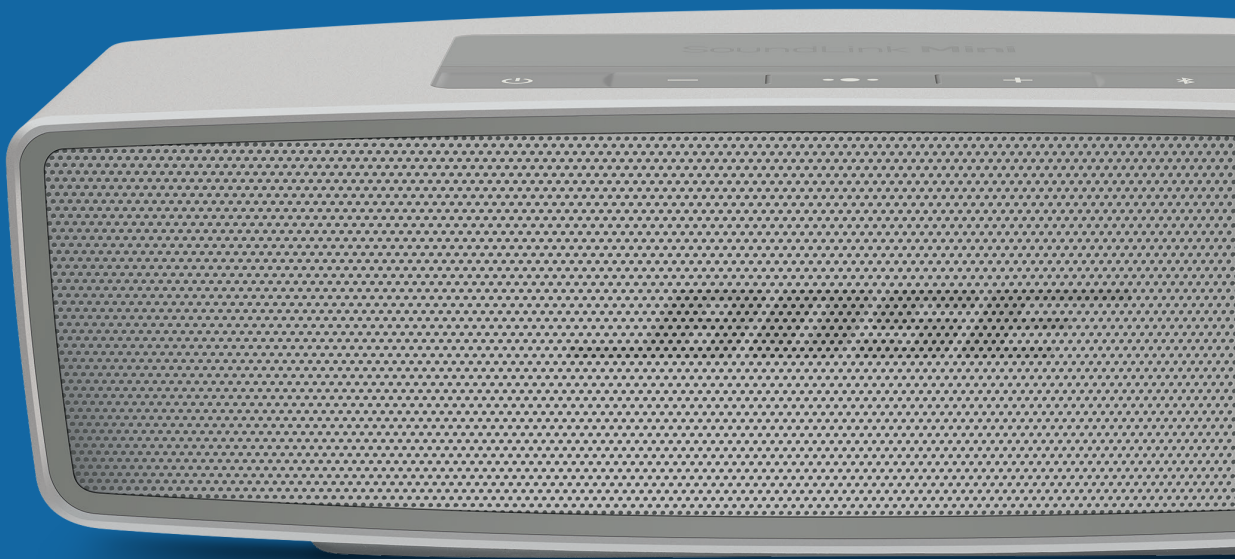


INSPIRE. MOTIVATE. **REWARD.**



BOSE

2015/2016 PRODUCT CATALOG



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



MAKING THINGS
BETTER.
IT'S WHO WE ARE.



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™, 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.

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NEW FOR 2015/2016



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WIRELESS
HEADPHONES

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WIRELESS ON THE GO



A

NEW

SOUNDLINK™ MINI BLUETOOTH® 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 or **B** Pearl. Retail **AED 899**



B

COVERS In Deep Red, Energy Green, Navy Blue, Charcoal Black or Gray. Retail **AED 109**



TRAVEL BAG Includes space for wall charger. In Gray. Retail **AED 199**



WIRELESS ON THE GO

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. Retail **AED 1299**

COVERS In Gray, Charcoal Black, Navy Blue, Olive Green or Deep Red. Retail **AED 149**



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, Black, White, Mint, or Blue. Retail **AED 599**



CARRY CASE Reversible, gray/patterned, both sides shown. Gray. Retail **AED 129**



C



D

NOISE CANCELLING HEADPHONES



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



NEW DESIGN

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, Samsung/Android™ devices) or **B** White (Apple devices, Samsung/Android devices).

Retail AED 1299



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, Samsung/Android devices) or **D** Black (Apple devices, Samsung/Android devices).

Retail AED 1299

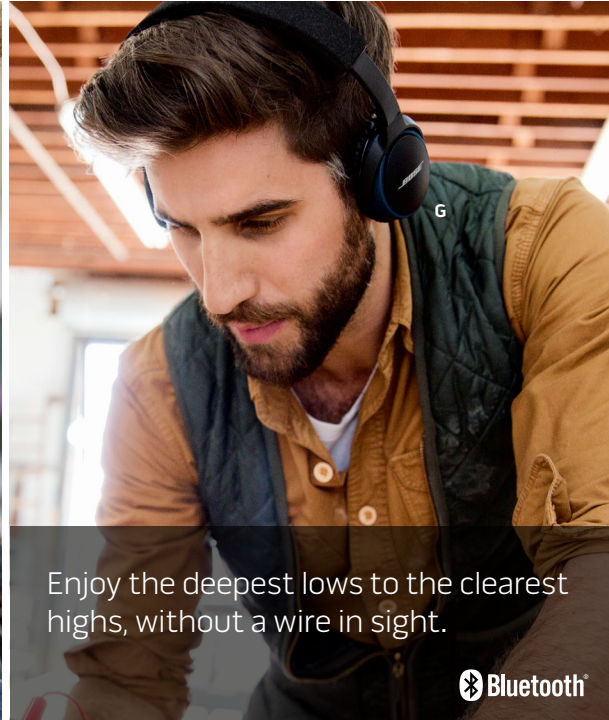


WIRELESS HEADPHONES



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 or **F** Black. Retail AED 1199



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 or **H** White. Retail AED 1099



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) or **B** Charcoal (Apple devices, Samsung/Android™ devices). Retail **AED 649**



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, Samsung/Android™ devices) or **D** Navy Blue (Apple devices, Samsung/Android devices). Retail **AED 799**



NEW



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), Power Red (Apple devices), Energy Green (Apple devices), Frost (Apple devices) or Charcoal (Apple devices, Samsung/Android devices). Retail **AED 549**

NEW COLORS



AUDIO-ONLY VERSION also available without remote/mic. In Frost or Charcoal. Retail **AED 449**

WIRELESS AT HOME

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



iTunes



Hear millions of songs through services like Deezer, 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 or White. Retail **AED 999**

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 or White. Retail **AED 2299**



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 or White. Retail **AED 1599**



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 or Espresso Black or Arctic White.
Retail **AED 2599**

AVAILABLE COLORS



PLATINUM SILVER



ESPRESSO BLACK



ARCTIC WHITE

HOME THEATER

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. Retail **AED 4699**

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. Retail **AED 1899**

NEW



NEW WIRELESS HEADPHONES

SOUNDLINK™

AROUND-EAR WIRELESS HEADPHONES II

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BOSE™

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