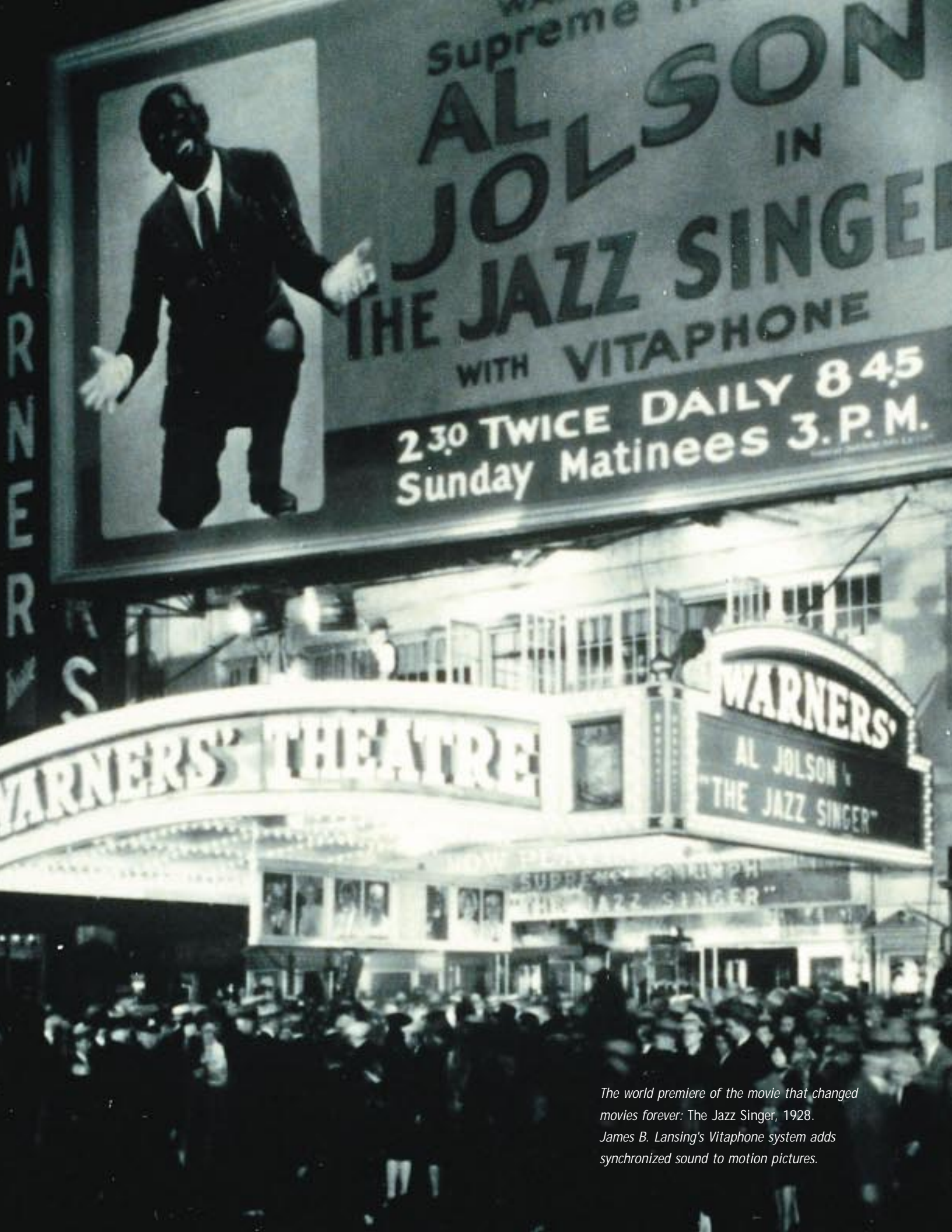




*Simply Cinema™* SCS Series.



*The world premiere of the movie that changed movies forever: The Jazz Singer, 1928. James B. Lansing's Vitaphone system adds synchronized sound to motion pictures.*



**In the days when phonographs had megaphones instead of loudspeakers, a young electrical engineer got the assignment of a lifetime: finding a way to bring lifelike sound to motion pictures.**

The technician was James B. Lansing, and the system he developed (which premiered with the 1928 film, *The Jazz Singer*) was the beginning of the audio industry as we know it.

Lansing went on to form his own company, dedicated to further advancing the state of the art he'd pioneered. The company was called JBL, and from the very beginning its products have been the worldwide reference for accuracy in the playback of recorded sound.

Today, you'll find JBL sound systems in venues from the Sydney Opera House to the House of Blues. More than 70 percent of the world's great recording studios, from Abbey Road to Lucasfilm, rely on JBL studio monitors. Artists from the Rolling Stones and Pink Floyd to Tony Bennett and Wynton Marsalis tour with JBL. And with more than 80 percent of all THX® theater installations worldwide, JBL is without peer.

**JBL introduces Simply Cinema™ "You ain't heard nothin' yet."**

*The Jazz Singer* began like any other silent movie of its day, but when Al Jolson stepped up to a microphone and uttered the very first words of movie dialogue – "You ain't heard nothin' yet" – audiences obviously hadn't, and entertainment was forever transformed.

Today, more than half a century later, audiences are being astonished all over again – this time, in their homes.

Adding Dolby® Pro Logic® surround sound to ordinary television through audio-quality loudspeakers utterly transforms the movie-viewing experience. In a recent, well-publicized side-by-side test, viewers swore they were seeing higher-definition video when, in fact, the only difference was higher-quality, more realistic sound.

That's why home cinema is taking the country by storm. And now, getting in on the excitement couldn't be simpler.

JBL introduces Simply Cinema: complete, one-box tickets to the true excitement of home cinema, from the company that's been synonymous with movie sound for more than fifty years.

**the man who gave movies their voice.**



## home cinema doesn't get **simpler** than this.

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The simplicity of JBL's Simply Cinema systems masks the sophisticated technology responsible for creating the sounds that trigger the emotions that make home cinema come alive.

With titanium dome tweeters – a signature JBL technology – for pure, crisp highs, neodymium midrange drivers for clear, distinct dialogue, and explosive subwoofers for edge-of-your-seat lows, JBL Simply Cinema systems are built to handle tender love scenes and thrilling car chases with equal aplomb.

The concept is simple. Taken together, Simply Cinema components constitute the Simply Cinema *system* – the kind of balanced playback system today's soundtracks were mixed for. Each part precisely matched to every other part, so they all work together as a single, seamless whole.

Simply Cinema is sound . . . movie-theater-quality sound for your home.

**The mystery of the complete home-theater sound system ends here.** To get realistic movie sound – sound that, whether it is spine-tingling or heartwarming, always pulls you into the action on screen – the formula is very simple. You need three front speakers (the usual left and right speakers for good stereo-imaging of the music and sound effects, plus a center channel speaker for the dialogue), two surrounds (for a sense of involvement in the action), a subwoofer (for the sheer, pulsating excitement of it), and a Dolby Pro Logic surround processor to keep all the signals straight.

So how do you match one component to the others? And how do you know which component goes where?

You simply leave it to JBL.

JBL Simply Cinema speaker systems consist of five acoustically matched loudspeakers with a powerful subwoofer in a single carry-home box. Included are simple, detailed instructions for connecting the loudspeakers to your TV through your existing audio system and VCR or laser disc player.

JBL Simply Cinema systems. Powerful, realistic home cinema in its simplest form.

*Shown here, SCS120 – left, center,  
and right speakers in gray with  
optional floor stands.*



SCS120 system components.



C e n t e r



S a t e l l i t e



S u r r o u n d



S u b w o o f e r

Simply Cinema SCS120.

"The best home-theater-in-a-box I've auditioned to date."

Corey Greenberg

Stereo Review, November 1996

the simplest way to go to Hollywood . . . **JBL** Simply Cinema!

**Simply Cinema SCS110.** This system includes a dynamic, triple-chamber, band-pass subwoofer with dual 5-1/4-inch transducers; three video-shielded 2-way front satellites, with 3-1/2-inch neodymium midrange drivers and 3/4-inch titanium dome tweeters, complete with shelf stands; and two surrounds, with 3-1/2-inch full-range neodymium drivers, complete with wall brackets. In all, the SCS110 is capable of 120 watts of power handling.

Just unpack the box, put the popcorn in the microwave and choose a favorite film. *Twister, True Lies, Jurassic Park* . . . with clear, distinct dialogue, soaring music and all-encompassing sound effects, it will be as if you're seeing them for the very first time.

**Simply Cinema SCS115. Feel the power.** What does a 100-watt powered subwoofer add to the movie-viewing experience? Bass muscle, pure and simple. The kind of muscle that makes movies such as *Braveheart* thunderously charge to life in your living room. With the SCS115, you don't just *hear* a movie, you *feel* it.

**Simply Cinema SCS120.** Begin with a tight, high-output 150-watt, dual 8-inch, bass-reflex, powered subwoofer that Corey Greenberg called "the star of the show"; add two dual 3-1/2-inch 2-way video-shielded satellites, a center channel, and surround speakers. Then throw in three wall mounts, cables and instructions. It's a "no-brainer" setup. It's the best of Simply Cinema – the SCS120.

In movie reviews, that's what they call "two thumbs up," isn't it?



SCS110 system.\*



SCS120 system.\*

\*All Simply Cinema systems are available in either gray or white, with a gray center-channel speaker.

## system specifications.



SCS110



SCS115



SCS120

System Consists of:	(3) sat10, (2) sat10 surround, (1) bass10	(3) sat10, (2) sat10 surround, (1) bass16	(5) sat20, (1) bass20
Maximum Recommended Power Handling*	front – 80 watts surround – 70 watts sub – 120 watts	front – 80 watts surround – 70 watts N/A	front – 120 watts surround – 120 watts N/A
System Frequency Response	40Hz – 20kHz (±3dB)	40Hz – 20kHz (±3dB)	40Hz – 20kHz (±3dB)
Nominal Impedance	8 ohms	8 ohms	8 ohms
System Sensitivity @ 1 watt/1 meter	88dB	88dB	90dB
Crossover Frequencies	150Hz – 3.5kHz	150Hz – 3.5kHz	120Hz – 3.5kHz
Tweeter (Video-Shielded)	titanium composite dome	titanium composite dome	titanium composite dome
Midrange (Video-Shielded)	neodymium driver	neodymium driver	dual neodymium drivers
Bass	dual 5-1/4" woofers, triple-chamber band-pass subwoofer	dual 6-1/2" woofers, bass-reflex enclosure	dual 8" woofers, bass-reflex enclosure
Subwoofer Amplifier (Watts RMS)	N/A	100	150
Dimensions (H x W x D):			
Front	6-1/2 x 3-3/4 x 4-1/4" 165 x 95 x 108mm	6-1/2 x 3-3/4 x 4-1/4" 165 x 95 x 108mm	14 x 4-3/8 x 6" 356 x 111 x 152mm
Surround	6-1/2 x 3-3/4 x 4-1/4" 165 x 95 x 108mm	6-1/2 x 3-3/4 x 4-1/4" 165 x 95 x 108mm	14 x 4-3/8 x 6" 356 x 111 x 152mm
Sub	14-3/4 x 8-1/2 x 19" 375 x 216 x 483mm	15-3/4 x 8-1/2 x 19-3/4" 400 x 216 x 502mm	17-3/4 x 10 x 24" 451 x 254 x 610mm
Weight:			
Front	1.5 lbs / .7 kg	1.5 lbs / .7 kg	3.5 lbs / 1.6 kg
Surround	1.5 lbs / .7 kg	1.5 lbs / .7 kg	3.5 lbs / 1.6 kg
Sub	28 lbs / 12.7 kg	35 lbs / 15.9 kg	42 lbs / 19.1 kg

\*The maximum recommended amplifier power rating will ensure proper system headroom to allow for occasional peaks. We do not recommend sustained operation at these maximum power levels.

JBL continually strives to improve its products. New materials, production methods and design refinements are introduced into existing models without notice as a routine expression of our design philosophy. For this reason, JBL loudspeakers may differ in some respects from their published specifications and descriptions, but will always equal or exceed the original specifications unless otherwise stated.

THX is a registered trademark of Lucasfilm Ltd.

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For more information, please call 1-800-336-4JBL (4525).

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