set-up with flexible placement - bookshelf, wall mount, or stands (optional)
  - Speaker video-shielding removes video component interference
  - Voice-matching provides seamless tonal quality and clear dialogue
  - Total immersive experience via depth of sound



## Basic Features

- Includes color-coded cables, table stands for satellites & center, swiveling wall brackets for satellites
- 4 identical two-way flat dual-driver satellite speakers
- Two-way dual-driver center speaker

# HKTS 60



- Target Consumer:
  - Primary: 60%M-40%F; 18-44 yrs
  - Secondary: 75%M-25%F; 45+ yrs
  - Opportunity: 75%F-25%M; 50+ yrs
- Critical to Purchase:
  - Products compatible with other components
  - Right relationship of product quality to price
  - Easy to set up
- Cross-Merchandising:
  - Flat Panel TV's
- Promotional Time Periods:
  - Holiday, Back to School, Spring



Flat Driver  
Center & Satellite Front View

Model #	Description	Color	Product Dimensions	UPC Code	M.S.R.P	M.A.P.	Dealer Cost
HKTS60BQ	5.1 Home Theater Speaker System	Black Lacquer	SAT: 11-25/32" x 4-11/32" x 3-15/32" Center: 4-11/32" x 10-11/32" x 3-15/32" Subwoofer: 13-29/32" x 10-1/2" x 10-1/2"	TBD	\$1,199	\$1099	\$550