

INSPIRE. MOTIVATE. **REWARD.**



***BOSE***

2015/2016 PRODUCT CATALOG



MAKING THINGS  
BETTER.  
**IT'S WHO WE ARE.**

Our founder, Amar Bose, started his first business in his teens repairing radios.



**RORY MCILROY** is one of the world's top golfers, and a big fan of Bose. Whether he's putting in time at the gym or on the course, the music never stops. The products Rory uses most often are among our most popular – including our famous headphones and wireless speakers like the SoundLink® Mini *Bluetooth*® speaker, ideal for on-the-go listening. For Rory, it's about getting the best audio experience he can get, wherever he wants it. That's why he chooses Bose.

Better sound – that’s been our driving force from the beginning. In the words of our founder, MIT professor Dr. Amar G. Bose, we “always dream of things that are better, and think of ways to reach those things.” Our first speaker, the 2201, was a technical tour de force and a complete commercial failure. It required a room with two empty corners and carried a large price tag.

But we learned – and our next speaker, the legendary 901<sup>®</sup>, took the audio world by storm. Today, whether continuing to improve the world’s first noise cancelling headphones for consumers or packing more sound into smaller speakers, we’re committed to removing one barrier after another between our customers and extraordinary experiences.

## THE OFFICIAL SOUND OF THE NFL

Our obsession with performance has made us *The Official Sound of the NFL*, and we make products that raise the football sound experience. Our coach’s headset makes on-field communication seamless in roaring stadiums. Our noise cancelling headphones help players focus before kickoff. And our home theater systems let you feel the game at home when you can’t make it to the stadium.



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Your top employees and customers deserve it.  
**REWARD THEM WITH BOSE.**

REWARD CATEGORY

U.S. RETAIL VALUE

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SoundLink® Color <i>Bluetooth</i> ® speaker		\$129	7
SoundSport® in-ear headphones (Apple® or Samsung)	NEW COLORS	\$129.95	11
SoundTrue® Ultra in-ear headphones	NEW	\$149.95	10

## UNDER \$250

SoundTrue® around-ear headphones II	NEW	\$179.95	11
SoundTouch® 10 wireless music system	NEW	\$199	13
SoundLink® Mini <i>Bluetooth</i> ® speaker II	NEW	\$199	6
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## UNDER \$350

SoundLink® around-ear wireless headphones II	NEW	\$279.95	9
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# NEW FOR 2015/2016



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# WIRELESS ON THE GO



Our popular *Bluetooth*<sup>®</sup> speakers are small and portable, so you can take your music wherever you like.



NEW

**SOUNDLINK<sup>®</sup> MINI BLUETOOTH<sup>®</sup> SPEAKER II** Full, natural sound with deep bass from an ultra-compact speaker that fits in the palm of your hand. Built-in speakerphone lets you take your calls out loud. Voice prompts for easy pairing. Rechargeable battery plays up to 10 hours. In **A** Carbon (725192-1110) or **B** Pearl (725192-1310). Retail **\$199**



**COVERS** In Deep Red (360778-0240), Energy Green (360778-0230), Navy Blue (360778-0220), Charcoal Black (360778-0210) or Gray (360778-0070). Retail **\$24.95**



**TRAVEL BAG** Includes space for wall charger. In Gray.(360779-0010). Retail **\$44.95**



## SOUNDLINK® *BLUETOOTH*® SPEAKER III

Our best-performing mobile *Bluetooth* speaker plays your music with depth and clarity. Rechargeable battery plays up to 14 hours. In **C** Silver (369946-1300). Retail **\$299**

**COVERS** In Gray (628173-0030), Charcoal Black (628173-0060), Navy Blue (628173-0070), Olive Green (628173-0080) or Deep Red (628173-0090). Retail **\$34.95**

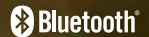


## SOUNDLINK® *COLOR BLUETOOTH*®

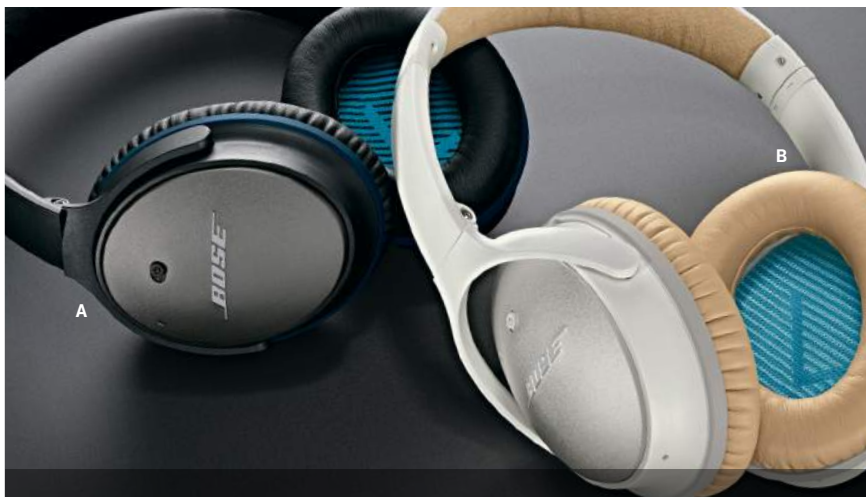
**SPEAKER** Sounds so full and lifelike, every song on your playlist can inspire you. Voice prompts for easy pairing. Rechargeable battery plays up to 8 hours. In **D** Red (627840-1510), Black (627840-1110), White (627840-1210), Mint (627840-1610), or Blue (627840-1410). Retail **\$129**



**CARRY CASE** Reversible, gray/patterned, both sides shown. Gray (730088-0010). Retail **\$24.95**



# NOISE CANCELLING HEADPHONES



## QUIETCOMFORT® 25 ACOUSTIC NOISE CANCELLING™ HEADPHONES

Our best-performing around-ear headphones give you crisp, powerful sound – and quiet that lets you hear your music better. Up to 35 hours of play time from one AAA battery. Includes battery and carry case. In **A** Black (Apple® devices 715053-0010, Samsung/Android™ devices 715053-0110) or **B** White (Apple devices 715053-0020, Samsung/Android devices 715053-0120).

Retail **\$299**



## QUIETCOMFORT® 20 ACOUSTIC NOISE CANCELLING™ HEADPHONES

Use the noise cancelling to reduce distractions and focus on your music. Or, touch a button on the inline remote/mic for Aware mode, and hear what's happening around you. Rechargeable battery lasts up to 16 hours. Includes carry case. In **C** White (Apple devices 718839-0020, Samsung/Android devices 718840-0030) or **D** Black (Apple devices 718839-0010, Samsung/Android devices 718840-0010).

Retail **\$299**



**D**

Turn off the world and hear every note of your music with powerful, accurate, crystal-clear sound.



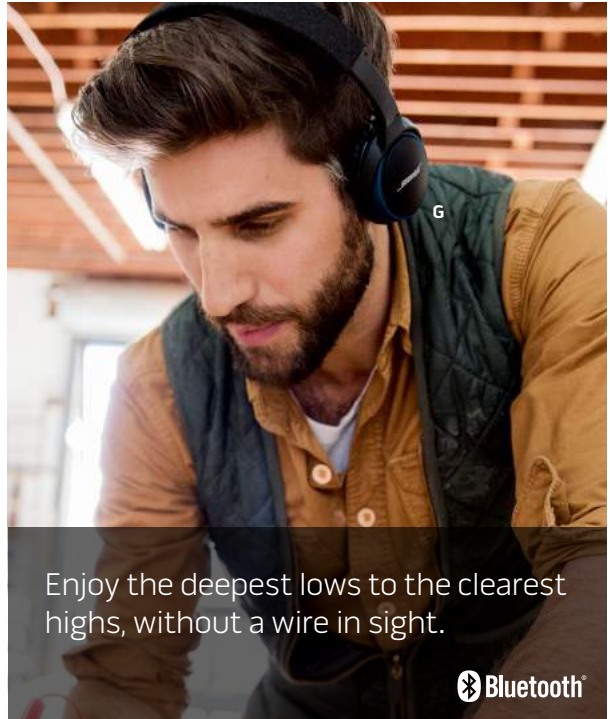
**NEW DESIGN**





**NEW**

**Bluetooth**



Enjoy the deepest lows to the clearest highs, without a wire in sight.

**Bluetooth**

## SOUNDLINK® AROUND-EAR WIRELESS HEADPHONES II

Receive a best-in-class experience with deep, immersive sound at any volume. You'll enjoy clearer voices at both ends of the call, seamless switching between two *Bluetooth*® devices and a rechargeable battery that provides up to 15 hours of play time.

Carry case included. In **E** White (741158-0020) or **F** Black (741158-0010). Retail **\$279.95**



**F**

## SOUNDLINK® ON-EAR BLUETOOTH® HEADPHONES

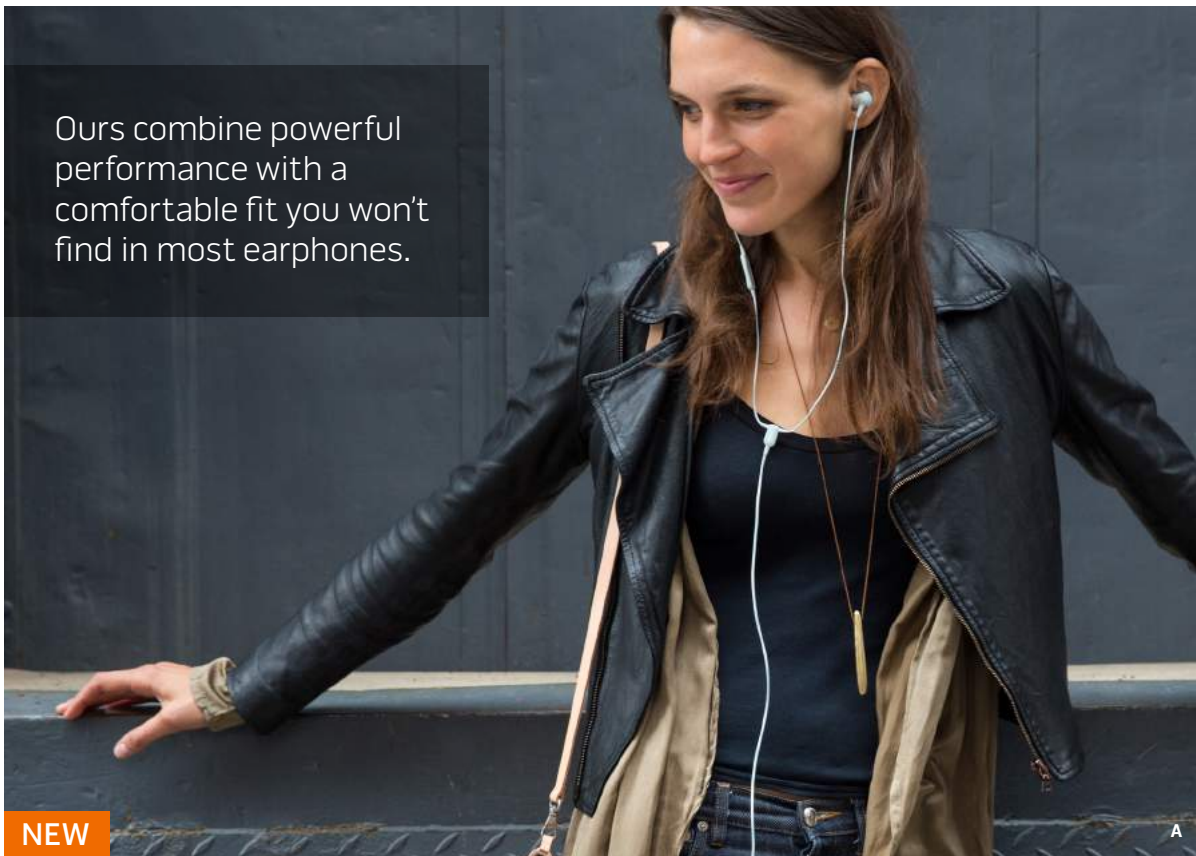
Crisp, powerful sound you wouldn't expect from wireless headphones. Enjoy clear phone calls, all-day comfort and a rechargeable battery that lasts up to 15 hours. Carry case included. In **G** Black (714675-0010) or **H** White (714675-0020). Retail **\$249.95**



**H**

## AUDIO HEADPHONES

Ours combine powerful performance with a comfortable fit you won't find in most earphones.



NEW

**SOUNDTRUE® ULTRA IN-EAR HEADPHONES** Maximized sound, minimized distraction. As the smallest headphones ever from Bose, they're small and lightweight for comfort. But the sealed acoustic design lets you hear every detail of your music, and exclusive technologies deliver deep, rich sound across a wide frequency range. Carry case included. In **A** Frost (Apple devices 741629-0020) or **B** Charcoal (Apple® devices 741629-0010, Samsung/Android™ devices 741629-0070). Retail **\$149.95**



**SOUNDTRUE® AROUND-EAR**

**HEADPHONES II** Music sounds deep, clear and lifelike thanks to Bose® technologies. And they're redesigned with an elegantly slimmer profile, new colors and memory-foam cushions for comfort. Carry case included. In

**C** Charcoal Black (Apple devices 741648-0010, Samsung/Android devices 741648-0070) or **D** Navy Blue (Apple® devices 741648-0020, Samsung/Android devices 741648-0080). **Retail \$179.95**



D

NEW



C

**SOUNDSPORT® IN-EAR HEADPHONES**

Energize your workout with full, balanced sound that conventional sports earbuds just can't match. They're lightweight and stay comfortably in place even during strenuous exercise. Carry case included. In

**E** Neon Blue (Apple devices 741776-0020), Power Red (Apple devices 741776-0040), Energy Green (Apple devices 741776-0030), Frost (Apple devices 741776-0050) or Charcoal (Apple devices 741776-0010, Samsung/Android devices 741776-0070). **Retail \$129.95**



**AUDIO-ONLY VERSION** also available without remote/mic. In Frost (741776-0150) or Charcoal (741776-0140). **Retail \$99.95**

NEW COLORS



E

# WIRELESS AT HOME

There's a whole world of wireless music out there.  
And SoundTouch® lets you enjoy it more effortlessly than ever before.



PANDORA®



iTunes



Hear millions of songs through services like Spotify® and Pandora®, as well as thousands of Internet radio stations and your own music library. A powerful app lets you control your music with your phone or tablet. And six presets let you play your favorite music at a touch. Stream music over your existing home Wi-Fi® network and from your smartphone, tablet or any other Bluetooth® device. Start with one SoundTouch® system, and add more whenever you want. There's an entire family to choose from, including one-piece systems, outdoor speakers and home theater systems. Use them to hear the same music in every room, or different music in different rooms. It's home audio the way it should be. Great sounding. Easy. Wherever you want it. Only from Bose.



**SOUNDTOUCH® 10 WIRELESS MUSIC SYSTEM** Enjoy rich, room-filling sound from the smallest SoundTouch® system. Easy setup, with the free app walking you through the steps. Includes preset buttons on the system as well as a remote. In **A** Black (731396-1100) or White (731396-1200). **Retail \$199**

**NEW**

**SOUNDTOUCH® 30 SERIES III WIRELESS MUSIC SYSTEM**

The best-performing one-piece wireless music system from Bose. Delivers deep, rich sound with enough power to fill the largest room in your home. Easy setup, with the free app walking you through the steps. Includes preset buttons on the system as well as a remote. In Black (738102-1100) or White (738102-1200). **Retail \$499**



**NEW**

**SOUNDTOUCH® 20 SERIES III WIRELESS MUSIC SYSTEM**

A compact wireless system with clear, room-filling sound. Easy setup, with the free app walking you through the steps. Includes preset buttons on the system as well as a remote. In Black (738063-1100) or White (738063-1200). **Retail \$349**





# WAVE® SYSTEMS

Our award-winning waveguide technology delivers high-performance sound for the music you love best.



A



NEW

**WAVE® SOUNDTOUCH® MUSIC SYSTEM IV**  
The most versatile, all-in-one Wave® system. Includes all the SoundTouch® features on page 12—plus a CD player and AM/FM radio tuner. Also has a clock, dual alarms, aux input, touch top controls for on/off/snooze and much more. Simple setup. In **A** Platinum Silver (738031-1310) or Espresso Black (738031-1710). **Retail \$599**



NEW DESIGN

**WAVE® MUSIC SYSTEM IV** A legendary performer, with lifelike, room-filling sound for AM/FM radio and CDs. Includes a clock, dual alarms, aux input and much more. In Platinum Silver (737251-1310) or Espresso Black (737251-1710). **Retail \$499**



NEW DESIGN

**WAVE® RADIO IV** The radio that changed an industry, now in a fresh design. Lifelike, room-filling sound for AM/FM. Includes a clock, dual alarms, aux input and much more. In Platinum Silver (738028-1310). **Retail \$349**



Bring all your entertainment to life with thrilling sound from Bose.

**SOUNDTOUCH® 120 HOME THEATER SYSTEM** Rich, detailed sound for all your entertainment from a compact soundbar, wireless bass module and hideaway control console. Combines high-performing home theater audio with ease of use. It's also a powerful music system, with all the SoundTouch® features on page 12. In **B** Black (738478-1100). Retail **\$1,099**

**NEW**



**SOLO® 15 SERIES II TV SOUND SYSTEM.** A one-piece, one-connection TV speaker for dramatically better home theater sound and clear dialogue. Built-in *Bluetooth*® allows you to hear music from your smartphone or tablet wirelessly. In **C** Black (740928-1110). Retail **\$449**

**NEW**



NEW WIRELESS HEADPHONES

# SOUNDLINK<sup>®</sup>

AROUND-EAR WIRELESS HEADPHONES II

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**BOSE**

BOSE.COM

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