# BULKY DOCUMENTS

(exceeds 300 pages)

**Proceeding/Serial No:** 9 1165 449

**Filed:** 11-02-06

**Title:** Notice of Examination of Witness

**Part** 1 **of** 2

# EXHIBITS

Proceeding/Serial No: 91165449

Filed: 11-02-06

Title: 1 CD ROM

Attorney's Docket No.: 02103-708PP1

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**
**BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

Carvajal
EXHIBIT NO. 1
8/18/06
M.J. MANZI

TTAB

In the matter of Application Serial No. 78/413775
For the Mark GOLDWAVE
Published in the Official Gazette on April 12, 2005

| | |
|---|---|
| Bose Corporation,<br><br>Opposer,<br><br>v.<br><br>GoldWave Incorporated,<br><br>Applicant. | Opposition No. 91165449 |

**NOTICE OF EXAMINATION OF WITNESS**

PLEASE TAKE NOTICE that commencing at 9:00 A.M. on August 18, 2006, pursuant to 37 C.F.R. § 2.123(c), Opposer, Bose Corporation ("Opposer"), will take the testimonial deposition upon oral examination of the following witness before an officer authorized to administer oaths and recorded by stenographic means, for use in the above-identified matter:

Mr. Santiago Carvajal
Bose Corporation
The Mountain
Framingham, MA

The deposition will take place at Bose Corporation, The Mountain, Framingham, Massachusetts and will continue from day to day until completed.

[redacted]
11-02-2006
U.S. Patent & TMOfc/TM Mail Rcpt Dt. #2

Bose v. Goldwave
Opp. 91165449 Ex. 1

You are invited to attend and cross-examine.

Date: July 25, 2006

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Attorneys for Opposer,
BOSE CORPORATION

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CERTIFICATE OF SERVICE

The undersigned hereby certifies that a copy of the foregoing NOTICE OF EXAMINATION OF WITNESS has this 25th day of July 2006 been mailed by prepaid first class mail to the below-identified Attorney at his/her place of business:

Ms. Mylene Dao
Flansberry, Menard & Associates
506 Kent Street
Ottawa, Ontario
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CANADA

Amy L. Brosius

# NEWS

BOSE

Canaja
EXHIBIT NO. 2
8/18/06
M.J. MANZ

BACKGROUND

MUSIC FOR EVERYONE, EVERYWHERE

For more than 20 years, Bose Corporation has been dedicated to the development of audio products that deliver the finest sound possible. The company was founded in 1964 by industry pioneer Dr. Amar Bose, whose original research and marketing philosophies have consistently set Bose Corporation apart from its competition.

Bose Corporation holds that the performance of audio products should approach the realism and listening pleasure of music that is performed live. The company also believes that audio products exist to provide music for everyone, everywhere—that music, not equipment, is the ultimate benefit.

The story of Bose Corporation began in 1956, when Dr. Bose was an assistant professor of electrical engineering at the Massachusetts Institute of Technology. Shopping for a pair of speakers for use at home, Dr. Bose assumed that his knowledge of physics and electronics would allow him to select good-sounding speakers by comparing the technical specifications provided by each manufacturer.

But all the loudspeakers he auditioned at the time were a disappointment. In particular, his intimate knowledge of the sound of the violin (having studied the instrument for seven years) made him acutely aware of the limitations of these loudspeakers in reproducing the sound of string instruments. He was thus prompted to study the relationship between reproduced sound as perceived by the people and sound as measured by electronic instruments.

Dr. Bose and his students performed in-depth studies in the area of psychoacoustics. They discovered that existing measurements for loudspeakers did not correlate with human perception and that new measurement techniques had to be developed.

## Research Backs Bose Philosophy

Years of research went into analyzing the sound of a live performance and then to recreating it as closely as possible for home listening. Twelve years after Dr. Bose went speaker shopping, the revolutionary 901 Direct/Reflecting[R] loudspeaker was introduced to almost immediate worldwide critical acclaim and consumer acceptance.

In the many years of psychoacoustic experimentation at M.I.T., Dr. Bose and his students worked on hundreds of listening tests, with thousands of people from all walks of life. They learned that the

appeal of beautifully reproduced music is universal. Although only a small percentage of consumers purchase high-fidelity equipment, everyone can appreciate and enjoy good music.

In 1970, the company launched what was to become the largest research project in its history, dedicated to developing a home music system of the highest quality that would be as simple to purchase, install and operate as any of the home appliances that are universally enjoyed today. The result of this effort, the Acoustic Wave™ Music System (AWMS), has broken new ground in the reproduction of sound and established a new product category of its own.

## Products Earn Praise

The AWMS joins some of the world's most highly-acclaimed audio products, conceived and developed by Bose Corporation. The now-legendary Bose 901® loudspeaker, currently in its Series V version, continues to be one of the best-selling and most highly-acclaimed speakers in the world. The 901 speaker is Bose's top-of-the-line component loudspeaker for the home, and its technology has been incorporated in the lower-priced 601, 501, 301, and 201 loudspeakers.

In a joint effort with General Motors and Delco Electronics, Bose

Corporation introduced the Delco-GM/Bose Music System in 1982. It is the first automotive sound system in which the speakers and amplifiers are acoustically customized to individual car models, and it has received unprecedented critical acclaim. For owners of other car models, Bose offers the 1401 and 1201 Mobile Music Systems.

Bose has recently introduced the first of a series of small, versatile component loudspeakers. The 101 Music Monitors, available in a variety of colors, are ideal for small spaces, small budgets, or as auxiliary speakers. The RoomMate™, an amplified version of the 101, plugs into anything with a headphone jack—from personal stereos and TVs to keyboards--to produce room-filling sound.

Bose Professional Sound Systems have set new standards for sound reproduction on stage and in stadiums, for musicians, nightclub owners, promoters and concert-goers alike. The Bose 802 Series II is the flagship professional speaker. Unique Bose technology is also incorporated in the 302 bass system, 402 loudspeaker, and the CLS-2 loudspeaker.

To enable consumers to get the best music reproduction possible from Bose products, the company formed the Bose Music Society, which offers specially-programmed audiophile quality cassette tapes. The Music Society's Private Performances Collection for car stereo owners

is designed to maximize driving enjoyment.

Scientists on Staff

Epitomized by the company slogan "Better Sound Through Research," Bose Corporation houses one of the most advanced acoustical engineering groups in the world.

The company's scientific staff includes specialists in such diverse fields as metallurgy, electronics, acoustics, psychoacoustics, manufacturing, machine design and computer technology. Technical innovation is ongoing and regularly incorporated into existing products as well as into the development of new ones.

The same attention to technical innovation and detail is applied to the manufacture of Bose products. Totally new manufacturing processes have been developed by Bose engineers, including many sophisticated one-of-a-kind systems and machines. Rigid quality control is guaranteed by specially-developed automated and computer-controlled test equipment. Every speaker component, for example, is individually tested on a computer developed by Bose that helps select and match the speakers for uniformity.

Most of the original engineering team members are still with the

company. While some remain in research, others have assumed management roles in marketing, manufacturing and administration. This means that Bose is run by a management team that understands research and the design and construction of its products.

## High Standards in Communication With Consumers

Bose's high standards for design and manufacturing parallel its approach to presentation of its products to consumers. Product demonstration is emphasized. Bose encourages consumers to listen, to trust their own ears, and to choose the music system that best approaches the realism of live performance. Bose dealers are provided in-store assistance, sales training, merchandising aids and audio-visual presentations to help the customer judge for himself.

Bose Corporation's world headquarters in Framingham, Massachusetts, reflects the company's attention to design excellence. The modern facility, located on top of The Mountain, provides a vista of lakes and forests. The building is specially designed so that all employees can enjoy the spectacular view. The sophisticated and functional plant is clean and spacious, relaxed and comfortable. Housing research, development and production facilities, the building provides an environment conducive to attentive and motivated employees.

Bose also has production facilities in Hopkinton, Massachusetts; Hillsdale, Michigan; Sainte-Marie, Canada; and Carrickmacross, Ireland. There are international subsidiaries in Australia, Belgium, Canada, England, France, Germany, Greece, Ireland, Italy, Japan, the Netherlands, Spain and Switzerland.

In addition to his position as chairman of Bose Corporation, Dr. Bose retains his faculty appointment as Professor of Electrical Engineering and Computer Science at M.I.T. He teaches acoustics and supervises graduate and undergraduate thesis students.

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**For Immediate Release**

## ACOUSTIC WAVE MUSIC SYSTEM III

Bose has introduced the Series III version of the famed Acoustic Wave® music system, incorporating a credit card sized remote control and improved acoustic performance.

The Bose Acoustic Wave music system is an elegant, all-in-one stereo system that produces deep, rich bass from a very small enclosure, thanks to patented, award-winning waveguide speaker technology. Developed by Dr. Amar G. Bose and his team of engineers, waveguide technology has made the seemingly impossible, possible. Resounding low frequency notes that once took a floor-standing speaker to produce, can actually be generated from a unit about the size and weight of a school kid's backpack.

Waveguide technology is based on controlled interaction of acoustical waves with a moving surface. This interaction takes place inside the precision waveguide -- a mathematically formulated tube inside of which a loudspeaker is placed. The waveguide inside the Acoustic Wave Music System is nearly seven feet long and folded numerous times to fit inside the enclosure. The Acoustic Wave music system has been embraced by thousands of consumers since its introduction more than ten years ago, proving Dr. Bose's point that most people want superb sound, not a room full of complex equipment.

(more)

Measuring about 10 inches high (18" wide and 6" deep), the Acoustic Wave music system includes a full-featured CD player, AM/FM stereo tuner with 10 presets, and all the speaker, amplification and equalization technology to fill a room with sound.

**The newest version of the system provides even smoother audio performance and a slim remote** that can operate the unit up to 20 feet from the front and six feet from the sides. Other user friendly features include **color-coded, one-touch button operation; volume protection** that makes sure the unit will never turn on at an uncomfortably high level, no matter how loud it previously played; and a **continuous music option** that plays the radio after a CD is finished. The system is easily carried from room to room using the molded inset handles. It can be plugged in, powered by a rechargeable power pack, or powered by D-cell batteries in its customized power case. Other options include a pedestal with inputs for VCR, cassette deck or other music source and microphone for use as a portable public address system.

Known by reputation and satisfied customer word-of-mouth, the Acoustic Wave music system is not sold in traditional retail stores. It is available directly from Bose via a toll-free number and is sold at the Bose factory stores. Price of the product is $1,079. Options (sold for $149.95 each) include the power case, power pack, pedestal, and powered microphone.

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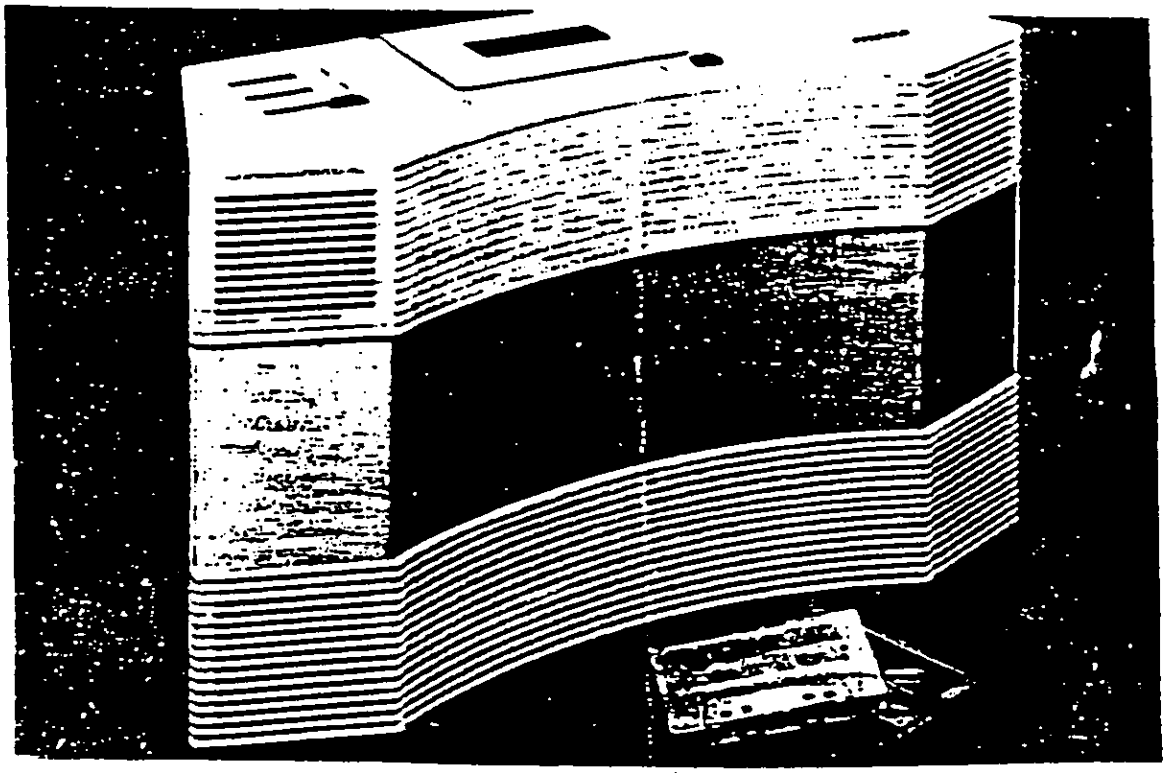


nose Corporation, Framingham, has introduced a new multi-function music system called the Acoustic Wave Music System (AWMS).

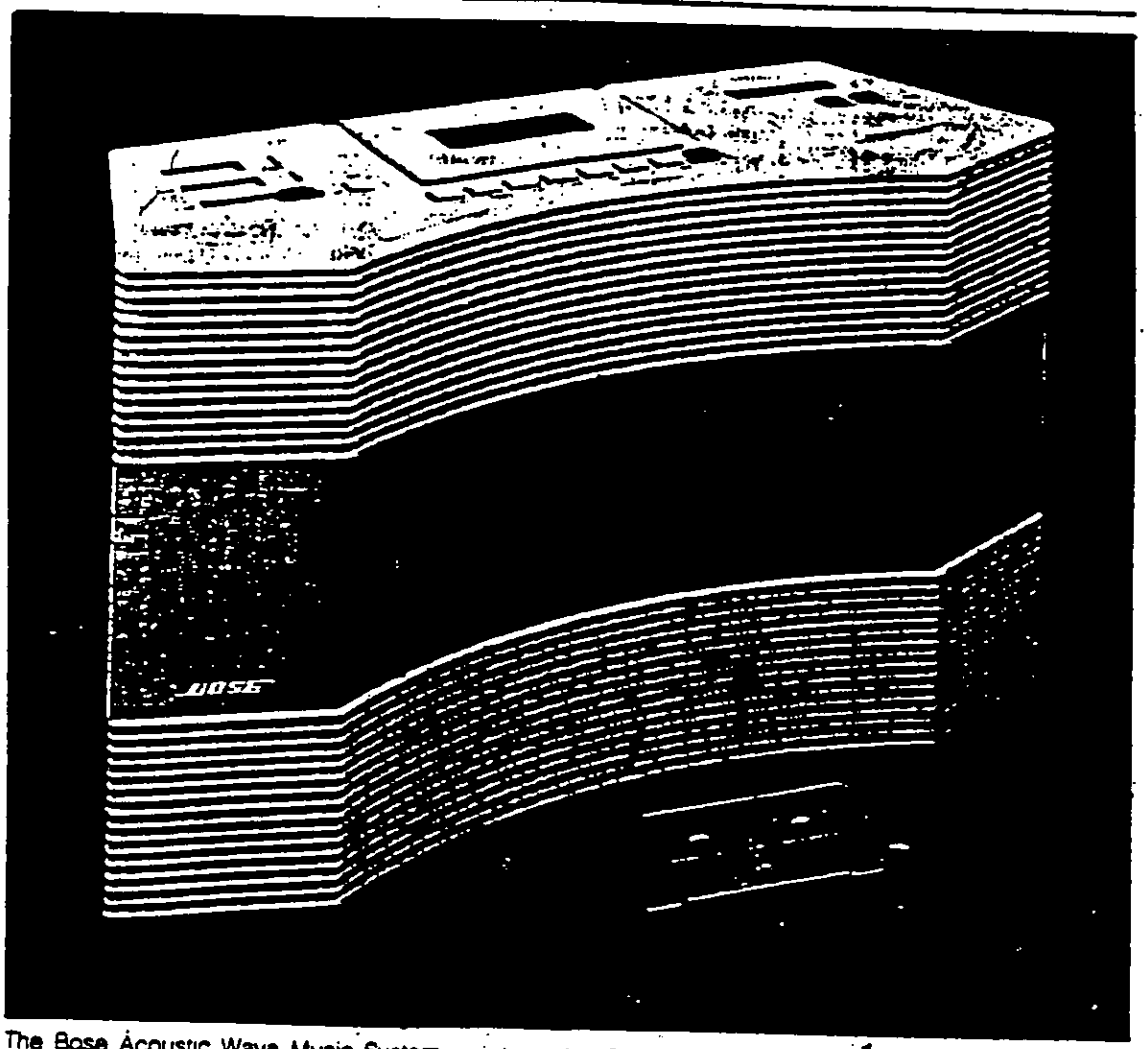
Within one enclosure (18 x 11 x 8 inches, 18 pounds) the unit provides AM and FM radio, play-and-record audio cassette, and an amplification and loudspeaker system. Patented Bose technology enables the AWMS to produce clear sound reproduction and deep, powerful bass notes; previously a near impossibility from such a small enclosure.

The design and technology is based on a new concept involving controlled interaction of acoustical waves with moving surfaces. This interaction takes place in precision acoustic wave guides inside the AWMS enclosure.

Chicago Tribune
$1.00 Sunday, December 16, 1984



# STEREO




The Bose Acoustic Wave Music System weighs only 12 pounds and has a carrying case.

# Bose compact look makes waves with its full-sized sound

By Rich Warren

Dr. Amar Bose introduces the volks stereo—behold the first stereo designed for everyone. But unlike the stripped-down car originally sporting the volks prefix, this stereo is loaded. Bose labels his new product the Bose Acoustic Wave Music System (AWMS). When this high-tech wave breaks, families all over America may find themselves buying one.

The AWMS, 14 years in the making, represents a radical departure from previous Bose products. Through intensive research, costing more than $15 million, Bose developed a way of producing big sound with plenty of bass from a tiny enclosure with a relatively small speaker.

You may be thinking you've heard this claim more than a few times before, but Bose technology demonstrates this new concept as more than mere hype. The resulting product weighs a scant 12 pounds, and contains—in a package about the size of a small attache case—a complete cassette deck with Dolby, quartz-regulated digitally synthesized AM/FM stereo tuner, amplifiers capable of producing 25 watts for the bass and a complete stereo-speaker system. The styling looks like what Bang & Olufsen would do to a "boom box." It's an incredibly attractive, futuristic-looking package.

An input is provided for stereo VCR, TV, CD player or a forthcoming specially matched turntable. The price is an affordable $650, with an optional carrying case containing an integral rechargable battery pack for $70. Don't look for any discounts on the AWMS for quite awhile. In fact you may have to call 800-282-2673 just to find out where to audition the product.

The miniaturization with little sacrifice of big sound quality results from the new Acoustic Wave technology. Extensive studies of wind instruments, such as flute and organ, demonstrated that [illegible] large amounts of sound. While the organ pipe resonates at a specific frequency, Bose investigated using this tube concept to work over multiple octaves when properly coupled to a specially designed speaker.

The pipe couples with both sides of the speaker and must be a precise width and length; it may be bent and folded but the ends must maintain a certain relationship to each other. In a normal speaker system, the speaker must fight the air pressure within the enclosure. A small tuned port (that little hole with the cardboard tube) might help at a specific frequency, but the end result is the waste of considerable amounts of amplifier power.

The Bose AW system, meanwhile, allows the speaker to produce its maximum output, while the tube acts as an acoustic amplifier. This results in both full deep bass and high output. While the mathematics are incredibly complex, the sound speaks for itself.

The interior of the AWMS looks like a maze as the appropriate tube lengths and terminations are created by sections of molded and glued plastic. The interior requires such precise fitting and air tightness that it's assembled by robot in Japan.

The tuner and cassette operate via electronic pushbuttons. Ease of operation is paramount. For example, pushing "play" on the cassette deck automatically switches to cassette. The deck automatically senses chrome/metal tapes, and the Dolby B noise reduction is permanently on. The only oversight is a failure to include the newer Dolby C.

Your may record directly from the tuner. Tape-out jacks enable you to record from the AWMS onto another tape deck.

Sonic judgments take time, and a brief period at the Bose factory with the AWMS was insufficient for full comparisons. Look for a future story to have an in-depth review of its sound and features.

Initial reaction is that although Bose compared it to a $3,000 component system, it poses no threat to that expensive and complex gear. However, makers of all-in-one rack systems had better take notice, because the Bose Acoustic Wave Music System not only sounds better than most racks but offers a multitude of other advantages as noted here. It's the least intimidating quality sound system ever developed. This Bose innovation may prove even more popular than the little car that drove out of Germany and won the hearts of a good part of America.

**Producing quality hi-fi components from quarters on a Framingham hilltop. . .**

Dr. Amar G. Bose shows of his company's latest product, the 12 pound, Acoustic Wave Music System which was 14 years and $13 million in the making.

# BOSE IS A SOUND BUSINESS

by Paul Pollock

Amar G. Bose knew what he wanted to do and where he wanted to do it. He wanted to build the finest home stereo system possible and make it available to people at a reasonable price. And he wanted to do it on top of a hill in Framingham which had entranced him ever since he passed it by while driving down the then new Massachusetts Turnpike.

He has done both.

"I remember seeing the sign at the top of the hill offering the land for sale or lease," Bose remembers. "I stopped my car by the side of the turnpike, climbed over the fence and clambered up the hill. When I got to the top I knew I just had to have it or build on it but in any case, I just knew that this is where Bose, Inc., would be eventually located." Dr. Bose smiles in recollection.

He contacted the Perini Corp. which owned the property, immediately but was turned down because, as the Perini executive explained, "we have plans for it."

Disappointed but not discouraged, Dr. Bose kept his eyes on the property. A year later, noting that no action had taken place on the "mountain top," he

Part of the Bose assembly line that combines people power with automation.

again approached Perini. This time the answer was more to his liking. Bose's persistency and Perini's assent culminated in a 275,000 square foot administrative and manufacturing plant securely atop Mountain Road in Framingham.

**Modest Ambitions**

All journeys start with the first step. Amar G. Bose's first step was to lease a 3,700 square foot building at Oak Street in South Natick. Step number two was to hire Sherwin Greenblatt, then a recent graduate of Massachusetts Institute of Technology (MIT). Greenblatt is now senior vice president of the corporation in charge of operations.

"Our ambitions, in the early days, were to provide enough business so that we could fill that building with employees," says Greenblatt with a broad grin. It has more than exceeded those modest ambitions. More than 1,100 men and women now work for Bose throughout the world.

While loudspeakers are the principle product of the company today, back in 1964, when Bose was founded, cash flow was sustained by providing the Department of Defense and the Department of Transportation with electronic components. In the meantime, research and development on acoustics continued. Bose had acquired several patents on acoustics and electronics that he had worked on while a student at MIT. But, when the Bose speaker hit the market, it was revolutionary, so revolutionary, controversial and uncommon that dealers were skeptical about its ability to deliver what it promised. Two factors cured that problem. Musicians and the music media.

**Rave Reviews**

The reviews were so good they seemed almost manufactured. Based on research he had done at MIT, Bose had come up with a new speaker that recreated the sound effect that one experiences in a fine music hall like Symphony Hall in Boston.

"First of all," Bose demonstrates, "we learned from research that sound has two properties as it relates to humanity - physical and psychical. The signal process that goes on in the listener's head and the physical acoustics that mask the perception of reproduced music. We blended the two, sort of like a master winemaker might blend various wines in order to create a superb wine."

Bose, who is a musician, was frustrated when he bought a stereo system in the late 1950's and discovered that the sound bore no resemblence to live music. Explains one company spokesman, with conventional speakers the sound emmanates through the front of the speaker directly toward the listener. With the 901, only 11 percent of the sound was aimed directly toward the listener with 89 percent being angled off the walls and ceiling.

"Sound, first of all, doesn't come at you from one direction. It is omnidirectional. When you're in a concert hall, only about 20 percent of the sound comes directly at you. The other 80 percent comes from the sides, overhead. So, based on our research, we designed a speaker that had nine speakers in it - nine full range speakers with no woofers and no tweeters. It was controversial and uncommon but it worked beautifully."

Since it was introduced as Bose's first speaker in 1968, the Bose 901 has undergone more than 400 changes and is now marketed under the 901 series 5. "It's gone through five evolutions," says one company spokesman, explain-

Dr. Amar G. Bose

ing that when someone comes up with a good idea, it is incorporated into the existing system.

What happened after the first model's introduction was something that I hope characterizes the Bose people," Bose continues. "We had a superb product, now we had to learn to market it, produce it, and make improvements in it.'

Bose people are what has made this corporation as successful as it has been. They rose to the challenge."

In Japan, our speakers are in demand and, considering the Japanese expertise in electronics, when they buy it, it must be good. We are number one in the United States both in quality and in sales. Our research and development has produced speakers that will be compatible with all commercially available music sources, including the new laser discs, for years to come. Research is a constant with us," Bose adds, "And we commit at least five percent of our gross sales to the continuance of our research into acoustics, electronics and any discipline associated with the transmission of sound."

Bose research, cooperating with the Delco Division of General Motors, has produced a sound system for the top-of-the-line General Motors automobiles, Cadillac Seville and Eldorado, the Oldsmobile Toronado, the Buick Riviera and the Corvette.

Experts from both the automotive and music fields have sung its praises so eloquently as to suspect their editorial objectivity: Car and Driver, "Whether you prefer the Boston Pops or the Motels, the sound is sparkling."; High Fidelity, "The performance of the Delco-GM/Bose Music System was astounding . . . I can't imagine anyone . . . buying (one of these cars) without the Music System."

**Only As Good As Its People**

Gazing reflectively out of the windows of his office that reveal an autumnal panorama of southern Middlesex county, Bose notes, "We constantly strive to keep an atmosphere of opportunity and creativity here. For example, we encourage the expression of ideas (for research, development, manufacturing and marketing) that might be straight off the wall, with absolutely no constraints whatsoever. We encourage dreaming. People know that their ideas will be respected."

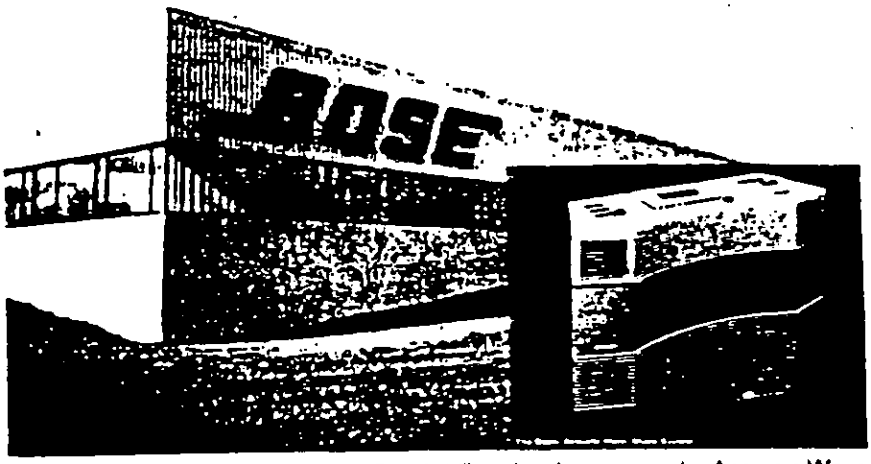
"That doesn't mean," he adds, "that all ideas are converted into action. If an idea has merit, we test it for application and viability in the real world. But it is this intellectual atmosphere that attracts good people to Bose."

**Non-Profit Corporation**

There are some things that Bose is not. It is not profitable. That's because from the outset, Bose set a policy that any excess monies developed from sales would be put back into the company for further development.

"The original investors were totally aware of this," Bose says, "Any return they get is in the appreciation of the stock (all privately held) so that if an investor wants to sell the stock, it is purchased by the company.

"The idea of a non-profit company is anathema to most businessmen but gives us tremendous advantages," the tall scientist remarks. "We can afford




The latest innovation to come from Bose's hilltop headquarters is the Acoustic Wave Music System.

to spend more on research and we are in no hurry to get a product on the market simply to make the bottom line look good. We can afford to work on a product until it totally satisfies everyone at Bose."

**International Company**

In addition to the main plant in Framingham, Bose has facilities in Hopkinton where electronic assemblies, equalizers and amplifiers for hi-fi sets are manufactured; Hillsdale, Michigan, where the electronic assemblies are made for installation in the GM cars; St. Marie, Quebec, Canada, where wooden cabinets, vinyl cabinets, and speakers for the Canadian market are made; and in Carrickmacross, County Monaghan, Republic of Ireland where speakers for the European market are produced.

Edam, The Netherlands, famous for its little red cheeses, is the location for the Bose European warehouse from which the company ships speakers to all European countries. The Post Exchange (PX) system of the United States Armed Forces is Bose's most constant customer and the system is number one in sales to service men and women all over the world. There is a Bose person on every major military base of the United States all over the world.

**It's Only The Beginning**

Bose was founded in 1964, based on the work Bose had done in physical acoustic and psychoacoustics at MIT. He holds numerous patents in the fields of acoustics, electronics and nonlinear systems. Based on the electronic patents, he secured contracts for research and development contracts with government agencies. His acoustical patents formed the basis for the creation of the corporation and its entrance into the consumer hi-fi market.

The author and co-author of many books, articles and monographs in the field of acoustics, Bose is a member of the Audio Hall of Fame, a recipient of the Baker Memorial Award for the Outstanding Teacher at MIT, where he continues to teach three times a week during the scholastic year and the recipient of the Western Electric Fund Award (N. E. Section) for outstanding performance in teaching and research.

Such leadership bodes well for the company's future.

"I strive to make the company a place where good people can come to work to advance themselves and advance the company in an atmosphere that will make coming to work a pleasure," concludes Dr. Bose "That's another reason why I wanted to build the company on the top of this hill."□

# Dr. Bose's Bombshell AWMS Will Revolutionize Home Audio

*by Robert Angus*

When I came into the high fidelity industry in the mid-1950s, there were three sure things that separated true audio products from the dreaded (but very popular) consoles and phonographs of the day: The speaker had to be physically separated from the sound source, or there would be acoustic feedback; the power amplifier and preamp or preamp tuner had to be separate units to prevent distortion and intermodulation; and the very idea of speakers representing the two stereo channels contained in a single enclosure was a joke. There was one exception to that last rule: the JBL Ranger Paragon. But nobody had a living room big enough to hold it, and few people could afford its $2,000 price tag, so it merely tended to prove the rule.

### No Idle Threat

Now, along comes Dr. Amar Bose with a couple of mathematical formulas and an 18-pound package that not only disproves all of those truisms (something the MIT professor and successful industrialist has delighted in doing for the past 20 years) but threatens to kill the hi fi component business as we know it. For the fact is that the single-piece Bose Acoustic Wave Music System sounds about as much like your typical home stereo system as a Compact Disc does like a familiar analog platter.

"The ultimate ghetto-blaster," proclaimed one of my colleagues. "This could mean the end of the single-brand rack system," breathed another.

What they (and I) are referring to is a unit that looks something like a malnourished Bose 901 loudspeaker with a cassette deck and stereo AM/FM tuner on top and the most incredible speaker system inside I have ever heard. The whole thing operates on 10 D cells, enough to produce in excess of 100db SPL at

Consumer Electronics SHOW DAILY

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1 meter over the entire frequency range. The single-piece enclosure contains a labyrinthine woofer that nominally covers the 50 to 500Hz range and two midrange-treble reproducers (one for each channel) that are biamped. The result, to my ears, is at least one octave more bass than I'm used to hearing from a home entertainment system.

### Portable

However, Bose isn't positioning the AWMS as a replacement for your best-selling component package, but rather as a portable music system that just happens to produce incredible sound. As such, it'll be marketed as the package Junior takes away to school, the portable system for the vacation home or a good-sounding system that can be moved from the bedroom into the rec room or kitchen as family activities move from room to room.

As long as the AWMS doesn't move into the living room, where there may already be a much more costly component system, there's nothing much to worry about. But when Harry Audiophile listens to it side by side with his prized Bozaks or KLHs or even Bose 301s, there's going to be trouble. True, the system lacks a turntable. But it's easy to plug in a Compact Disc player such as the portable Sony D-5 to form a high-tech portable package.

### Who Cares?

True, you can't get the stereo separation, particularly in a large room, from this one-piece unit that you get from full-range speakers placed six to eight feet apart. But Dr. Bose argues that in very few listening rooms are the speakers placed properly anyway, and in those that are correct, one or more listeners is always outside the proper stereophonic listening area.

The Bose Bombshell actually operates on the principle of an organ pipe. A single bass reproducer is mounted about three-quarters of the way along inside an open tube some seven feet long. For purposes of compactness, the tube, which is open at both ends, has been folded up to fit inside the 901-style enclosure. In fact, the

tube can be bent into almost any configuration, according to Dr. Bose, including one that fits inside the chassis of a 19-inch television set. There, in conjunction with a pair of midrange-treble speakers, it produced stereo sound I've never heard before from a television set. With the coming of stereo audio for television this year and the proliferation of surround-sound-encoded VHS and Beta Hi-Fi tapes and LaserDisc movies, the concept would seem to have very broad appeal. Dr. Bose says, however, that for the time being at least, he has no intention of leasing the patents to any TV receiver manufacturer.

Because the pipe can be bent almost any which way, it can also be used to produce incredible bass in car stereo systems, where Bose

*Continued on page 144*

## BOSE

*Continued from page 16*

Corporation already has some expertise.

For some time, Dr. Bose has argued that there is no inherent virtue in the component concept (the idea of making each link in the audio chain as perfect as possible in itself, so that it may be used with other perfect links to form a union). The sound system he developed for General Motors cars is based instead on the idea that components can be engineered to work with each other interdependently rather than independently, an idea used also in 1930s and 1940s console radios and phonographs to save money. And at least some of the single-brand system manufacturers have argued that by engineering their packages so that the components are interdependent, they can not only save the customer money, but provide him with better sound than he could get from separate components of the same class. □

The Boston Herald

Thursday, November 15, 1984

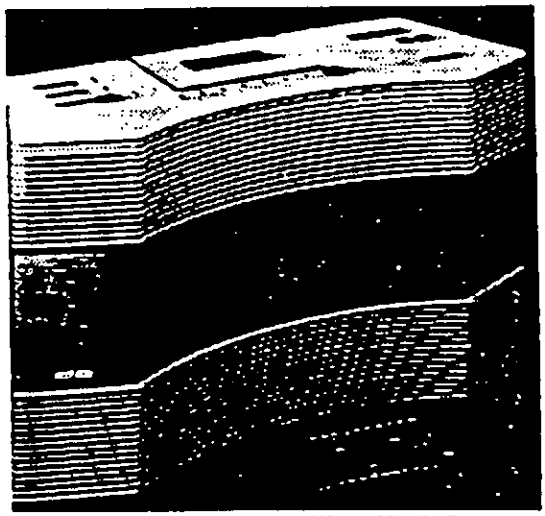
# BOSE MAKES SPLASH WITH ACOUSTIC WAVE

By JEFF KRASNER

FOURTEEN years and more than $15 million have culminated in a product that executives of Framingham's Bose Corp. are comparing to the instant camera, the Apple II computer and the Volkswagen Beetle. It's the Acoustic Wave Music System.

Chairman Dr. Amar Bose said the new system fulfills his dream of making true high fidelity sound equipment portable, compact and easy to use. "There's nothing I could ask for that is doesn't do," he said.

The Acoustic Wave system is a pint-sized pistol that packs a powerful wallop. Incorporating a tuner, tapedeck and three speakers, it's about the same size as a small portable television and weighs in at 18 pounds.



Bose company's Accoustic Wave Music System

But at the product's unveiling yesterday, the company confidently compared the system with a conventional stereo with six-foot-tall speakers, a cabinet full of electronic components, and enough knobs and switches to give a computer hacker goosebumps.

The breakthrough in the Acoustic Wave system is a speaker design that channels sound through complex baffles and channels.

Dr. Bose said random test marketing in Boston-area homes had shown a huge market for the Acoustic Wave system, which costs $649.

# Dr. Bose and the Amazing Acoustic Wave

## by Len Feldman

OVER THE YEARS, there have been many claims of "breakthroughs" in speaker enclosure designs. Most have turned out to be nothing more than variations on well-known themes. Certain rules of physics cannot be defied. In general, those new speaker principles that are supposed to produce resounding, undistorted bass from incredibly small enclosures fail to do so. It's amazing how readily we accept frequency "doubling" and "tripling" as true bass, when in reality they are forms of distortion.

### THE UNVEILING

IT WAS THEREFORE with a fair amount of skepticism that I traveled to Framingham, Massachusetts recently, at the invitation of Dr. Amar Bose, founder and Chairman of the well-known Bose Corporation, who is also, incidentally, a Professor of Electrical Engineering at M.I.T. High on a hilltop overlooking a tranquil, pastoral scene (the address is, simply, "The Mountain," Framingham, MA), there was revealed to me (and to a couple of dozen other reporters) a new scientific principle for distortion-free reproduction of bass tones by a loudspeaker.

It is typical of the Bose approach to revealing new technology that those of us who flew up to "The Mountain," in Framingham, Massachusetts, had no idea what the surprise was going to be. When we were finally seated in one of Bose's Audio/Visual presentation rooms, the mystery began to unfold in the form of a spectacular A/V slide and sound show. The room-filling sound associated with the presentation appeared to be coming from four Bose 901 speakers—no surprise, since these speakers, in their latest incarnation, are still the mainstay of the Bose line of direct-reflecting systems. At the conclusion of the sight-and-sound presentation, the surprise was revealed. Hollow covers, designed to simulate the 901 enclosures, were lifted away to disclose four complete high-fidelity component systems. Each of these contained an AM/FM tuner, a cassette tape deck, and the new invention, which has been dubbed the "Acoustic Wave Sound System." The entire system, shown in Fig. 1, occupied far less space than a single 901 speaker system. It weighed around 15 pounds and, when fitted in an optional carrying case that contains an integral set of batteries, can be operated from the battery supply.

### THE SEARCH

THE NEW AND mathematically sophisticated speaker enclosure principle, which is the most important part of this compact music system, has been the subject of research at Bose for almost 14 years. More than a decade ago, Bose suggested that one of the reasons why true high-fidelity components had penetrated such a small percentage of all households was the ever-increasing complexity of audio components. Another was their size: particularly the size of the loudspeaker enclosures needed to properly reproduce low bass tones. He assigned his engineers the task of coming up with what might best be termed "everyman's hi-fi system"—a small, compact unit that would contain an AM and FM radio as well as a record-/play cassette tape deck. Most importantly, this small system had to be able to reproduce extended bass with high power and clarity, and with low distortion.

By the early 1980s, integrated circuitry had progressed to the point where meeting the objectives of small size and high power for the purely electronic sections of the system was no longer a problem. Bass reproduction, on the other hand, requires the moving of large amounts of air. That, in turn, has always meant a large speaker, high power, or a combination of the two. Acousticians and physicists had long ago defined the physical limits for size, efficiency and lower cut-off frequency of "realizable" loudspeaker systems. None of the known approaches to speaker system design would meet the size and other criteria set forth by Dr. Bose in his quest for a compact system small enough to be carried about by anyone. So, Dr. Bose and his staff decided to pursue new approaches, one of which resulted in the Acoustic Wave™ Music System. The name of this new system is appropriate, for it is based upon waveguide technology.

### ORGAN PIPES AND ACOUSTIC WAVES

VISUALIZE, IF YOU WILL, a series of organ pipes. Each of these pipes is "tuned" to a specific frequency. When a small volume of air is passed over the opening of each pipe, the resonance effect of that pipe "amplifies" the note to

Fig. 2.

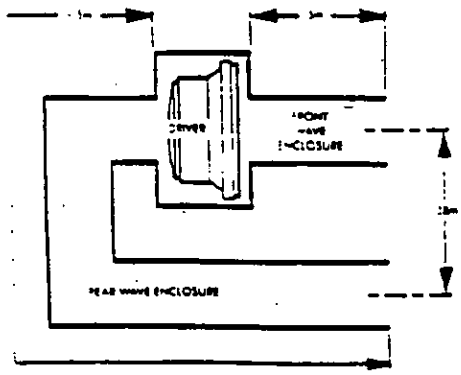
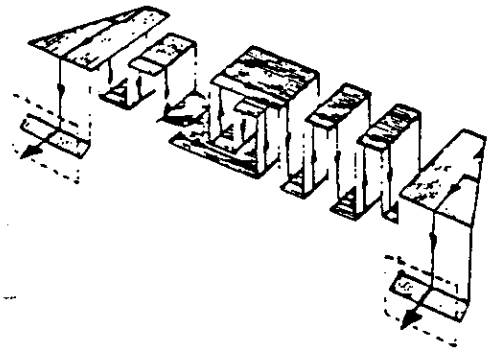



Fig. 4.



*continued from page 23*

no relationship whatever to either of those designs, which have been around for many years. Transmission-line enclosures are based on the idea of providing enough path length for the rear radiation of the speaker driver to end up in phase with the front radiation. In such designs, acoustic damping is deliberately introduced to suppress standing waves. When such damping is used it becomes impossible to achieve the kind of cone velocity amplification that is an important part of the acoustic wave principle. Furthermore, in a labyrinth or transmission-line speaker enclosure, radiation from the cone itself and from the transmission-line output are in phase only at one particular frequency. In the case of the Acoustic Wave Music System, radiations from the two waveguide openings are in phase over nearly a 5:1 frequency range.

A rigorous mathematical analysis of the system is very complex: so complex, in fact, that computers were necessary to solve the equations used to optimize the system parameters. In purely physical terms, an understanding of the system is possible if you think of it in this way. In the waveguide system, the wave reflects almost perfectly from the opening and travels back toward the speaker cone. Since there is virtually no damping in the structure, a standing wave is built up. So, what you have are waves in both waveguides traveling in both directions (away from the cone and towards it) at all frequencies at which the system operates. These standing waves provide the velocity gain and the reduction in cone motion that enables the system to perform as it does.

## THE REMAINDER OF THE SYSTEM

THE WAVEGUIDE ENCLOSURE in the actual system now being offered by Bose works for frequencies up to 500 Hz. Mid/high-frequency drivers are used for the remainder of the audio spectrum, and each of these mid/high-frequency drivers is powered by its own small amplifier, separate from the single low-frequency driver, as shown in the block diagram of

Fig. 3.

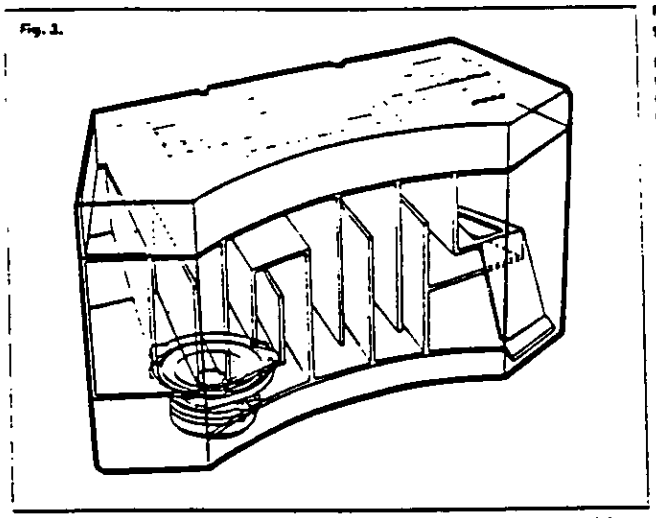


Fig. 2. The basic waveguide enclosure.

Fig. 3. Cutaway view of the Bose Acoustic Wave music system showing multiple sound chambers.

Fig. 4. The approximate paths followed by the low frequency sound waves in the Acoustic Wave music system.

Fig. 5. The total waveguide volume contained within the Acoustic Wave music system.

Fig. 6. Block diagram of the complete Acoustic Wave Music System.

**Fig. 6.** The use of an electronic crossover minimizes phase and amplitude matching problems normally associated with passive crossover networks. The acoustic waveguide functions as a low-pass filter (it *passes* the lows and cuts off the highs), thereby reducing radiation of distortion by the low-frequency driver, and no low-frequency energy needs to be handled by the high-frequency amplifiers and speakers.

Despite the small size of the system and the use of a single driver for bass frequencies, stereo effect obtained with the AWMS-1 (the model number given to this first product employing the new principle) is quite good, as long as the listener is seated fairly close to the system. That is due in part to the fact that low frequencies are virtually non-directional in any case, and also to the positioning and outboard angling of the mid-high frequency drivers.

Controls have been simplified in keeping with the original goal of creating a system that would not intimidate the typical music lover who wants good sound without complexity of operation. Dynamic equalization provides proper tonal balance at all listening levels. Tape playback equalization is automatic, thanks to internal sensing of tape type being played. The built-in cassette recording capability has been optimized for type II (chrome or chrome equivalent) cassette tape with Dolby noise reduction always active. The tuner is a quartz frequency-synthesized type, with provision for presetting 10 favorite station frequencies (5 AM and 5 FM) for instant recall. There are auxiliary line input and line output jacks for connection of additional program sources such as a Compact Disc player or another tape deck, if desired. In addition to being able to operate the system when it is powered from an optional battery pack, it can also be powered by a car battery. Maximum acoustic output is in excess of 100 dB SPL (Sound Pressure Level)—more than enough for the enjoyment of music at home at lifelike loudness levels.

## LISTENING VS. SPECIFICATIONS

THE ONLY RELEVANT SPECIFICATIONS that Bose proposes to quote concerning the AWMS-1 are its maximum acoustic output (which, as we have already stated, is better than 100 dB SPL) and the fact that the system will operate for about 10 hours powered by alkaline flashlight batteries. The notable absence of detailed technical specifications is consistent with Bose's original goal of creating a music-reproducing system that will appeal to non-technical music lovers who have, up

to now, resisted buying conventional audio components because the whole process of purchasing and assembling was overly complex.

## TV APPLICATIONS

THE PRINCIPLE EMPLOYED in the AWMS-1 Music System is, of course, not just limited to compact music systems. It offers a whole new way of looking at home high-fidelity sound systems. One additional application for this new Acoustic Wave principle suggested itself immediately: the use of the principle in a TV receiver, now that stereo sound is becoming available in broadcast TV in the United States. (One has to assume that stereo TV will soon be a reality in Canada as well.) While audio retailers stress the idea of integrating audio and video by recommending that viewers buy TV monitors, or monitor/receivers, and tie their audio outputs to existing or still-to-be-purchased stereo audio component systems, what would happen if the higher quality sound that you are seeking for your video program sources could be made to fit inside an existing table-model TV set? With the Bose Acoustic Wave principle that is not only possible, it was actually demonstrated to us as an indication of one of the many applications to which AWMS might soon be applied. To watch that TV screen while listening to remarkably full, rich, well-balanced sound emanating from the same "box" was even more impressive than hearing the same sound emanating from the first actual product to utilize the system—the Bose Acoustic Wave Music System itself. □

Fig. 5.

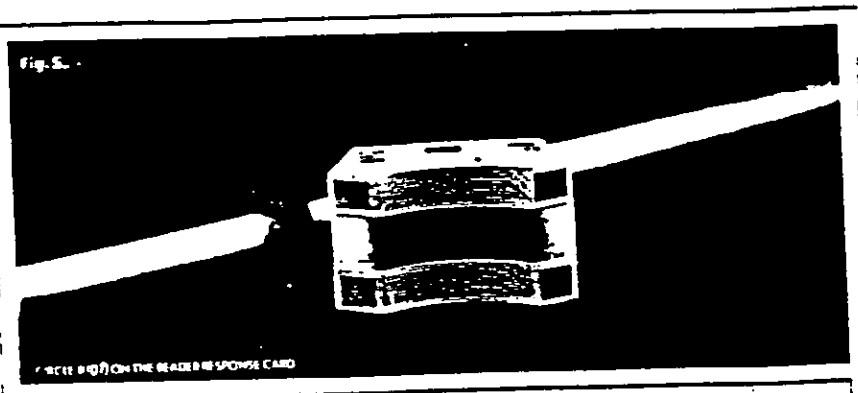
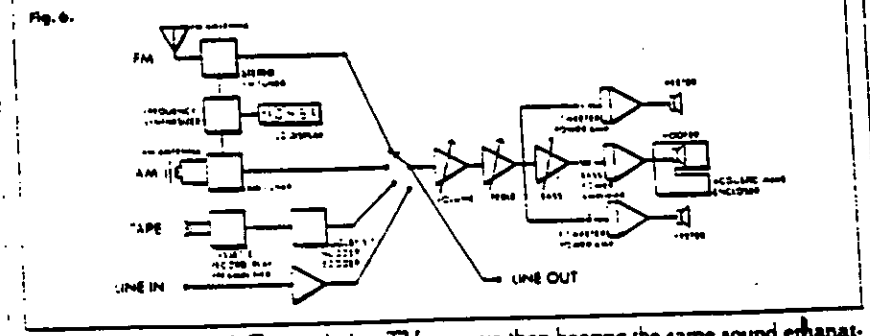


Fig. 6.



HIGH FIDELITY

AUDIO/VIDEO

# Currents

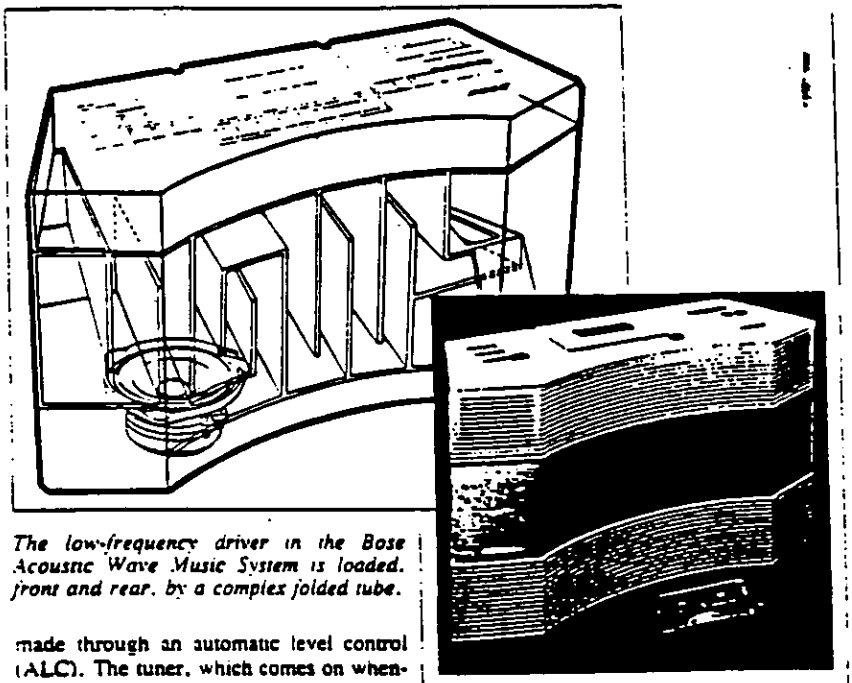
News, new products, and new technologies  Edited by Peter Dobbin

## A Breakthrough From Bose

Bose Corporation has introduced a compact audio system incorporating a radically new method of loudspeaker loading. Called the Acoustic Wave Music System, it contains a cassette recorder, a digital frequency-synthesis AM/stereo-FM tuner, and biamplified stereo loudspeakers in a plastic case measuring no more than 18 inches wide by 10¼ inches high by 7¼ inches deep.

Speaking at the corporation's hilltop headquarters in Framingham, Massachusetts, founder and president Dr. Amar Bose described the introduction of the Acoustic Wave Music System as the most important event in his company's history. Code-named "Sun," the product was under development for 14 years. Progress was slow, however, until Dr. Bose invented an entirely new method of loudspeaker loading that is said to permit a hitherto impossible combination of high efficiency, deep bass extension, and small enclosure volume. Bose says the Music System's response goes down to 57 Hz, which is comparable to that of a conventional bookshelf loudspeaker. Yet its bass driver, which handles both channels from 500 Hz down and is driven by a modest 20-watt (13-dBW) amplifier, can play quite loud without audible distortion. Such performance is unprecedented in an enclosure of this size (less than half a cubic foot).

The company sees the product as a secondary, but very high quality, portable system for audio enthusiasts and as a primary music source for people who are put off by the apparent complexity of typical component or rack systems. For example, the cassette deck's tape-type selection is automatic, its built-in Dolby B noise reduction system is always on, and all recordings are made through an automatic level control (ALC). The tuner, which comes on whenever no cassette is being played, has ten programmable station presets as well as up/down tuning buttons. A sophisticated loudness-compensation circuit is said to maintain natural tonal balance at all listening levels without the unpleasant side effects often created by such systems. Back-panel tape outputs and inputs permit connection of auxiliary program sources, such as an external tape deck, a TV tuner or VCR, a Compact Disc player, or a turntable with a built-in phono preamplifier that Bose plans to introduce as an optional accessory. The system's price is $649, and a carrying case with built-in battery pack will be available for $70.



*The low-frequency driver in the Bose Acoustic Wave Music System is loaded, front and rear, by a complex folded tube.*

Although we were able to listen to the system only briefly, we came away impressed with its overall sound quality and particularly by its ability to deliver good bass at high volumes. Bose is actively studying other applications, including television and car audio, and there seems to be no reason why it could not lead to the development of genuinely full-range, high-efficiency minispeakers. Only time will tell. We will have more to say about both the Music System and the Acoustic Wave speaker technology in a later issue. Meanwhile, you can obtain more information on the product by calling 1-800-282-2673 or writing Bose Corp. (The Mountain, Framingham, Mass. 01701).

*by Julian Hirsch*

## *A New Low-Frequency Speaker Design*

SOME fourteen years ago, not long after founding the company bearing his name, Dr. Amar Bose initiated development of a compact and low-cost but high-quality music system for the general public. Among the project's more elusive prerequisites was the design of a radically different type of low-frequency speaker, one that would combine high sensitivity, small size, and low weight with acceptable bass performance. A solution to the problem was eventually found, and it has been incorporated into the new one-piece Bose AW-1, or Acoustic Wave Music System, which includes an AM/FM receiver, a tape deck with Dolby B, and two high-frequency speakers.

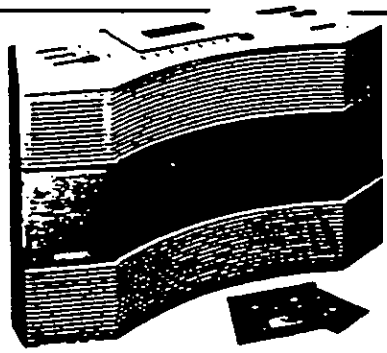
The most unusual technical feature of the Bose AW-1 is the single low-frequency speaker that provides the bass for both channels. It is not a "box," either sealed or vented, nor is it a horn. It should probably be called a resonant-waveguide system. The concept can perhaps best be understood, though in a greatly oversimplified form, by visualizing a pipe, or waveguide, that is about 4 inches in diameter and 6 feet long, with a small cone speaker located 1½ feet from one end. One side of the cone faces into a 4½-foot segment of the waveguide, and the other side drives the shorter segment. (The length of the two segments must be in a ratio of exactly 1:3.) Both parts of the waveguide are open-ended, and they are folded so as to place their ends ("ports") about 1½ feet apart. The speaker used in the AW-1 is a 4-inch driver quite similar to the ones used in the Bose 901 Series speakers.

The Acoustic Wave design flies in the face of conventional theory by its seemingly incompatible qualities of being a very resonant ("high-Q") system yet delivering a relatively uniform acoustic output over a wide frequency range (about 3½ octaves). If only one of the waveguide segments were considered, the acoustic-pressure frequency response at its port would be quite irregular. However, the output of the other segment differs in phase as well as amplitude. If the two openings are spaced correctly, their acoustic contributions will tend to reinforce each other over a broad frequency range, filling in the response irregularities that would result from having only a single very resonant source. In the AW-1 system, the bass speaker operates only up to about 500 Hz, where the acoustic wavelength is about 2 feet, so its two output-port signals (spaced 1½ feet apart) tend to blend and are not perceived as coming from separate sources. The Acoustic Wave design obviously could have other applications—car stereo and stereo television applications are being investigated by Bose.

Although the woofer design is the major novelty of the Bose AW-1 music system, its implementation

*Tested This Month*

*JVC KD-V6 Cassette Deck*
*JBL 250Ti Speaker*
*Parasound PR200 Preamplifier*
*Monster Cable Alpha 1 Phono Cartridge*
*Mitsubishi HS400UR VHS Hi-Fi VCR*



required considerable packaging ingenuity. Most impressive (to me, at any rate) is the manner in which the two waveguide sections are folded in three dimensions to fit into an incredibly small space, particularly since the cross-sectional area of the guide is also a critical factor in its operation and must be maintained constant over its length. While I do not know the actual effective length of the waveguide in the AW-1 (though I would guess it to be roughly the value I used in my example), it was surely no easy matter to squeeze it into an irregular volume of about 0.4 cubic foot (by my estimate), in a manufacturable form, while maintaining airtight seams throughout. Nevertheless, it was done, and it apparently works pretty much as the theory predicts.

The Bose AW-1 is small, with overall dimensions of 18 x 7½ x 10½ inches. The housing is a light-gray injection-molded plastic cabinet with a gold band across its front. All the operating controls for the AM/FM receiver and the cassette deck are flush with the top surface of the cabinet, and a collapsible FM rod antenna is permanently attached to the top and stores in a clip on the rear (there are also connections for an external FM antenna).

The ports for the two ends of the bass waveguide are at the lower front corners, and at the upper front corners are two similar openings for the left- and right-channel tweeters. These are small (3-inch) cone speakers, each driven by its own amplifier. The woofer is powered by a third amplifier, with an electronic crossover and channel blend taking place at about 500 Hz.

Set into the rear of the AW-1 are phono jacks for an auxiliary high-

drive an external component. When the detachable power cord is unplugged, a sliding cover over its socket can be shifted to provide access to a 12-volt d.c. input connector for use with an automobile battery or the battery pack in an optional carrying case. (There is no handle on the cabinet itself, however, making it a bit awkward to carry around without the optional case.) Although many of the physical and electroacoustic features of the Bose AW-1 are unlike those of any other currently available compact music system, the most obvious difference becomes apparent when it is lifted. The entire system weighs a mere twelve pounds!

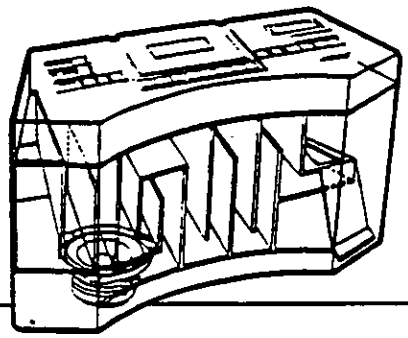
Following our introduction to the AW-1 at the Bose plant, we were able to test a sample. We were principally interested in the behavior of the acoustic waveguide and, in particular, in whether we could make any meaningful measurements to confirm its mode of operation. Room-response curves proved to be too ragged for significant interpretation. Close-miked low-frequency measurements showed very different frequency-response and distortion readings from the two waveguide ports, including all the peaks and dips one would expect from the standing-wave pattern on a pipe-like resonant transmission line. However, with the two curves plotted on the same chart, it was plain that the dips in one coincided with the peaks in the other, at least up to 500 Hz. The bass distortion readings were neither particularly low nor high, typically about 2 to 3 percent at a 90-dB sound-pressure level. The useful frequency range of the AW-1 appeared to be from 50 to 16,000 Hz, cutting off sharply beyond those frequencies.

Since we were evaluating the entire AW-1, we also made some measurements of its cassette deck and receiver sections. The tuner section's performance indicated (as we already knew) that it was not designed to compete with component tuners in a battle of specifications. (The FM usable sensitivity was only 22 dBf, or 6.9 microvolts, for example.) Nevertheless, it was quite capable of providing perfectly satisfactory audible performance in a typical urban or suburban environment. In listening to the system, both before and after testing it, the only weakness our ears detected was in the FM sensitivity—critical orientation of the antenna was necessary to achieve satisfactory reception on some of our favorite stations.

The tape deck was certainly easy to use (both the automatic record-level control and the Dolby B circuits are non-defeatable), and it was also surprisingly easy to listen to. Its record-playback frequency response (using TDK SA-X tape) was flat within ±1.5 dB from below 30 Hz to about 12,000 Hz at a fairly low input level (below the threshold of the automatic level-control system). At higher levels high-frequency tape saturation was in evidence, but distortion did not become significant until the input level was at least 1 volt. Since there is no record-level indication on the AW-1, recording from external sources that have variable output-level controls should be done by trial and error until the correct level is established. The level from its own tuner, of course, is automatically correct.

By now, you might be wondering what the Bose AW-1 sounds like. For example, is it really a "hi-fi" system? First, it must be understood that this is a mass-market product, intended to bring good sound quality to the vast number of people who are not audio hobbyists. To an audio purist, it would probably qualify as a "medium-fi" system. To the great majority of the non-audiophile public, it is unquestionably "hi-fi." Except for the sound from headphones used with a Walkman-type tape player or radio, it is possibly the best-reproduced sound many people have ever heard.

The AW-1 probably could not compete in sound quality with most medium-priced component music systems, but most of those would cost considerably more than the $649 list price of the AW-1, to say nothing of being far bulkier and heavier. Try picking up your music system, speakers and all, tucking it under one arm, and taking it into the kitchen or to the beach, along with enough batteries to play it for a full day, if you want to appreciate the convenience of the AW-1!



Just the same, no apologies are required for the sound of this ingenious product—it can produce a prodigious amount of highly listenable, clean sound. The sound also has a definite spaciousness, at least within a normal-sized room (because of the season, we were unable to experience the AW-1's listening properties out of doors). The outward-aiming treble speakers provide a creditable sense of separation and depth (though no stereo "image" in the conventional sense), while the bass is clean and well balanced with the rest of the spectrum. And if you think 50 Hz is not *real* bass, you owe it to yourself to listen to this system with suitable taped materials; you might be surprised. As for volume, this is one of the few numerical specifications that Bose provided at the press introduction, claiming that the AW-1 can deliver a 100-dB sound-pressure level. In our tests, we did measure about a 97-dB SPL at 1 meter with a 1,000-Hz tone-burst signal before significant distortion occurred. That is pretty loud by most standards.

Our conclusion is that the new Bose waveguide bass speaker works essentially as claimed and that the AW-1 system is a practical means of bringing good sound to millions who have not become involved in the world of component hi-fi. And I suspect that it would even be sonically acceptable, at least as a second system, to some of us (myself included) who are familiar with more conventional audio hardware. It would be nice if its tape deck had a recording-level indicator and an index counter, but then it wouldn't be the ultra-simple product it now is.

For anyone who is more concerned with pleasing sound than with hardware and gadgets, the Bose AW-1 should be a perfectly satisfactory all-in-one music system. At its size, weight, and price it has no competition. □

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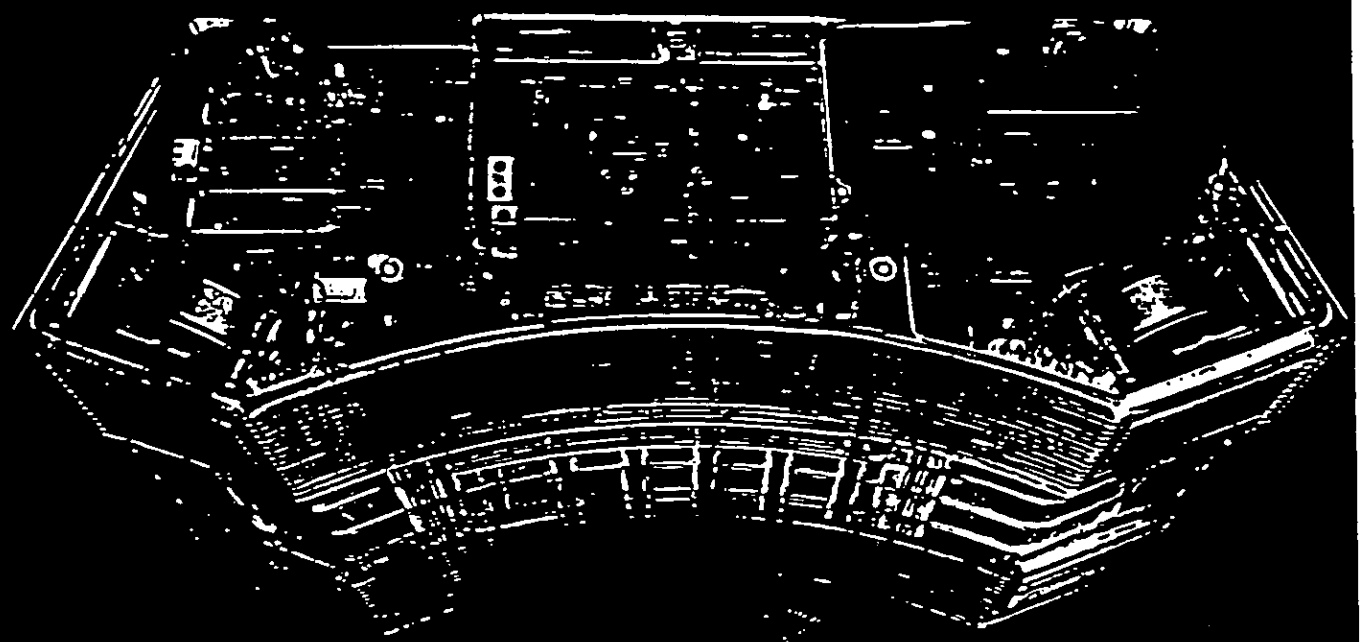
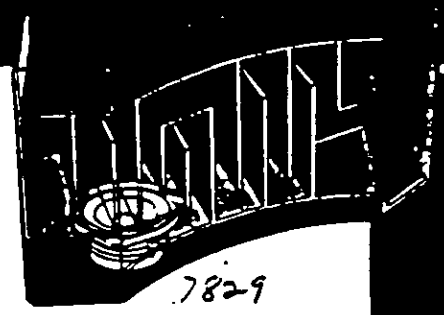
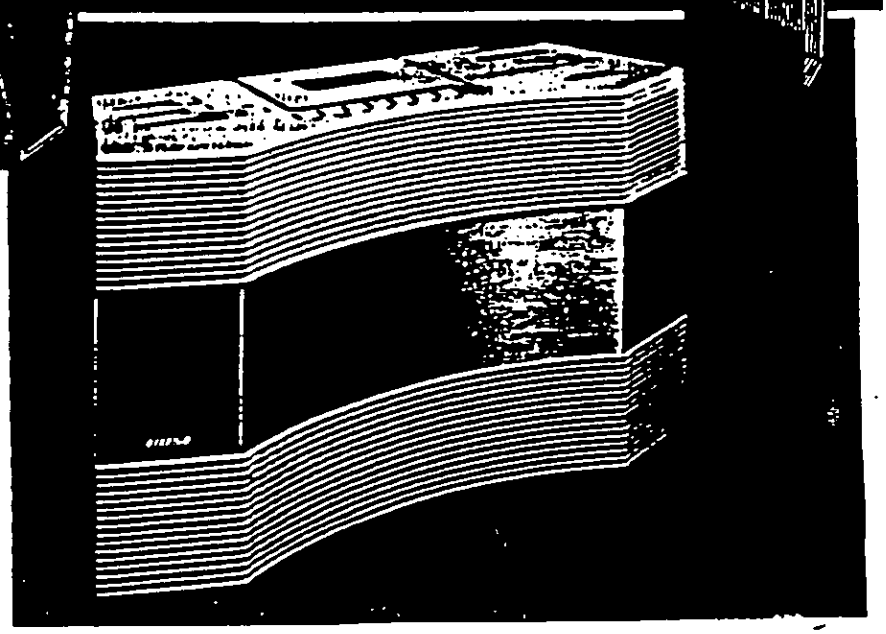


# Big bass
## *from a little box*





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See-through-demonstration model of Bose Corp.'s all-in-one music system (top) shows position of left and right mid-high-frequency speakers, angled outward, that handle frequencies of more than 500 Hz. A new waveguide principle for speaker design developed by Bose handles bass frequencies. A single driver, precisely positioned in a complex folded waveguide (drawings), develops resonances that enable the system to produce a range of powerful bass frequencies—even when powered by a set of flashlight batteries.

A new approach to speaker design squeezes a large resonating waveguide chamber into a compact take-along music system. This unique speaker enclosure produces deep, powerful bass notes—even on battery power—that are startling from such a small audio system.

By LEN FELDMAN

Dr. Amar Bose shows his compact (18-by-11-by-eight-in.) 18-lb. music system.

FRAMINGHAM, MASS.

Dr. Amar Bose, president of Bose Corp., guided me and other journalists into a small room in the firm's hilltop headquarters-factory. Bose, also a professor of electrical engineering at nearby Massachusetts Institute of Technology, had invited the press to see and hear a breakthrough in audio—the culmination of 14 years of research at a cost of some $15 million.

On one side of the room, on a stand, I saw what looked like an ordinary 19-inch table-top color-TV set. Then Bose turned on the receiver and began playing a musical performance from a LaserVision videodisc. Everyone stared at the TV set in amazement. A strong deep bass—worthy of large, expensive loudspeakers—emerged from the compact set.

"You're listening to a set we've modified here," said Bose, describing how the revolutionary Acoustic Wave loudspeaker system, invented by his firm, had been snaked around the picture tube and other components inside the TV cabinet. You can't buy that TV—Bose Corp. is still studying how makers might build its speaker technology into future TV sets—but during a plant tour I saw and heard the first Acoustic Wave product on the market: Bose's ultra-compact all-in-one $649 music system with an AM-FM-cassette deck. I also learned how such a small enclosure can deliver such magnificent bass.

Basically, such frequency response is achieved by carefully controlling the interaction of air waves with a moving loudspeaker diaphragm. This interaction takes place inside a waveguide—a long rectangular air chamber, equivalent to a large resonant organ pipe—folded into a remarkably small cabinet. The problem with such chambers is that they are typically "Johnny-one-notes." Like an organ pipe, they resonate at only a single frequency. Bose engineers have discovered how to make the chamber operate over a wide band of bass frequencies.

*The author is an outstanding authority in the audio and video fields. He maintains a testing lab to evaluate the latest products.*

The new loudspeaker technology came out of a Bose Corp. project, code-named SUN, begun in 1970. Says Bose: "Many people are wary of hi-fi equipment because it's complex and intimidating, not because they don't want good music in their homes."

Bose, who turned his audio hobby into an international loudspeaker and electronics firm, set out to eliminate the technical complications of high-fidelity listening. "We wanted to make a high-quality home-music system that was as easy to buy and use as a typical home appliance—a music system with greater convenience than the consoles of the 1950s that actually outperforms many 1980s hi-fi systems," he said.

But many goals of this all-in-one music-system project—compactness, portability with optional battery operation, and powerful low-distortion bass—were beyond the technology available in the early 1970s.

That's because physical law requires moving large amounts of air for good bass reproduction. In early loudspeaker systems this involved large-diameter speakers, large speaker-cone excursion, large amounts of power, or a combination of these elements. Early bass-reflex speakers often had a big enclosure, with ports or vents in front, and produced an unrealistic boomy bass. But later refinements ("High-Efficiency Speakers," PS, Nov. '78) led to a new generation of smaller vented cabinets with smoother bass and higher efficiencies that require relatively low-power amplifiers.

An important enhancement to speaker efficiency employs the sound waves produced by the rear surface of the speaker cone. Without some type of enclosure, acoustic waves from behind a speaker, at lower pressure, can flow around the cone and cancel high-pressure waves generated when the cone moves outward. The two waves are out of phase. But when vent and speaker spacing are correct, the acoustic waves from the rear will be delayed enough to be in phase with those from the front and will reinforce them.

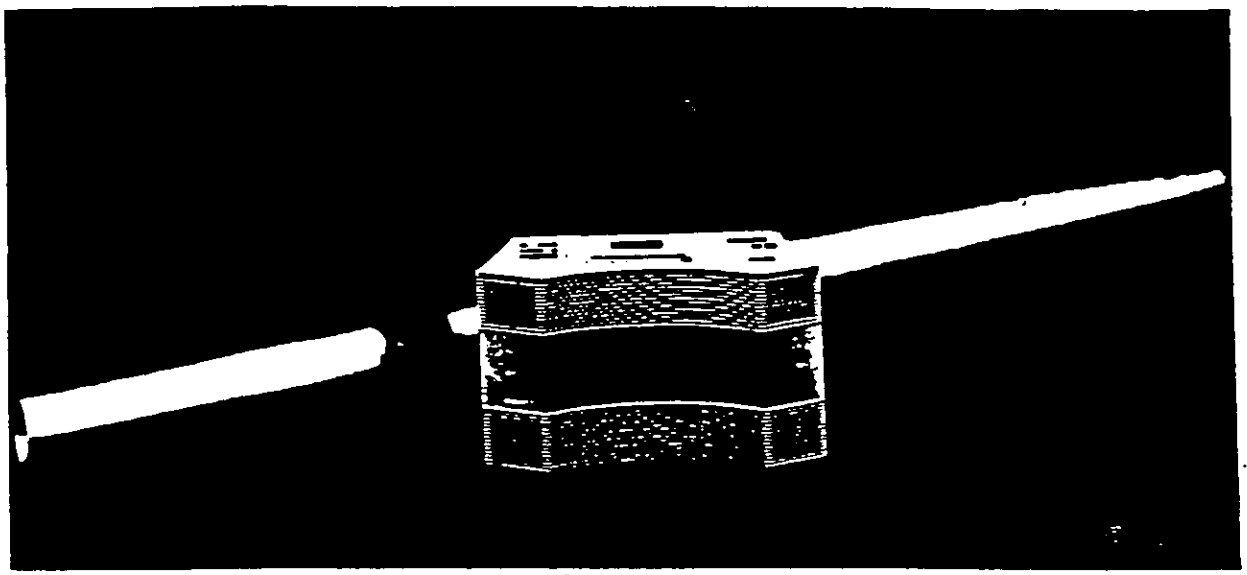
So-called acoustic-labyrinth or transmission-line enclosures have long pathways to delay sound waves from the rear of a speaker so they'll end up in phase with radiation from the front. This in-phase relationship occurs only at one frequency, however. When a sound wave of this frequency meets a wave of the same frequency traveling in the opposite direction, the result is a standing wave, heard as a strong, undesirable peak. Speakers of this design use special acoustic damping material to suppress standing waves.

Acoustic-suspension speakers, another approach to improved bass response but with smaller enclosures, became popular starting in the late 1950s. Here, the speaker and enclosure are sealed airtight. Although acoustic-suspension systems achieve excellent bass response, there is a sharp reduction in efficiency. High-power amplifiers are a must. Another technique ("Mini-Speakers," PS, Dec. '77) involves small-diameter speaker cones designed to travel farther back and forth.

## Acoustic waveguides

Despite all these advances in speaker design, Bose Corp. engineers could not find a conventional approach

*Continued*



A long pipe divided by a bass driver fits inside small Bose music system in the form of a folded rectangular waveguide.

that met their special requirements. As a result, they turned to waveguide technology, which is fundamentally different from the speaker-design principles I've described. Waveguides are normally used for the transmission of high electromagnetic frequencies.

To understand how waveguide principles are applied to the new Bose system, visualize a series of organ pipes. Each of these pipes, by its length and diameter, is tuned to a specific frequency. When a small volume of air is passed over the opening of a pipe, a series of standing waves develops within the pipe as the waves bounce back and forth, reinforcing each other. This produces a resonant effect that amplifies the notes to which the pipe is tuned. As a result, a large volume of air (and hence a loud sound) is set in motion.

Numerous resonance analogies exist in both electronics (resonant circuits to tune radios) and mechanics (mechanical pendulums, or a poorly designed bridge that collapses when soldiers march in unison over it). But the amplification effect produced in all these examples occurs at only one frequency—an "earsore" to be suppressed. What Bose and his engineers discovered is that, contrary to earlier theory, it is possible to have a high-amplification-effect pipe that resonates not just to one note but to a wide band of frequencies.

"In its simplest form," Bose explained, drawing a diagram on a blackboard, "an acoustic waveguide enclosure consists of two chambers with a speaker driver located at a precise point between them." Bose Corp. researchers found that the two chambers, or waveguides, must have a precise length ratio of 3:1 and that their openings must be a certain distance from each other.

The opening of each chamber does more than beam sound at the listener. "In the waveguide system, the wave reflects almost perfectly from the opening and travels back toward the speaker cone," said Bose Corp. chief engineer John Carter. This results in a complex pattern of waves traveling simultaneously in both directions within each waveguide.

"Because there is no significant damping in the structure, a standing wave is built up," said research director John Wawzonek. But here the standing waves develop over a whole range of bass frequencies up to 500 hertz. This is the innovation that boosts the efficiency of Bose's Acoustic Wave system and reduces speaker-cone travel. The higher efficiency results in lower-power amplifier requirements; the reduced cone motion minimizes distortion.

The reason why standing waves are generated over a broad band can't be adequately explained without resorting to some difficult mathematics. The design analysis was so complex, in fact, that computers had to be used extensively to solve the equations.

## A Christmas present

Bose recalled his excitement when he heard the first Acoustic Wave model built by Dr. William Short. "After Bill demonstrated the first crude model to me on Christmas Eve in 1981, I ran around the plant grabbing anyone who hadn't left for the holidays," said Bose. "I wanted everyone to hear the incredible sound coming from this new kind of enclosure."

Almost three years later, during a press tour I attended, Bose officials were confident enough about the final product to compare it with a well-known pair of acoustic-suspension speakers costing several thousand dollars. The compact all-in-one system performed splendidly in the comparison as music was rapidly switched from one speaker system to the other. In fact, at reduced volume levels the little Bose system sounded better to my ear.

## Better equalization

That's because it has a special dynamic equalization circuit that compensates for the insensitivity of the human ear to bass at reduced volume levels. Many hi-fi amplifiers have a switch-selected loudness control, a simple circuit that boosts bass as you reduce the volume. But simple loudness controls produce substandard tonal balance.

Bose's dynamic-equalization system is designed to provide accurate tonal balance, even with voices, at all volume levels. The system was first used in the Delco-GM/Bose Music System for cars (PS, Jan. '83).

Despite the small size of the AWMS-1 (the model number of Bose's first Acoustic Wave product) and the use of a single driver for bass frequencies for both channels, the stereo effect is quite good. That's partly because low frequencies are virtually non-directional and because of the positioning and outward angling of the mid-high-frequency drivers. The unique speaker system is likely to turn up in other new products. Bose hinted at the conclusion of a fascinating tour.

The Atlantic

APRIL 1985



# AUDIO

## ONE-STEP STEREO

BY PETER W. MITCHELL

HI-FI AUDIO is in the same situation in which 35mm photography used to be—it's confined to a small population of hobbyists. The arrival of the fully automatic 35mm camera, a "point-and-shoot" instrument nearly as simple to use as an Instamatic, made the 35mm camera a mass-market product while preserving its ability to deliver superior pictures. What hi-fi stereo needs is the equivalent of the fully automatic 35mm camera—a package combining superior performance with simplicity of installation and ease of use.

Oddly, during stereo's first decade such packages were available: the KLH compacts. These were simple, complete stereo systems that required no technical knowledge and no assembly, were easy to use, and sounded great. But they disappeared from the market during hi-fi's boom years (the mid-seventies), and no comparable product has been available since then for the consumer who wants good sound without confusion.

In the late sixties hi-fi stereo grew into a billion-dollar-a-year business. But when the Baby Boom population matured and college enrollments began to decline, the market for good audio equipment declined too, and it became clear that audiophilia had failed to infect the rest of the population. In the most recent study made, barely one household in eight had an audio-component system of sufficiently high quality to be described as "high fidelity," meaning that it attempts to produce a replica of the real sound of music.

The audio industry has not found a way to provide good sound in a form suitable for the mass market. An obstacle course confronts anyone who musters the courage to enter a hi-fi store. Audio salesmen, with their faddish jargon, are second only to computer retailers in their ability to confuse, intimidate, and alienate potential customers. Product designers make the situation worse by covering every front panel with a complicated array of controls bearing a mysterious assortment of engineering language (Dub, Subsonic, MPX) and chemical formulas ($CrO_2$), giving the impression that playing a tape correctly is only slightly less arduous than flying a plane. The average consumer doesn't want to undertake exhaustive research into amplifiers, tuners, turntables, tape decks, and loudspeakers.

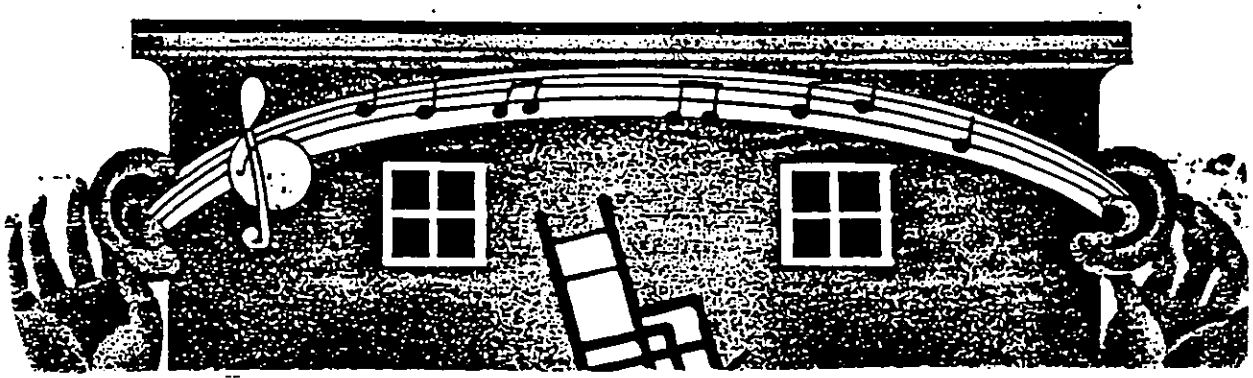
The large Japanese electronics companies have decided that the way to take the fear out of hi-fi buying is to pre-assemble audio components in complete systems, mounted in "racks," open cabinets with glass doors that let you gaze upon the impressive array of knobs and switches within. That approach does allow a one-decision purchase, but those controls are just so many way maladjust the sound, unless you re want to take the time to learn how t work—and the owner's manuals ar much help. Moreover, too much of budget of the typical rack system is a cated to the electronics and too littl the mechanical transducers (phono tridge and loudspeakers). You can inv ably get better sound for the same p by choosing less-costly electronics better speakers. But if you had the te nical expertise to make those choi you would have assembled your c component system in the first place.

IF A RADICALLY simpler product delivered great sound did exist to would people buy it? One major h company is betting that the answe yes: the Bose Corporation, of Fram ham, Massachusetts. The compa confidence is based on the remark success of the four-speaker Delco—C Bose sound system for cars.

Several years ago Bose embarked an elaborate computerized study of interior acoustics of automobiles succeeded in designing a superb-sou ing audio system, which is available $900 option on some of the more exp sive General Motors cars. When custo ers are told about this option, few are terested. But—the discovery that B found significant—virtually every buyer who actually sits in a demo car hears the system proceeds to order even if he doesn't have any sort of ste equipment at home.

This confirms the view of Amar B the company president, that enjoym of good musical sound is not confine an elite class of golden-eared listener is a universal pleasure. If the majorit people don't listen to good soun

*Peter W. Mitchell is a recording and product-design engineer who also writes on audio, video, and computers.*



home, it is because they haven't been presented with the right opportunity—an opportunity that Bose is now offering in the form of a $650 product called the Acoustic Wave Music System.

It is a compact package: a foot and a half wide, a foot tall, and six inches deep, housed in gray plastic with a wide, brass-colored waistband. The stereo sound emerges from small openings in the four corners of the front panel. Recessed in the top are a digitally tuned AM/FM stereo radio (with push-button pre-sets for your five favorite stations on each band) and a stereo cassette recorder. Upon seeing it, you might be tempted to dismiss it as a boom-box for Yuppies—but when you turn it on, the room fills with stereo sound of volume, solidity, and clarity that would normally be produced only by a thousand-dollar stack of electronics and loudspeakers.

The choice of cassette as the playback medium reflects the fact that recorded cassettes now outsell LP records and are more convenient to store and carry. Bose plans to produce an accessory turntable containing the required pre-amplification, so that people can play records on the system. The Bose box is an ideal companion for a Compact Disc player like Sony's low-cost but jewel-like Model D5, which is barely larger than the silvery 4.7-inch discs it plays.

An important part of the success of the Delco–GM/Bose car system is that its technology, though formidably sophisticated, is invisible to the user. The system looks and behaves like any other car tape player. Its controls are few and obvious in their operation: the only difference that you notice is the gorgeous sound. Similarly, the Acoustic Wave Music System employs remarkably clever engineering inside but is simple and unintimidating outside, with essentially the same buttons that an ordinary radio and tape player have. Built in are separate amplification of lows and highs, Dolby-B noise reduction for tape (but no confusing switches), automatic sensing of tape type (again, no switches to forget or mis-set), dynamic equalization that produces consistently rich tone at all volume levels, and an automatic recording-level circuit that really works, so that you don't have to worry about getting the recording level right.

The phrase "acoustic wave" in the product name is no mere advertising caprice. It refers to the fundamental breakthrough in loudspeaker design that made the box possible. All speaker designers, however artful, face physical limitations. To get powerful, deep bass normally requires that the loudspeaker be physically large; if small, it requires a large and power-hungry amplifier. Bose has discovered a new approach that permits a small amplifier and a small speaker to achieve astonishing bass output.

The new design uses a long, narrow tube as an acoustic amplifier—in the way that an organ uses a pipe to amplify a small vibration into a powerful sound wave that can fill a cathedral. Ordinarily, a loudspeaker cannot work this way, because the pipe would resonate strongly at only one frequency, producing thumpy, "one-note" bass. Bose found that by mounting the speaker partway along the tube and using both halves of

the tube as an acoustic waveguide, it could amplify a broad range of frequencies. The waveguide in the Bose box is three inches square and six-and-a-half feet long, folded back on itself ten times to fit the eighteen-inch width of the box.

The system is particularly timely, because the television industry is now in the midst of a costly conversion to upgrade the quality of television sound. Most of the accompanying publicity has to do with the conversion from one-channel (monophonic) TV sound to two-channel stereo, but theater-quality sound is the real object—without the boomy bass, squeaky highs, noise, and distortion that have been endemic in TV sound in the past. The obstacle to improved TV sound is the speakers that are needed to hear it. A tinny little speaker next to the screen was all right when TV sound was barely better than telephone-quality; but if you want to hear the soundtrack of *Star Wars* as it was in the theater, you'll need something a lot bigger and better. It's a safe bet that most people cringe at the idea of wiring up a separate amplifier and full-sized stereo loudspeakers to a TV. The Acoustic Wave Music System could be built right into a standard nineteen-inch TV chassis, to produce excellent stereo-TV sound without external clutter. So far Bose has been unwilling to license the new system, however. It evidently prefers to manufacture the speakers, as it does for Delco.

Unfortunately, enthusiasm for good sound in the car may not translate into a corresponding desire for wide-range musical sound at home. Americans spend a great deal of money transforming their cars into smooth-riding, air-conditioned palaces or sporty projections of the personalities that they would like to have. The small interior of a car gives stereo a more dramatically spacious quality than it is likely to have in a living room (unless you wear headphones). Besides, the hours spent commuting to work in the car are the only hours most people have available for the focused enjoyment of music.

The conveniently small size of the Bose box may be its undoing. Whatever a one-brand stereo rack may lack in sonic value, the four-foot-tall stack of silver or black control panels is an impressive thing to show to friends. The Acoustic Wave box is just the opposite—a great-sounding stereo system that takes up virtually no space, fits on a bookshelf, and looks much cheaper than it is. In sound quality the $650 Bose box equals any $1,000 rack system that I know of. But it looks like a glorified table radio that ought to sell for $249. It is also a tough sell: its virtues are hard to demonstrate in a large showroom. It needs to be heard in a living room or a bedroom to be appreciated. Bose is hoping that once you hear the Acoustic Wave Music System in its intended environment, you'll want to keep it.

I keep comparing the Bose Acoustic Wave Music System to the Apple Macintosh, "the computer for the rest of us." It will be sneered at by hi-fi buffs (as the Mac is sneered at by computer hobbyists) unable to comprehend its appeal to people who want technology to serve them, and not vice-versa. □

Chicago
APRIL 1985 $2.25

AUDIO

Rich Warren

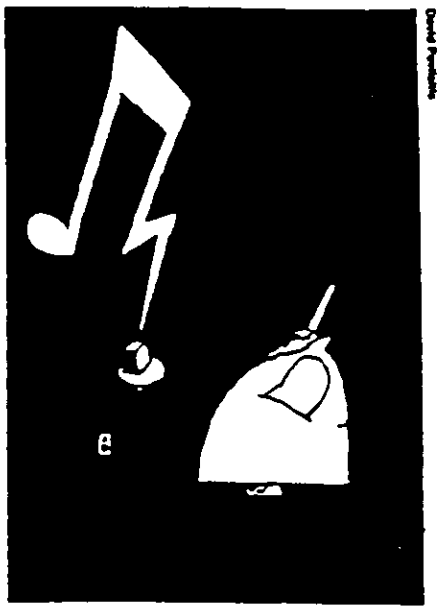
# Where are the speakers?

*The Bose Acoustic Wave Music System speaks for itself*

Caspar, one of the kings in *Amahl and the Night Visitors*, sings with great glee, "This is my box, this is my box; I never travel without my box!" Although his box contained precious stones and rare herbs, he might have traded it eagerly for a box from Dr. Amar Bose. Bose's box, labeled the Acoustic Wave Music System, fills any room with robust and precious music.

Audio engineers have long striven to fit big sound from small speakers into small spaces. Success eluded them, because the laws of physics generally proscribed big sound with deep bass from such speakers in very small enclosures. The designers triumphed in shrinking electronic components, but not the big, clumsy speakers. The AW-1 Acoustic Wave Music System houses a single woofer, stereo tweeters, stereo amplifier, AM/FM stereo tuner, and a stereo cassette deck with Dolby B noise reduction in a package only about 50 percent larger than an unabridged dictionary. While this description may resemble the common "boom box," the remarkable quality of sound more closely duplicates a component stereo system.

Bose didn't break the laws of physics: he merely bent them, in a surprisingly literal way. Bose was fascinated by the great volume of sound produced by small musical instruments, in particular the flute and a pipe in a pipe organ, which acoustically amplify tiny quantities of vibrating air into sound capable of filling a concert hall. Bose realized that instrument tubes and pipes amplified certain frequencies, while loudspeakers were required to reproduce a wider range. He postulated that a tube of the proper dimensions coupled to both ends of a small loudspeaker could produce copious quantities of deep bass sound, but his calculations showed that the tube would be too long for any practical purpose. While experimenting, however, Bose discovered that the tube could be repeatedly bent, if the two ends remained in a certain mathematical relationship to each other, and that it would fit into a very small space, allowing a small speaker to sound like a very big speaker. Furthermore, the bass is relatively omnidirectional —that is, it contains minimal stereo information—and thus a single woofer detracts little from the stereo illusion. Ten years and $15 million of bending and stretching resulted in the Bose AWMS.



The interior of this stylish box resembles a labyrinth, with precisely fitted and glued plastic baffles forming the "acoustic wave" tube, mated to a single four-inch woofer that is very similar to the type used in the famed Bose 901 speaker system. The AW-1 is assembled by robots, because human workers might cause misalignment, which would defeat the effect of the acoustic wave. Woe unto the first user who drops this amazing box! A unit receiving a severe shock, even without visible damage, may be ruined by an air leak.

Mounted atop the acoustic wave baffles are the cassette deck, with light touch controls, and the quartz-locked digitally synthesized tuner, with a liquid-crystal digital display. The tuner includes five station preset buttons, while sliding volume and tone controls, plus a switch permitting the use of an external tape deck or CD player, round out the top panel. Inserting a tape and pushing "play" automatically switches from tuner to cassette. The cassette deck automatically senses chrome and metal tapes, and the Dolby B is always on, acknowledging that virtually all tapes are recorded with Dolby. (The only omission is the newer and more effective Dolby C.) An adjustable rod antenna on the rear aids FM reception. You may also connect an external antenna. As a final emphatic statement that this is no boom box, please note: There is no handle. You may purchase an optional carrying case with shoulder strap and rechargeable battery pack. Currently the AW-1 doesn't accept a turntable, but the new Sony D-5 miniature CD player makes a perfect mate.

The styling of the AW-1 resembles what a talented architect might design for a contemporary office building. The top and bottom thirds of the slightly concave light-gray plastic front display corduroy-like ridges; the center is a brushed aluminum. The left and right sides of the front are angled slightly outward for proper stereo dispersion. The minute you see the AW-1 you know that this is no "me-too" product.

The Acoustic Wave Music System speaks for itself. Set it up on a table during a party, then just wait for your guests to keep asking where the speakers are. It takes a great deal of explaining to convince anyone that the AW-1 plays through its own internal speakers. Bose likes to demonstrate it next to a $3,000 component system. While this may be a grandiose comparison, the $650 AW-1 holds its own against any rack system under $1,000. Unlike separate components or a rack system, the AW-1 accompanies you from room to room with ease. The sound fills virtually any room even during a party.

Bose understands that most people don't own component systems and remain intimidated by them, while acknowledging that they enjoy good-quality sound. The AWMS dispenses with wires, knobs, and excuses, while dispensing great sound. Because the AW-1 is in short supply, Bose suggests calling 1-800-282-BOSE for further information. Even King Caspar would probably trade his old box, with all its complicated drawers, for the simple Bose AWMS, keeping only the licorice. ■

PHILADELPHIA INQUIRER
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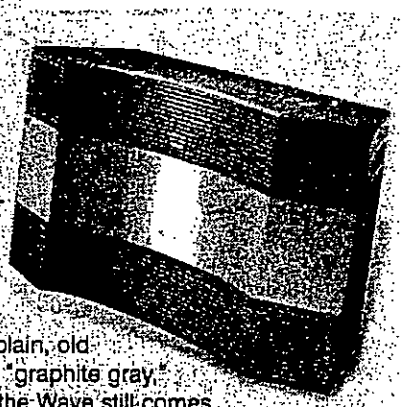
JUL 29 1999

# NewStuff

## Not Just In White Anymore



It's probably a mark of Bose's confidence in its ballyhooed **Acoustic Wave** music system that its big announcement for the summer of 1999 is this: The Wave is available in a brand-new color — gray. Not plain, old gray, to be sure, but a matte-black "graphite gray," the company says. Gray or white, the Wave still comes with its patented waveguide technology, said to produce remarkably high-quality bass from a box that measures just 18 inches by 10.5 inches by 6.5 inches. And it still comes at a price of more than $1,000.

**Suggested retail price: $1,079. Information: 1-800-919-2673 or http://www.bose.com/**

HONOLULU ADVERTISER
HONOLULU, HI
WEDNESDAY 105,000
NOV 22 2000

# Mini hi-fi systems try to squeeze a lot of boom into a small room

## Oversized Sounds

By Vicki Viotti
ADVERTISER STAFF WRITER

Bigger doesn't always mean better, particularly for those of us accustomed to Hawai'i-style living in a postage stamp of an apartment. Mini hi-fi systems, a step up from a boombox but radically more compact than the standard container-load of woofers, tweeters and stereo decks, rank among the current consumer trends aimed at delivering more with less.

Kailuan Don Weisman, a borderline audiophile himself, bought an Aiwa-brand mini as a Christmas gift for his father on the Mainland. Although Weisman can't settle for less than full-size speakers himself ("I have a little higher standards," he said with a laugh), he pronounced the sound quality "OK."

"My dad had a real old system before, and he's not a real stickler for the sound quality," Weisman said. "It fit his size needs. Stereo stuff isn't his bag; he just wanted something."

Compact systems, slightly larger than an average portable stereo system, are comprised of bookshelf-sized speakers and a central control unit, complete with a tuner and amplifier. Typically the unit includes an AM/FM radio, a CD player and occasionally a cassette deck; there are even models with minidisc recorders or turntables.

Since the arrival of stereo TV in the '80s and surround-sound encoded tapes and videodiscs in the '90s, some have used mini systems to soup up the sound from their TV as well as deliver their music.

A mini-system might sell for $300 or less, but if you've got an eye out for specifications that will ensure the best quality, the price tag on a mini might max out closer to $1,000.

The chief advantage is size. David Tong, an avowed Honolulu audiophile, insists that the sound quality suffers in such miniaturized systems, even with certain technological improvements.

"Electronics have been miniaturized so much that you have got more parts that would have been in a big stereo, in a smaller space," he said. "So are they better? No. Smaller? Yes. More computer features? Yes."

Others disagree. Quality speakers are perhaps the single most important factor in reproducing sounds well, and some professionals point to design advances that have raised the performance bar for small, cube-like speakers.

Among the hardest sound elements for small speakers is the lower frequency, which generally requires that the element known as the woofer be fairly large, said Bob Dickerson, a Honolulu sales representative for professional sound equipment.

"What you want from a smaller speaker is bass response," he said. "The better ones do. Bose is one that has a good low-frequency response, for a small speaker."

Dickerson was referring to the Bose Acoustic Wave, a shelf-sized system that incorporates an internal sound chamber that boosts the bass response.

Another factor in a good mini-system is the wattage of the amplifier. Dickerson recommends a system with a minimum of 100 watts per channel.

The Bose is a portable mini, but most of the models in this category can't be moved easily from room to room. Additionally, the all-in-one construction isn't much more attractive than a boombox, although some manufacturers have worked in some aesthetics. Sharper Image has premiered what it calls its Inline 3-CD Stereo for $289.95, a "European-inspired," sleek design that is trim enough to be mounted on a wall.

That European reference was not a random addition to the sales brochure. Music lovers for years have looked to Scandinavia and elsewhere on the continent, where homes often are smaller, for attractively compact design. Small size doesn't necessarily translate into small price, though.

"There's a company called NAIM with boxes no wider than 15 inches or so," said Stewart Ono, who owns Audio Directions in McCully. "And another one, Linn, is very much on the same size frame. These are fairly expensive. The top-line amplifier for Linn goes for $19,000."

Three zeroes. Yes.

Clearly, someone who'd invest this much in their tunes would not settle for mini-system tradeoffs. Mass providers, such as Aiwa, Sony, JVC, Panasonic Onkyo and Teac, dominate the field of mini-system manufacturers, although high-end players (Bose, Bang & Olufsen, Harman Kardon and others) have entered the scene.

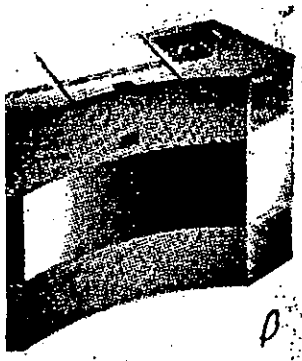
If the lower price point is the most attractive feature, some experienced consumers might recommend checking Ebay.com and other sources for used, higher-end gear as a money-saving strategy.

"The real audiophile thinks that each component should be separate," Weisman said, noting that manufacturers "have to give up something to fit them all into a box.

"The amplifier generates a lot of heat, so they have to put all these insulators in, and that controls how much power it can put out," he added. "In separate units they can put high-end circuitry in. You're getting less quality circuitry just so they can keep it affordable for the average consumer."

In any case, he acknowledged, the sound was good enough to satisfy dear old Dad, even though he wants something better.

"I still live with big speakers," he said. "My wife, she'd rather not have all these things around, and all the wires. But she puts up with it."



**Bose Acoustic Wave Music System**

The Bose design includes an internal air chamber that the company says boosts sound quality.

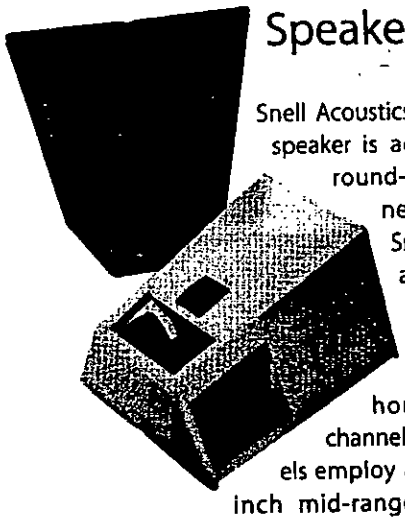
18"

JAZZ TIMES
SILVER SPRING, MD
10-TIMES/YEAR 75,000
DECEMBER 1999

# sound bytes

9342

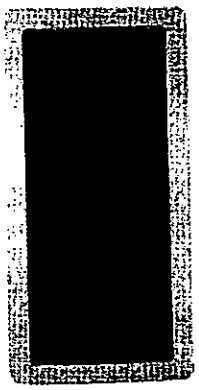
## Snell Acoustic Speakers



Snell Acoustics' new surround-channel speaker is adaptable for both surround-sound and multi-channel music playback. The Snell SR 30mp is switchable between "Diffuse Field" and "Direct Field" modes and is well-suited to any high-end home theater or multi-channel music system. The models employ a pair of "matrixed" 3.5-inch mid-range speakers, a 6.5-inch top-loaded woofer, and three 1-inch tweeters. Satin-finished in black or white.

For more information call 978-373-6114.

## Atlantic In-Wall Speakers



Atlantic's System 10 high-performance in-wall loudspeaker is designed for superior home theater and music applications. The speakers feature a 1-inch silk dome tweeter that can be aimed for optimum dispersion, plus a front-panel high-frequency level control that can boost or cut tweeter output by 2 db. The tweeter is flanked by two long-throw 6-1/2-inch Injection Molded Graphite woofers.

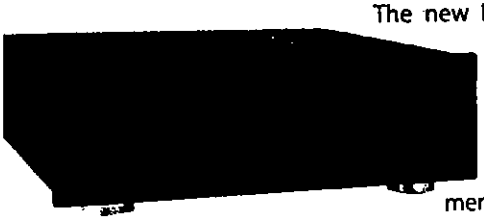
For more information call 781-762-6300.

## Marantz OSE CD 6000 CD Player

The CD-6000 OSE CD player from Marantz incorporates the latest Philips full-floating VAM 1201 laser mechanism and digital servo control for ultra-precise tracking. The player also offers numerous performance and convenience features, including the ability to play back CD-RW and CD-R discs, CD Text capability, and an Edit mode that automatically fits the tracks on a CD to accommodate the length of a cassette or recordable CD.

For more information call 630-307-3100.

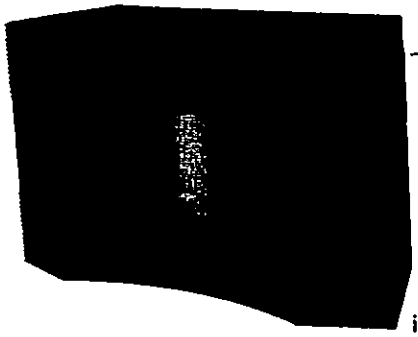
## Parasound Home Theater Amplifier



The new Parasound HCA-855A five-channel power amplifier is designed for "real world" home entertainment systems where ultimate output capability isn't as important as features and price. Rated at 85 watts RMS per channel, the HCA-855A provides smooth yet articulate control for all but the most inefficient speakers placed in exceptionally large rooms. Features include Automatic Turn On and gold-plated metal-structure RCA jacks.

For more information call 415-397-7100.

## Bose Acoustic Wave Music System

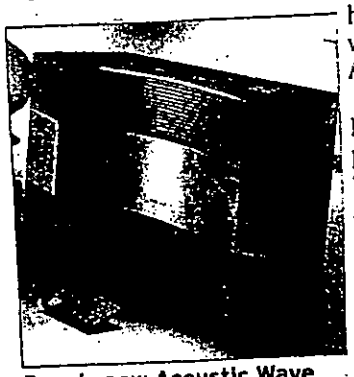


Now available in three colors—classic imperial white, matte black finish, and graphite gray—the Bose Acoustic Wave music system produces deep and rich bass tones from a very small enclosure, thanks to patented waveguide speaker technology. Matching accessories include a power case for portable DC operation, power pack, pedestal, and powered microphone.

For more information call 1-800-919-BOSE.

OREGONIAN
PORTLAND, OR
FRIDAY 333,654
JUL 9 1999

# HARDWARE REVIEW



Bose's new Acoustic Wave Music System Series III produces low-frequency note on a par with floor-standing tower speakers.

**TABLETOP MUSIC SYSTEM**
**Manufacturer:** Bose Corp.
**Price:** $1,079

When audio products reach the age of 15, they usually wear out their welcome in American homes, but such is not the case with the award-winning Bose Acoustic Wave music system.

Created in 1984 by Amar Bose using the company's patented waveguide speaker technology, the acoustic wave machine continues to defy physics and intrigue listeners by churning out deep, rich bass from an enclosure no bigger than a breadbox.

Celebrating the 15th year of the wave machine, Bose this summer has introduced Acoustic Wave Music System Series III in the traditional imperial white and new graphite gray.

The 15-pound unit measures just 10 inches high, 18 inches wide and 6 inches deep. That such a small box can produce low-frequency notes on a par with floor-standing tower speakers or a powered subwoofer challenges conventional engineering principles.

Indeed, the acoustic wave machine has made believers out of more than a few audiophiles who fancy high-end audio technology and often scoff at music systems that cost less than an automobile.

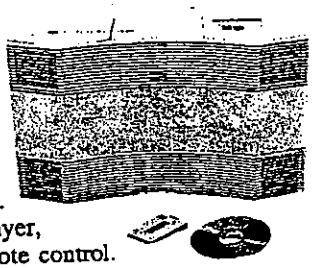
The all-in-one music system includes an AM-FM stereo tuner, amplifier and a single-play CD player, with inputs to accommodate an audio cassette deck or other audio components. The system includes a remote control panel that allows listeners to change stations or CD tracks without leaving their listening posts.

Matching optional accessories include a power case for portable DC operation, a power pack, pedestal and powered microphone, all priced at $149.95 each.

The acoustic wave music system is available directly from Bose by calling 800-919-2673 and at Bose showcase stores throughout the nation.

*— Wayne Thompson*

Litelike Bose® sound from a small stereo. The Bose Acoustic Wave® music system measures less than a foot tall, yet delivers natural, room-filling sound. The key is our patented acoustic waveguide speaker technology, which produces sound quality comparable to larger, more expensive stereo systems. This complete stereo system includes a CD player, an AM/FM radio, built-in speakers, and a remote control. To order or for information, call 1-800-898-2673, ext. G4764.



SUNDAY WORLD-HERALD
(PARADE SUPPLEMENT)
OMAHA, NE
SUNDAY 294,669
NOV 28 1999

CHICAGO TRIBUNE (PARADE
SUPPLEMENT)
CHICAGO, IL
SUNDAY 1,045,056
NOV 28 1999

ATLANTA
JOURNAL-CONSTITUTION
(PARADE SUPPLEMENT)
ATLANTA, GA
SUNDAY 723,016
NOV 28 1999

BOSTON SUNDAY GLOBE
(PARADE SUPPLEMENT)
BOSTON, MA
SUNDAY 751,000
NOV 28 1999

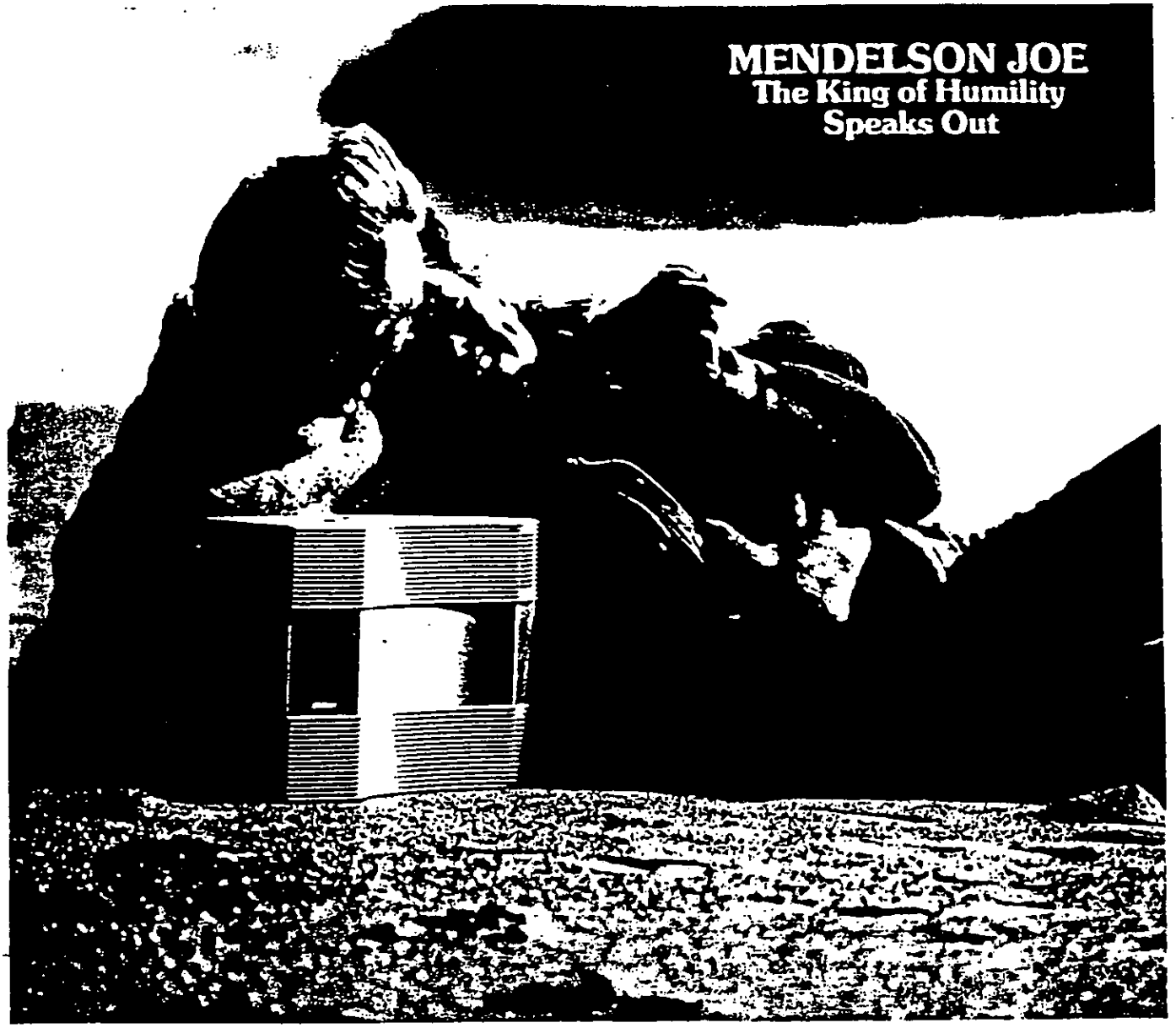
DALLAS MORNING NEWS
(PARADE SUPPLEMENT)
DALLAS, TX
SUNDAY 827,990
NOV 28 1999

NEWSDAY (PARADE
SUPPLEMENT)
LONG ISLAND, NY
SUNDAY 650,000
NOV 28 1999

$2.50

# STEREO GUIDE

## AMPLIFIERS: Understanding the Specifications



## MENDELSON JOE
### The King of Humility Speaks Out

SPECIAL VIDEO GUIDE SECTION

A VIDEODISC UPDATE
IS THE VIDEO BOOM OVER?
HALF CENTURY OF TV ENDS IN UK

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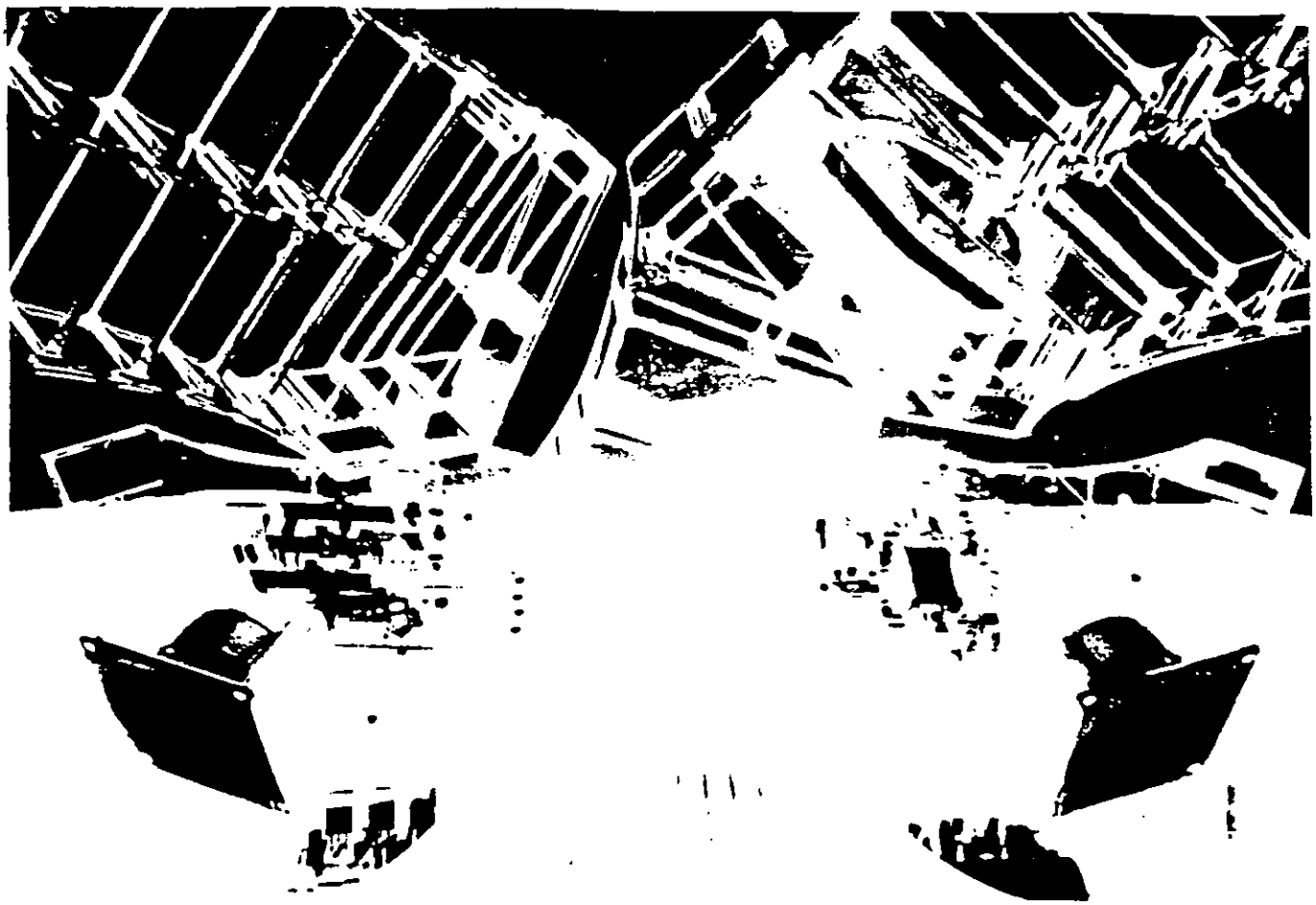


# WAVE *of the* FUTURE

***by Robert Angus***

It will be at least a year before audiophiles ouside the United States get a crack at the new Bose Acoustic Wave Music System. It won't even be available throughout most of the United States until later this year. So what is it that has made this unit such a sought-after commodity. The AWMS is a single-piece music system with an AM/FM stereo tuner, amplifier, cassette deck and a speaker system which is, to put it mildly, unique.

One of the pities of hi-fi journalism is that it's all been said before. Words such as "breakthrough", "superb sound," "revolutionary", "breathtaking", have all been tossed around before, so that when the real thing comes along it's hard to come up with an expression to cover the situation.

The long-standing principle which underlies the whole high fidelity movement maintains that the best sound is obtained by purchasing each link in the audio chain separately. The notion is that one manufacturer may be an expert in loudspeakers, another in creating record players, a third in making low-distortion amplifiers, and so on. It is presumed that by buying the best of each you will create the ultimate system for reproducing music.

Dr. Amar Bose, a Massachusetts Institute of Technology professor and creative genius behind the corporation bearing his name, argues that there is no inherent virtue in the concept of separate audio components. He believes that components can be engineered to work with each other interdependently rather than independently, an idea that is not altogether new in the science of sound reproduction.

In the 1930's and 1940's for example, we saw low-powered high-distortion amplifiers and turntables mated with unbaffled speakers in costly consoles. Designers knew that by omitting the baffle they would avoid problems with acoustic feedback through

**The most sought-after gift in the Boston area is not a Cabbage Patch Doll — it's a portable music system that has been fourteen years in the making. It has two things going for it which make it a must-have item in America's high-tech and collegiate heartland — the name Bose on the moulded grey plastic case and a sound which blows away many component hi-fi systems costing several times as much.**

the turntable: also listeners wouldn't be painfully aware of the distortion produced by the amplifier. The motive was to save money.

Nobody has ever accused Dr. Bose of that. When he designed amplification for specific speakers and worked out the formulas necessary for their precise placement in General Motors' cars, the motive was the best possible car stereo sound. Because you can control the acoustic environment inside a specific car and because you know precisely what other components will be used with a specific speaker, you can do things that are not possible when you have to engineer a product for use with as many different types of amplifiers and program sources as possible.

Hence the Acoustic Wave Music System. What's revolutionary about it is the woofer — an adaptation of the organ pipe to loudspeaker design. In basic terms, the woofer for the AWMS is a four-inch transducer mounted three-quarters of the way along a pipe which is open at both ends. The exact parameters of pipe size and speaker properties are the result of complex mathematical calculations, but in the model shown to Stereo Guide the pipe was approximately 6.8 feet long. Dr. Bose says that the labyrinth inside the AWMS has exactly the same basic dimensions, although the pipe has been bent many times to fit into the 18 x 11 x 8 inch enclosure.

Overall range of the system is said to be 50-15,000Hz, with a uniform frequency response in a "standard" listening room. The sound pressure level is rated at more than 100dB at 1 metre — quite remarkable when you consider that the unit can operate on ten D-cells. (It also has an AC adaptor and a rechargeable battery pack.)

The speaker system is biamplified, the cassette deck has Dolby-B noise reduction and the quartz-synthesized tuner has ten-station memory. Other features include dynamic equalization to provide accurate tonal balance at any listening level, automatic selection of tape playback equalization, auxiliary inputs for external components such as a turntable or CD player.

"In fact, in my study I listen to Compact Discs with a player-plugged directly into the AWMS," Dr. Bose told me. "The results are, as you might expect, breathtaking."

Given its price, compactness and sound, the AWMS poses a serious threat to virtually every other large portable stereo system. But it's more than that. It also sounds better, costs less and takes up considerably less room than most rack systems and many component systems. Junior may decide to buy one to take away to college or Mom may want one for the bedroom or summer cottage — but when Dad discovers how dramatically good the sound is compared to his prized living room stereo system, trouble may be brewing.

Obviously, a really good home component system — or a properly-designed single-brand rack system for that matter — has some things to offer which the AWMS can't match. One of these is the flexibility of speaker placement to provide proper stereo listening in a large room.

In the sense that any portable system has a high degree of flexibility, the AWMS can be carried from room to room, set up instantly in a college dormitory or recreation room, in the kitchen or bedroom, it can be said to be more flexible than a component or rack system which tends to stay put once it's set up. On the other hand, it's easier to add to the latter or upgrade its elements; and it's certainly possible to find individual components offering a wider range of features and performance than the tuner and tape deck in the AWMS.

Asked to describe the system, John Carter, the engineer who worked on the project for much of the 14 years it took to develop, replied: "The fundamental obstacle to building a music system which incorporates such factors as high SPL, accurate reproduction of instrumental and vocal timbre at all listening levels and with accurate separation of musical voices, compact size and light weight plus extended bass with high power and clarity, is the fact that reproducing bass requires the moving of large amounts of air. This has always required a large speaker, high power, or both. In the early days of high fidelity sound, bass usually was created by large reflex speaker systems, corner horns or even larger infinite baffles. The acoustic suspension design provided extended bass in a smaller box, but with a serious compromise in efficiency. The application of ducted ports and other approaches, such as those in earlier Bose speakers, increased efficiency without performance compromise. However, none of these could achieve the desired performance objectives in the required size."

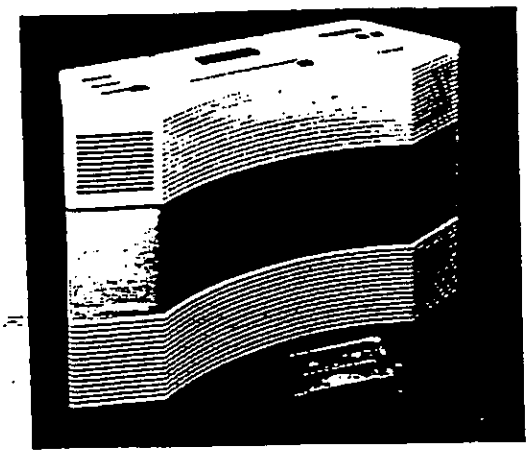
The solution — waveguide technology. "Waveguide technology is fundamentally different from that of lumped parameter systems such as the ducted port or acoustic suspension systems," says Carter. "Inside the waveguide the air does not behave as a single lumped mass or compliance — the system is developed so that standing waves develop. These standing waves act to improve efficiency and reduce cone motion over a wide frequency range. The high efficiency results in lower power source requirements — the lower cone motion results in greater maximum acoustic power output combined with lower distortion."

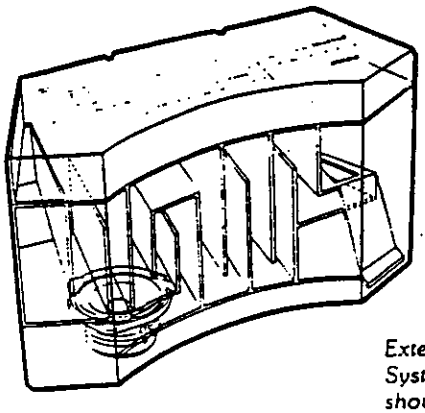
In its simplest form, a waveguide enclosure consists of two elongated chambers with the driver located at a precisely calculated point between the two waveguides. The front and rear waveguides operate so that the system can accomplish cone velocity amplification and cone motion reduction over a wide frequency range. However, the simple waveguide system requires additional features for application to music reproduction. The lengths of the two waveguides must be precisely in the ratio of 3:1 and the ends of the two waveguides must be at the proper distance from each other to provide the correct radiation impedance at each opening. Higher frequency modes must be suppressed by appropriate shaping of the waveguides and driver parameters must be precisely calculated so that as the waveguides develop standing waves that amplify diaphragm velocity, the diaphragm motion is designed to compensate for the cone velocity amplification resulting in uniform power radiation with frequency.

A fundamental step in the invention of the waveguide enclosure was the realization that if speaker parameters were carefully selected in conjunction with all waveguide dimensions, then it would be possible to make use of the high Q standing wave phenomenon to achieve high efficiency with good frequency response over a wide bandwidth. The analysis that led to this realization also led to the critical 3:1 relationship between the lengths of the front and rear waveguides. On the surface it's tempting to compare the design of the waveguide system to the acoustic labyrinth or transmission line enclosure. In reality the concepts bear no relationship to one another.

Some problems are better understood through quantum mechanics and others through wave mechanics. In the case of the AWMS, it's much easier to understand in the frequency domain than in the time domain. In the waveguide enclosure the normal time domain analysis approach is very complex, because waves are travelling simultaneously in both directions within each waveguide.

In the waveguide system the wave reflects almost perfectly from the opening and travels back toward the speaker cone. Since there is no significant damping in the structure, a standing wave builds up. Thus, inherent in the system, there are waves in both waveguides travelling in both directions





*Exterior of the Bose Acoustic Wave Music System and a simplified cutaway diagram showing the multiple sound chambers. Some of the actual component parts of the AWMS are shown in the title photo.*

at all frequencies over which the system operates. The standing waves provide the velocity gain and reduction in cone motion that enables the system to outperform other enclosure types.

The design of the AWMS encompasses both the lumped parameter loudspeaker model and the distributed system of air in the waveguides. The waveguide enclosure functions for frequencies up to 500Hz. The mid/high-frequency drivers are of special design to match the output of the bass system and each has its own amplifier separate from the low frequency driver.

According to Carter, that results in four principal performance advantages — minimization of phase and amplitude matching problems due to the electronic crossover; a single crossover frequency at 500Hz, which is significantly lower than in conventional two-way systems and away from upper midrange frequencies; the acoustic waveguide acts as a low-pass filter, suppressing radiation of distortion by the low frequency driver; and no low-frequency energy is handled by the high-frequency amplifiers and speakers, resulting in much greater clarity at high volume levels.

One of the beauties of the technology, Dr. Bose adds, is that it can be used in automotive sound systems or to provide full-range stereophonic audio for TV without materially increasing the size of the TV receiver. "It all depends on how you bend the pipe," he explains.

What the Acoustic Wave Music System has changed is the prevailing idea that the best sound always comes from components. Bose is almost certain to introduce a component speaker system utilizing the acoustic wave concept and, in fact, the company already has experimented with it.

Canaja
EXHIBIT NO. 5
M.J. MANZI 8/18/06

14th Annual

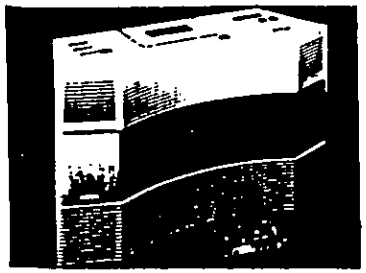
# Inventor of the Year Awards

April 7, 1987

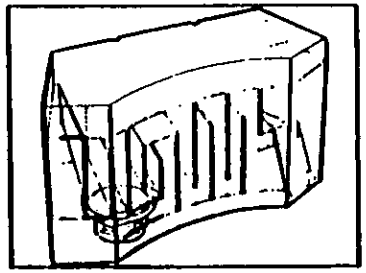
Caucus Room
Cannon House Office Building
Washington, D.C.

Intellectual Property Owners, Inc.

Bose v. Goldwave
Opp. 91165449 Ex. 5



The Bose® Acoustic Wave™ Music System



Cutaway view of the Bose® Acoustic Wave™ Music System showing multiple sound chambers.

# The Invention — 1987

**Amar G. Bose** and **William R. Short** were granted a patent in 1986 for a loudspeaker system that employs a vibrating cone located inside an acoustic waveguide. The basis of the new technology is a concept involving controlled interaction of accoustical waves with moving surfaces to produce bass notes with increased clarity and efficiency from small enclosures.

In one commercial version, called the **Bose Acoustic Wave Music System**, a stereo receiver and cassette deck are built into a single compact unit. The acoustic waveguide speaker technology enables the system to produce deep, powerful bass notes, an impossibility from such a small enclosure until now.

In a second commercial embodiment, introduced in 1986, the loudspeaker system is employed in **Zenith-Sound by Bose** digital television systems. A third is scheduled to appear in June, a 16-foot adaptation for use in motion picture theaters.

The invention has received outstanding reviews from industry experts.

# The Inventors of the Year — 1987

**Amar G. Bose** and **William R. Short** share the 1987 Inventor of the Year Award for their development of a compact, high efficiency loudspeaker system. Now professional colleagues, they first met at the Massachusetts Institute of Technology, where Bose was a professor of electrical engineering and Short one of his doctoral students.

Bose, 57, is a native of Philadelphia. He holds three degrees, including a doctor of science, from M.I.T., where he has taught since 1957.

Bose first became interested in sound systems in the 1950s, conducting research in physical acoustics and psychoacoustics.

In 1964 he founded the Bose Corporation to develop and manufacture quality high-fidelity equipment. The company's first product, the 901 Direct/Reflecting loudspeaker system, was marketed in 1968.

Bose holds numerous patents and is author of numerous publications.

Short, 35, is a native of Syracuse, N.Y., and a graduate of MIT, where he received his doctor of science degree in 1980 in the field of active noise attenuation.

After leaving MIT, Short joined GTE Laboratories and worked in the area of advanced telephone switching networks. He is now with Bose Corporation, where he has worked in the fields of acoustics, audio electronics and psychoacoustics.

Short has been granted one patent and has two others pending.

Amar G. Bose

William R. Short

# Distinguished Inventors of 1987

Many distinguished inventors were nominated for Inventor of the Year. Some were independent inventors; others were members of corporate or academic invention teams. All were worthy members of the American tradition of invention.

Three whose efforts are particularly outstanding have been given a special designation by the Board of Directors of Intellectual Property Owners, Inc., as Distinguished Inventors of 1987.

Abe Widra

**Abe Widra** is a microbiologist on the faculty of the University of Illinois College of Medicine at Chicago. His invention, a synthetic skin now under development by The Kendall Company, a Boston-based subsidiary of Colgate-Palmolive Company, will be known as StraCor. The invention combines keratin, a protein and the principal component of hair, nails and the uppermost layer of skin, with chitosan, a derivative of a complex sugar found in nature.

Widra has a Ph.D. degree from the University of Pennsylvania and a master's from the University of Florida. He is author or co-author of nearly 30 publications.

**Saul Kit** and **Malon Kit**, are a father-son team who have developed a genetically-engineered vaccine to fight a swine disease called pseudorabies, which annually costs United States agriculture more than $30 million. Their invention is the first vaccine approved by the U.S. government which has been produced through biotechnology.

Saul Kit has a Ph.D. degree and is head of the biochemical virology division of Baylor College of Medicine, Houston, Texas. He is a graduate of the University of California, Berkeley.

Malon Kit is president of NovaGene, Inc., a Houston research and development firm and also is on the Baylor medical faculty. He receive his medical degree from the University of Texas Medical Branch at Galveston.

Saul Kit, left, and Malon Kit
Photo by Baylor College of Medicine

# Program

**Introductions**

Donald W. Banner
President, IPO

**Presentation**

*Distinguished Inventor Certificates*

*to*

Abe Widra
Saul Kit
Malon Kit

**Presentation**

*Inventor of the Year Award*

Hon. Robert W. Kastenmeier
Chairman, House Judiciary Subcommittee on Courts
Civil Liberties and the Administration of Justice

*to*

Amar G. Bose
William R. Short

**Closing Remarks**

# The Inventor of the Year Award

The Inventor of the Year Award has been made each year since 1974 from nominations submitted on the basis of either of two criteria:

- An invention on which a patent has been issued during the previous year; or
- An invention which has become commercially available during the previous year.

# Past Inventors of the Year

1986 — **David F. Mark, Leo S. Lin and Shi-Da Yu Lu** for "Cetus Interleukin-2," a genetically engineered drug.

1985 — **Jewell L. Osterholm** for a Stroke Treatment System.

1984 — **Robert E. Fischell** for the Programmable Implant Medication System.

1983 — **Robert Jarvik** for the Jarvik Seven Artificial Heart.

1982 — **Donald Asmus** for a device enabling paralyzed people to move around in an upright position.

1981 — **Paul Macready** for the "Gossamer Condor", a human-powered flying device.

1980 — **William A. Thorton Jr.** for work with lamps.

1979 — **Barbara S. Askins**, a NASA chemist, for the autoradiographic image enhancement process.

1978 — **Gordon Gould** for optically-pumped lasers.

1977 — Four USDA inventors shared the award for "super sluper water absorbant": **Ollidene Weaver, Edward S. Bagley, George F. Fanta,** and **William Doane.**

1976 — **Emmet N. Leith** and **Juris Upatneiks** for their contributions to holography.

1975 — **Mario Puretic** for the power block, a V-shaped pulley used with commercial fishing nets.

1974 — **Byron B. Brenden** for acoustical holography.

**Historical Note**

*The year 1987 marks the 200th anniversary of the patent and copyright clause of the United States Constitution. The clause reads:*

> ***The Congress shall have power. . .to promote the progress of science and useful arts, by securing to authors and inventors the exclusive right to their respective writings and discoveries.***

*The clause originated with proposals by James Madison of Virginia and Charles Pinckney of South Carolina. It was adopted unanimously by the members of the convention in Philadelphia on September 5, 1787.*

*It has been said that any opposition may have been stilled by the successful trial of one of John Fitch's steamboats while the convention was in progress. The convention adjourned on the afternoon of August 22 to witness the trial on the Delaware river, and some of the members rode on the first trip.*

# Distinguished Inventors

1986 — **Raymond C. Kurzweil** for a music synthesizer, and **Jerrold S. Petrofsky** for work in programmed electrical stimulation of paralyzed muscles.

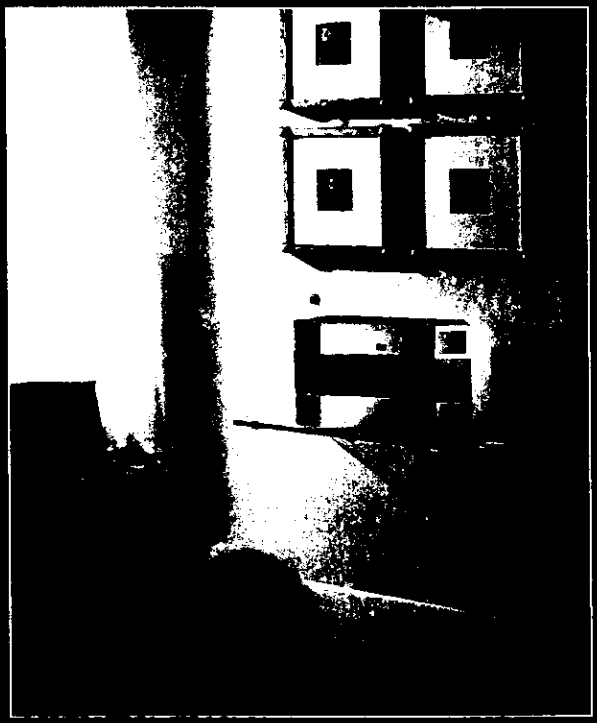
1985 — **Ronald L. Kirk** for the Spatial Light Modulator, and **Paul A. Porasik** for a process for making detergents.

1984 — **Gordon Cann** for an Electrically Augmented Rocket, **George Levitt** for a new class of highly active herbicides, and **George D. Myers** for a new heavy oil cracking process.

PRESENTING,
THE BOSE ACOUSTIC WAVE MUSIC SYSTEM
AND THE BOSE WAVE RADIO.



BOSE



"TURN IT ON, POP IN A FAMILIAR DISC,

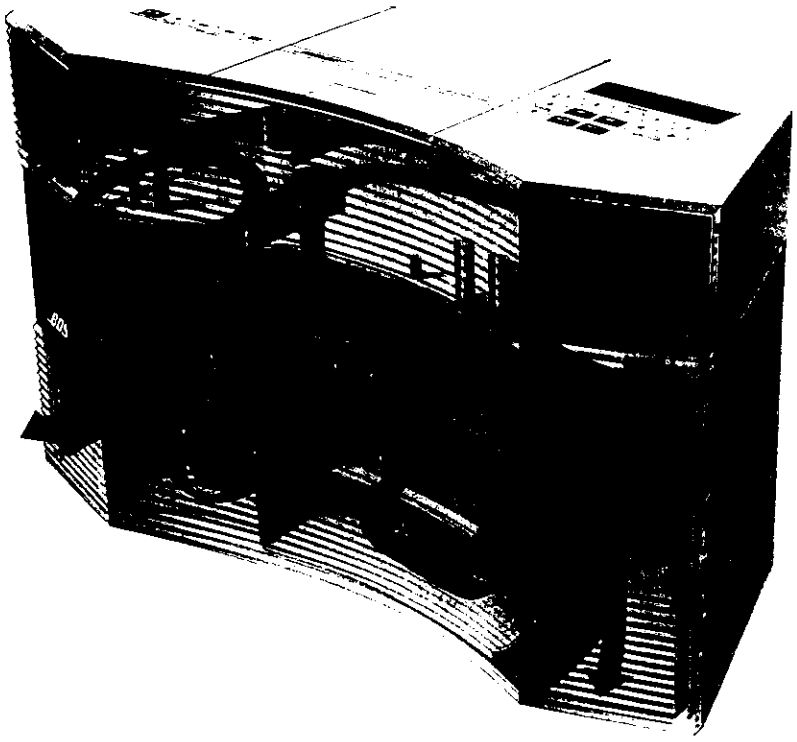
AND SUDDENLY YOU HEAR ELEMENTS OF THE MUSIC

YOU'VE NEVER HEARD BEFORE."

*Robb Report*

# A Marvel Of Engineering. Bose Patented Acoustic Waveguide Sp

The inspiration behind the technological breakthrough turned out to be as old as the wind instruments in Haydn's orchestra. Much as a flute strengthens a breath of air to fill an entire concert hall, waveguide technology produces full, clear stereo sound by guiding air through a labyrinth air chamber. In the Wave® radio, for example, Bose engineers have developed a way to weave a 36" long waveguide inside a 14" enclosure. For the Acoustic Wave® music system, which is about the size of a briefcase, the tube is 80" long. The waveguide precisely matches the specifications of the speaker and skillfully controls the flow of air. This is how Bose is able to produce rich, memorable sound from unassumingly small equipment. Acoustic waveguide technology is another Bose engineering marvel with performance that must be experienced to be appreciated.



*The patented waveguide technology so captivated the scientific community, it was named "Invention of the Year".*

## Bose Research Continues.

There are other Bose built-in technologies that help both the Wave radio and the Acoustic Wave® music system exceed all your musical expectations. One is Bose integrated signal processing. This automatically adjusts the bass to levels the human ear can easily detect. You hear rich bass at all listening levels without muddying the vocals.

Active electronic equalization is another important advancement. It balances output of low, mid and high frequencies for a natural balance of tones and greater clarity.

The result of all this advanced engineering is a sound so rich and full, it's something you never thought you'd hear from an audio system remotely this compact. Without complicated dials and directions, you can simply sit back and enjoy the beauty of music at its finest.

## EAKER TECHNOLOGY.

### BOSE ACOUSTIC WAVE® MUSIC SYSTEM.

Engineered to be the finest compact sound system you've ever heard. True clarity, lifelike tones, rich bass. Find out for yourself how much the Acoustic Wave® music system sounds like much bigger, much more expensive component systems. Instead of filling a wall with audio equipment, you simply plug in the system in any room you like. Then relax and listen in wonder as the Acoustic Wave® music system fills the room with a rainbow of music's finest sounds.

The system includes an AM/FM stereo tuner and CD player. For added convenience, there is a credit card-size remote control. In the back, you'll find auxiliary inputs so you can expand your listening pleasure to include the TV, a VCR or a powered microphone.

This music system may be operated on a rechargeable battery with the optional power pack. Or use D-cell batteries with the optional power case. Then you can transport the virtuosity of great music to your patio, boat or to a picnic.

Altogether, the Acoustic Wave® music system is an achievement in the true Bose tradition.

*The Acoustic Wave® music system combines renowned Bose sound and design with ease of use and portability.*

*The Bose Wave® radio – proclaimed by Popular Science to be the "Best of What's New."*

### BOSE WAVE RADIO.

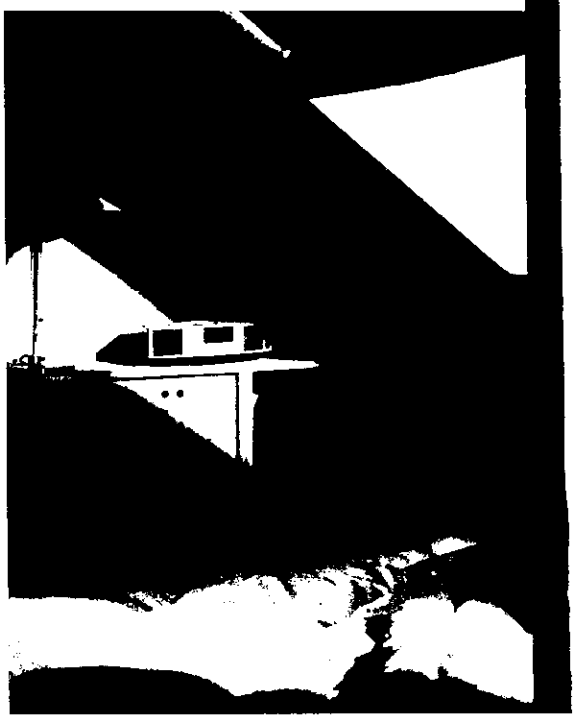
It is clearly unlike any conventional radio you've ever heard. Despite what you read here, it's a sound you simply must experience to appreciate. As if by magic, the audio you've heard only from truly large systems will come pouring out of the surprisingly small Bose Wave radio.

The classic styling, the incomparable sound, the small size means you can take it anywhere: for example, the kitchen, bedroom or office. It features the simplest of controls as well as a credit card-size remote. You can even preset up to six FM and six AM radio stations.

If you need a little nudge in the mornings, there's a diligently dependable dual alarm system that works even in a power failure. Awake to either music or a tone. In either case, the sound starts low and builds, so it doesn't jolt you out of bed.

You can make the most of a good thing by plugging a CD or cassette tape player in the inputs in the back. Hear your music with beautiful fidelity at a fraction of the cost of complex stereo systems. The Wave radio also plugs into most TVs to make your favorite programs come alive with exciting sound.

No other radio can come this close to true, live-performance sound – something you'll appreciate every time you turn it on.

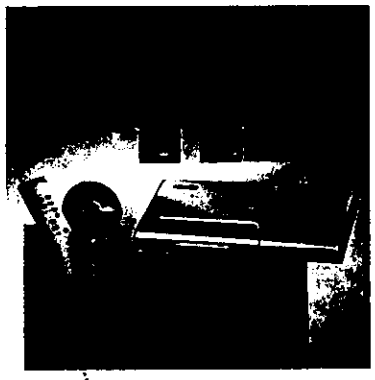


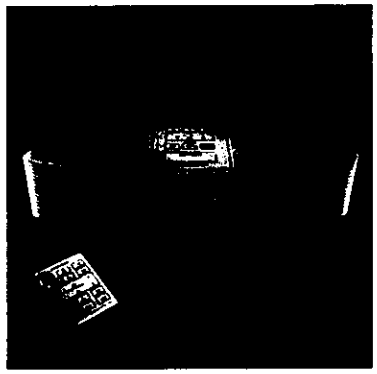
*Without getting up, you can operate the Wave radio from a credit card-size remote.*

BOSE

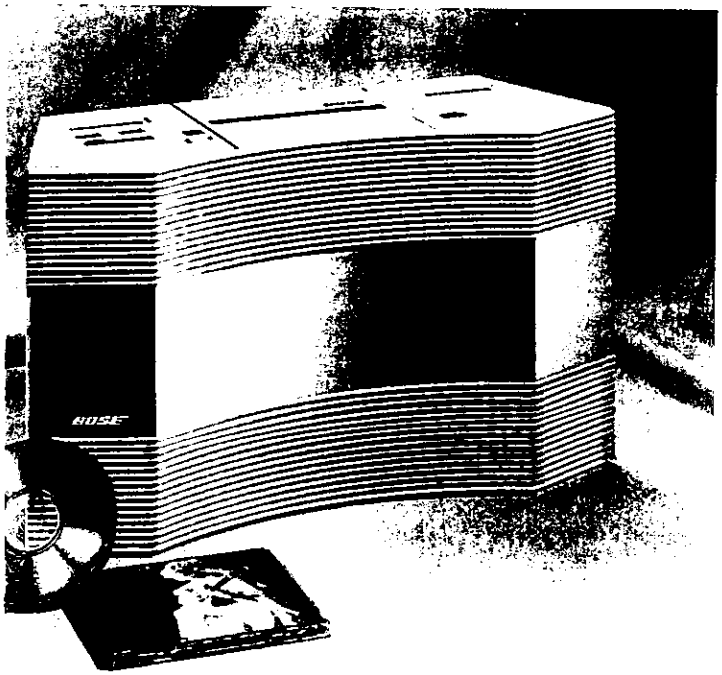
Better sound through research

Bose® Product Line



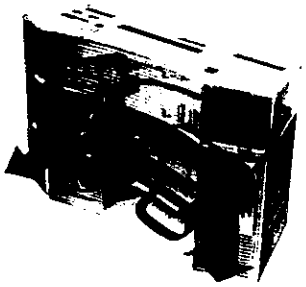


BOSE




## Acoustic Wave® Music System.

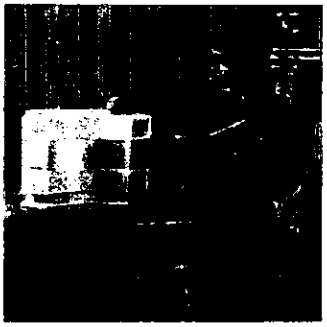
**If you've ever wished** you could take the rich, full sound of your component stereo system with you everywhere, the Acoustic Wave® music system is for you. The system includes your choice of a CD player or cassette player, an AM/FM stereo tuner and speakers, all in an enclosure small and lightweight enough to be truly portable. Yet the sound rivals larger systems.



The source of this exceptional sound is the patented acoustic waveguide inside. The waveguide strengthens the sound, making it richer, fuller, more natural. One touch of a button, and the room fills with lifelike sound.

To bring clarity and deep bass to your other entertainment equipment, connect the Acoustic Wave® music system to your tape player, TV or VCR. Optional accessories like the battery powered carrying case add to the versatility too.

Available only from Bose®. For more information, call toll-free: 1-800-282-BOSE.



If music is important in your life, sooner or later you will own a Bose® system.



BOSE®
Better sound through research.

EXHIBIT NO. 7
M.J. MANZI 8/18/96

*Rich,*

*Natural,*

*Lifelike*

*Sound*

*From*

*One*

*Simple*

*Unit.*

Dear Music Lover,

Everyone enjoys an occasional indulgence. Splurging on something that makes life more pleasurable. Like fine wine or great music.

As someone who has expressed interest in the highly acclaimed Bose® Acoustic Wave® music system, you should know that there's *never* been a smarter time to treat yourself.

**Purchase the Acoustic Wave® music system before March 31, 1995, and receive a $50 American Express® Gift Cheque absolutely free with your purchase.***

Spend the Gift Cheque just like cash, on just about anything you choose. Take a friend out to dinner, build your CD collection, or pick up tickets to a show. Whatever you spend it on, the $50 American Express Gift Cheque makes the Acoustic Wave® music system an even greater value.

The system is designed to be compact and simple on the outside, yet it contains an intricately curved, seven-foot waveguide on the inside. This patented acoustic waveguide speaker technology allows the system to deliver full, lifelike sound comparable to that of larger, more expensive high-fidelity component systems. Sound that makes your favorite music come alive like never before.

Frankly, we know great sound is something you've got to hear to believe. And we know the best place to test an audio system is in your own home. That's why we encourage you to give the system a 14-day in-home tryout, with no obligation to keep it. If you aren't completely satisfied, simply return it for a full refund of the purchase price.

To take advantage of this terrific offer, call toll free 1-800-595-BOSE, ext. WDMM, or return the enclosed order form before March 31, 1995.

Go ahead. You deserve it.

Sincerely,

Steve Kingsbury

Steve Kingsbury
Director, Consumer Direct Division

P.S. This offer ends March 31, so call 1-800-595-BOSE, ext. WDMM, today.

BOSE®

* $50 American Express Gift Cheque offer not to be used in conjunction with any other offer. Please allow 4-6 weeks for delivery of $50 American Express Gift Cheque.

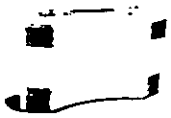
WDMM-1

Bose v. Goldwave
Opp. 91165449 Ex. 7

# *Please send my Acoustic Wave® music system, plus my free $50 American Express® Gift Cheque.*

To order the Bose® Acoustic Wave® music system — and to get your free $50 American Express Gift Cheque — complete and mail this order form by March 31, 1995.* Or call us toll free at 1-800-595-BOSE, ext. WDMM, or fax this form to (508) 485-4577. We'll send the Acoustic Wave® music system to your door for your 14-day in-home tryout. If you aren't completely satisfied, just return it for a full refund of the purchase price.

W658
Mr. John Q. Sample
President
XYZ Company
123 Main Street
Anytown, US 01234



*The Acoustic Wave® music system.* Choose CD or cassette model.

Our full line of accessories includes:

*The Power Case.* Carrying case with battery compartment.

*The Pedestal.* Decorator stand with external component inputs.

*The Power Pack.* Rechargeable battery.

*The Power Microphone.* For use as a portable PA system.

## 1. Your delivery information

Please print.

Mr/Mrs/Ms. _____
Name _____

Address _____

City _____ State _____ Zip _____

( ) _____ ( ) _____
Day Telephone Eve. Telephone

## 2. Payment method

Please enclose check or credit card information.

- ☐ Check (payable to Bose Corporation)
- ☐ MasterCard ☐ VISA
- ☐ American Express ☐ Discover

Mr/Mrs/Ms. _____
Cardholder's Name (Please print)

_____ / _____
Card # Expires: Month/Year

Signature _____

## 3. Please send me

| | Price | Quantity | Total |
|---|---|---|---|
| Acoustic Wave® music system (with CD player) | $997 | | |
| Acoustic Wave® music system (with cassette player) | $997 | | |
| Accessories: The Power Case | $129.95 | | |
| The Pedestal | $149.95 | | |
| The Power Pack | $149.95 | | |
| The Power Microphone | $129.95 | | |
| $50 American Express Gift Cheque | FREE | | FREE |
| Shipping & Handling ($29 Regular/$49 Express) | | | |
| Subtotal | | | |
| Sales Tax (all states except DE, MT, NH, OR) | | | |
| Total | | | |

## *Call 1-800-595-BOSE, ext. WDMM.*

Or mail to Bose Corporation, Dept. BCDD, The Mountain, Framingham, MA 01701-9168.

BOSE
Better sound through research®



*Offer expires March 31, 1995. Not to be used in conjunction with any other offer. Delivery is subject to product availability. Prices subject to change without notice. In-home tryout must expire prior to issuance of $50 American Express Gift Cheque. Please allow 4-6 weeks for delivery of $50 American Express Gift Cheque.

*Now there's*

*a completely*

*practical reason*

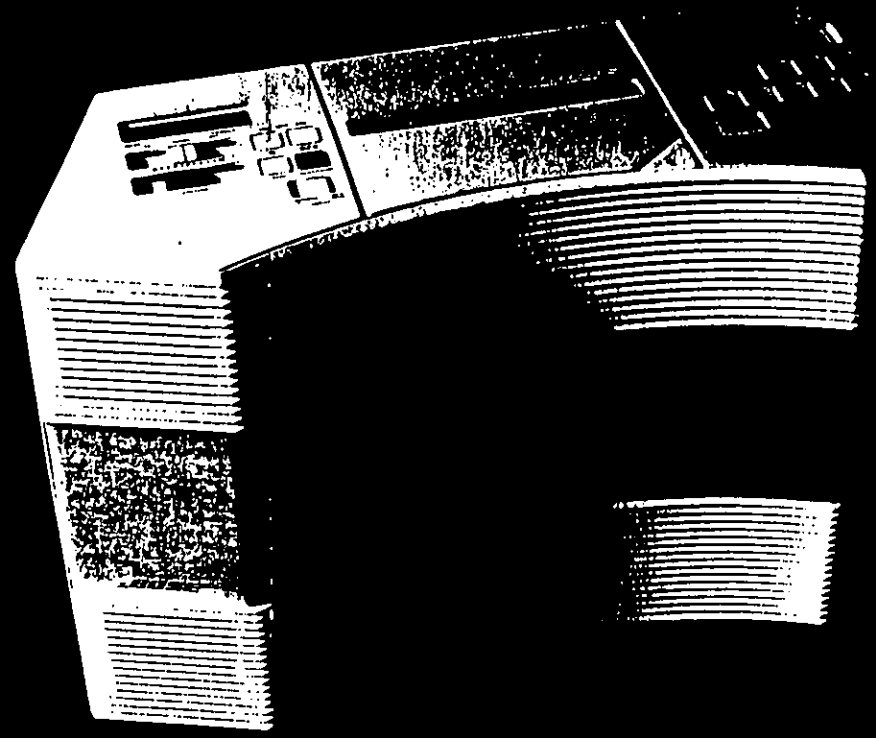
*to indulge*

*your passion*

*for rich,*

*Bose®-quality*

*sound.*



**BOSE**

*Better sound through research®*



WDMM

## *Revel in rich, natural high-fidelity sound.*

"...Possibly the best-reproduced sound many people have ever heard..."
Stereo Review

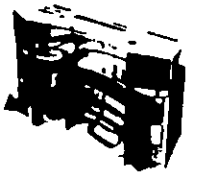
Like all Bose® products, the Acoustic Wave® music system delivers superb sound.

In fact, it produces the most lifelike sound reproduction available in a unit this size. Sound comparable to that of larger, more expensive component systems. Sound that lets you hear your favorite music the way it was *meant* to be heard. As *Stereo Review* reported, it's "possibly the best-reproduced sound many people have ever heard."

## *Bose technology makes the difference.*

No other compact audio system comes closer to delivering the intensity and emotional impact of a live performance. Because no other audio system uses our patented acoustic waveguide speaker technology.

Built into each unit, an intricately curved, seven-foot waveguide gives instruments and voices extraordinary clarity, makes natural tones come alive, and creates a full, rich bass. Which means you'll enjoy listening to your music more.



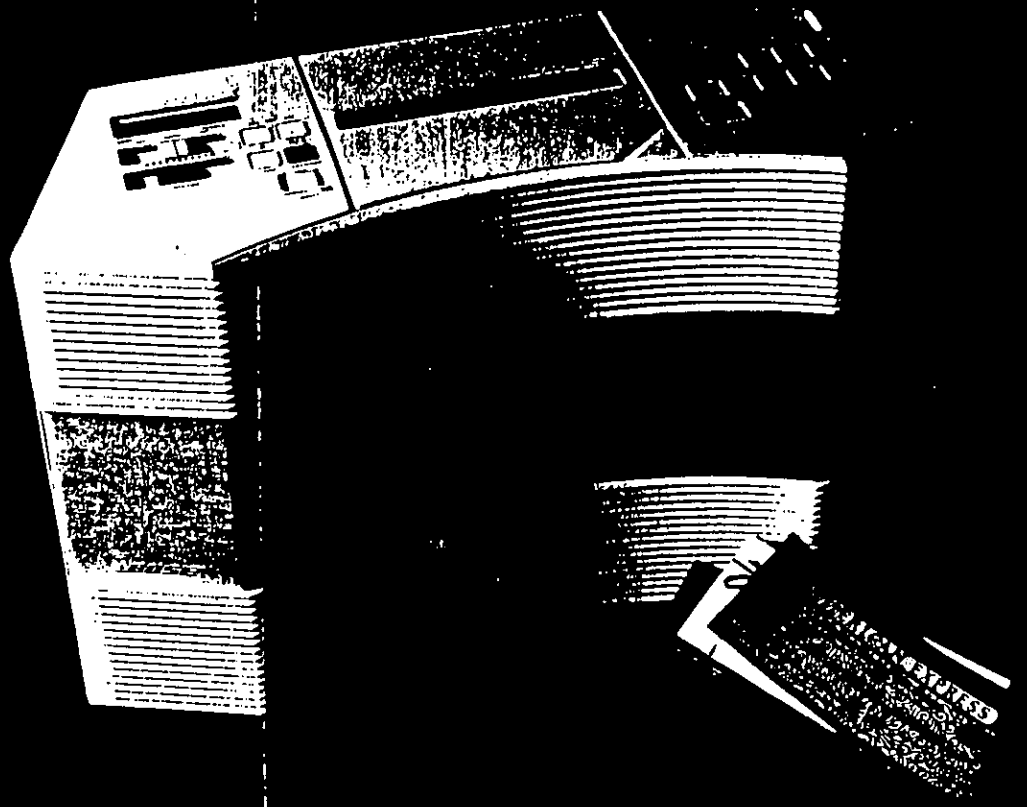
*Folded inside, Bose's patented seven-foot acoustic waveguide speaker helps enrich sound.*

*Receive a $50 American Express® Gift Cheque—Free when you purchase the Bose® Acoustic Wave® music system by March 31, 1995.*

Now the full, natural sound that pleases your senses comes with an offer that satisfies your practical side.

Purchase the Acoustic Wave® music system before March 31, 1995, and receive a $50 American Express Gift Cheque — free with your purchase.

Spend it just like cash on something for yourself or someone special. Go out to dinner, buy those new CDs you've wanted, or splurge on a great bottle of wine. Whatever you choose to spend it on, the $50 Gift Cheque makes the Acoustic Wave® music system an even greater value.



American Express Gift Cheques

## *Simplify your life with an all-in-one, compact system.*

Though the Acoustic Wave® music system is sophisticated on the inside, we've designed it to be compact and simple on the outside.

The system comes complete with your choice of compact disc or cassette player, plus AM/FM radio and built-in speakers. And it's ready to use as soon as you take it out of the box. There are no wires to connect. No complicated controls to adjust. Just put in your favorite music, press play, and enjoy. As the *Chicago Tribune* said, it's "the least intimidating quality sound system ever developed."

## *Enjoy Bose-quality sound everywhere you go.*

Because the Acoustic Wave® music system measures only 10.5"h × 18"w × 6.5"d, you can now enjoy great sound almost anywhere.

Bring the system to work and fill your office with rich Bose sound. Take it out on the porch and invite some friends over. Or hook it up to your VCR and make your favorite movies come alive with full, high-fidelity sound. The Acoustic Wave® music system makes it possible to enjoy listening to music wherever you choose. And with optional accessories, it becomes even more versatile. See the order form for accessory information.

## *This limited-time offer makes the Acoustic Wave® music system an even greater value.*

Purchase by March 31, 1995, to receive your free $50 American Express Gift Cheque.* Spend it just like cash, on just about anything you choose.

## *Call 1-800-595-BOSE, ext. WDMM, or return the enclosed order form today.*

We'll ship the system to your home for a 14-day tryout, with no obligation to keep it. If you aren't completely satisfied, simply return it for a full refund of the purchase price.

Since its founding in 1964, Bose has designed and manufactured some of the most highly acclaimed audio products in the world. If music is important to you, then you deserve to hear it with Bose-quality richness and clarity.

The Acoustic Wave® music system delivers all this, plus convenience and simplicity. And owning one has never made more sense. So, why wait any longer?

* This offer not to be used in conjunction with any other offer. Please allow 4-6 weeks for delivery of $50 American Express Gift Cheque.

Quotes: Julian Hirsch, *Stereo Review*, 1985; Rich Warren, *Chicago Tribune*, 12/84.

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IN THE
UNITED STATES

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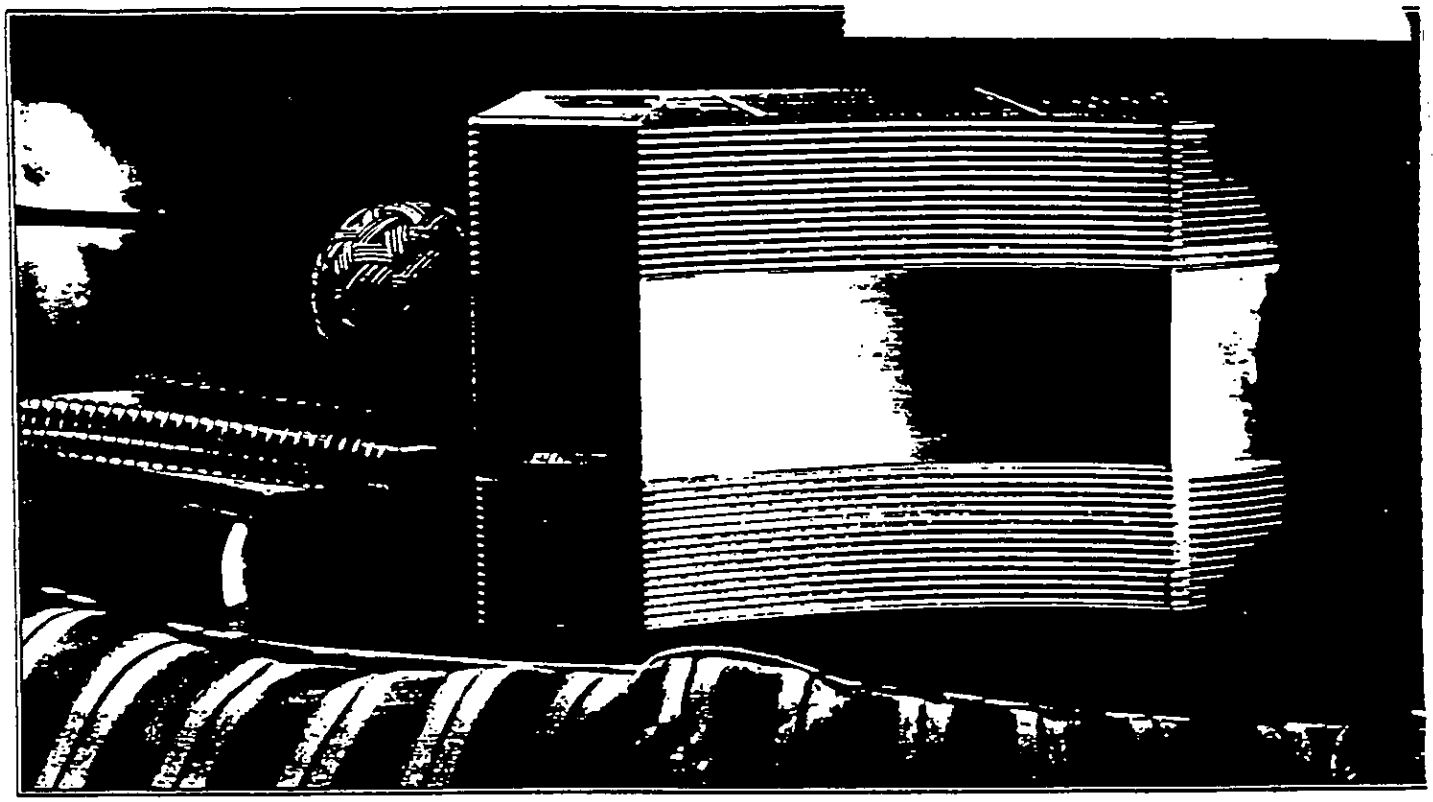
Bose® Corporation
Attn: Consumer Direct Division
The Mountain
Framingham MA 01701-9445

# It Takes Only A Second To Hear The Difference In The Bose® Acoustic Wave® Music System.



# But We'll Give You A 14-Day T
# Plus $100 In CDs Or Cas

As a music lover, you probably have a "wish list" of the compact discs or cassettes you'd like to purchase. The big new releases. Or special collections by your favorite artists.

Do you have your "wish list" in mind? Good. Because we at Bose* would like to offer you, as one who loves great music, a very special offer through March 31: Choose $100 worth of CDs or cassettes, absolutely free, when you purchase the highly acclaimed Acoustic Wave* music system, the convenient, compact, high-fidelity system from Bose.

## $100 Worth Of Free Music. For Those Who Really Love It.

Some time ago, you asked us for information on the Acoustic Wave* system. So we know you appreciate great music — more so than most people.

Which is why we think you'll also appreciate hearing the Acoustic Wave* system in your home. Colleen Van Dyke of Garlinburg, Tennessee, says, "The moment I plugged the system in, I knew it was for me." We are sure you will feel the same.

Judge the sound any way you like. Invite a friend. Give a party. Or sit back and test it for yourself, with your favorite CDs or cassettes. As thanks, we'll give you $100 worth of new favorites — CDs or cassettes to enjoy with your purchase.

## You've Heard Our Name. Now Hear Our Quality.

You probably know Bose Corporation as the designer and manufacturer of some of the most acclaimed audio products in the world.

We believe that music is ultimately a *simple* pleasure. And that music systems should be the same. Simple to operate. Simple to own.

So we challenged ourselves to design the smallest, easiest-to-use music system possible — while still delivering a full range of lifelike sound comparable to that of the finest component systems.

CHOOSE $100 WO-

# ıal Just In Case. ettes, Free.

## A 14-Year Search For Simplicity.

Fourteen years and $15 million later, we proudly offer the Acoustic Wave® system: a self-contained high-fidelity music system consisting of your choice of CD player or cassette player, plus AM/FM radio, equalizers, amplifiers, and speakers.

It's so simple on the outside, it's hardly bigger than a briefcase. Just plug it in, push a button, and enjoy.

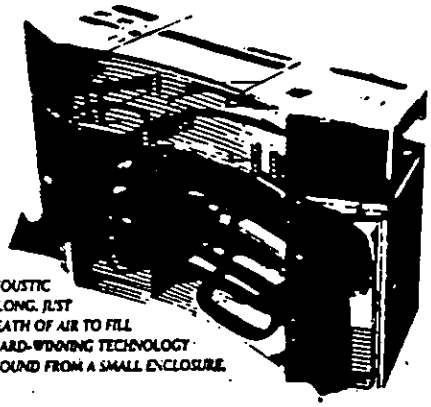
Yet, it's so advanced on the inside, our patented acoustic waveguide speaker technology earned us the prestigious national "Inventor of the Year" award. You'll experience incredibly lifelike, natural tones. A real and distinct clarity of every instrument and voice. And a full, rich bass.

OR CASSETTES FREE WHEN YOU
HE ACOUSTIC WAVE® SYSTEM.
PLY ORDER BY MARCH 31, 1994.

## Enjoy Outstanding High-Fidelity Sound. Anywhere.

Put the Acoustic Wave® system front and center in your home. Or tuck it away on a shelf. Take it easily out to your patio or deck and plug it in. Or hook it up to your VCR or TV to bring stunning high-fidelity sound to your favorite movies and programs.

No matter how you live and listen to music, the Acoustic Wave® system fits right in. Conveniently. Brilliantly.



INSIDE IS A BOSE PATENTED ACOUSTIC WAVEGUIDE ALMOST SEVEN FEET LONG, JUST AS A FLUTE STRENGTHENS A BREATH OF AIR TO FILL A CONCERT HALL. THIS AWARD-WINNING TECHNOLOGY PRODUCES ROOM-FILLING SOUND FROM A SMALL ENCLOSURE.

## Call 1-800-282-BOSE, Ext. 241, To Get Your $100 In Free CDs Or Cassettes.

To receive your $100 worth of free CDs or cassettes, call and order the Acoustic Wave® system at 1-800-282-BOSE, ext. 241, before March 31, 1994. Or complete and return the enclosed card. If you like, choose the Bose Easy Payment Plan, requiring no money down and monthly payments as low as $31. Call for details. We'll ship the system right to your door for a 14-day tryout, with no obligation to keep it.

Live with the system for two weeks. If you're not totally impressed by its sound and simplicity, return it. We'll refund both your purchase price and your initial shipping charge.

With your system, we'll include a gift certificate for $100 worth of CDs or cassettes from the Bose Express Music® Catalog. Use your certificate to order your free music.

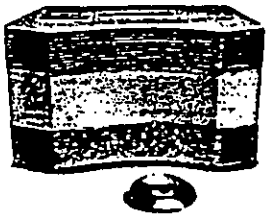
The Acoustic Wave® music system, only from Bose. You've heard our name. Isn't it time you hear our quality?

**BOSE**
*Better sound through research.*

BOSE

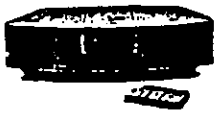
Better sound through research.

*The Bose Acoustic Wave music system.*



*A complete, compact sound system: great sound that goes wherever you go.*

*The Bose Wave radio.*



*No other radio sounds so lifelike. Ideal for the kitchen, bedroom, or office.*

BOSE
Better sound through research.

Dear Music Lover:

Have you ever wished for truly big, rich stereo sound from a compact audio unit?

Bose Corporation did. And we spent years and millions of dollars to make it possible.

The result is an advancement in sound reproduction called acoustic waveguide speaker technology, which we offer in *two* award-winning audio products. Folded inside each of these products, our acoustic waveguide helps produce sound quality absolutely unprecedented in units this small. The rich, natural sound is truly comparable to component systems costing thousands of dollars.

And today, Bose invites you to hear this award-winning sound for yourself.

**One acclaimed Bose technology.**
**Two superb Bose products.**

Our patented acoustic waveguide speaker technology is available only in these two versatile Bose products:

**The Bose Acoustic Wave® music system.** We think this complete Bose system is the finest compact sound system on the market. The sound quality rivals that of much bigger, more expensive component systems, yet it's so compact, it's easily transportable from room to room, even outside. Included is your choice of CD (or cassette) player, plus AM/FM radio, and speakers—all built right in.

**The Bose Wave® radio.** This simple radio delivers rich, superb sound comparable to fine component stereo systems...yet it's small enough to fit almost anywhere.

**Call 1-800-656-BOSE, ext. CF1,**
**for your 14-day in-home tryout.**

At Bose, we feel that you should test fine audio equipment where you'll use it. That's why we offer our 14-day in-home tryout for either of these products. The enclosed product profiles will help you choose which product best suits your needs. To order, call us at 1-800-656-BOSE, ext. CF1, or return the enclosed order form. We'll ship the product you choose directly to your door for your 14-day trial.

Enjoy it for two weeks, in your own home. If you are dissatisfied in any way, return it after the two-week period for a complete refund of the purchase price. It's that simple.

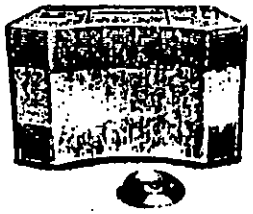
Call us today. And let Bose enhance your enjoyment of music.

Sincerely,

Steve Kingsbury

Steve Kingsbury
Director
Consumer Direct Division

**Please Send:**



*Acoustic Wave™ Music System*

| | Qty. | Price | Total |
|---|---|---|---|
| Acoustic Wave™ Music System (CD player) | | $997.00 | |
| Acoustic Wave™ Music System (cassette player) | | $997.00 | |
| Power Case (Carrying case with battery compartment) | | $129.95 | |
| AWMS Pedestal (Decorator stand with ext. component inputs) | | $149.95 | |
| Power Pack (Rechargeable battery). | | $149.95 | |
| Power Microphone (For use as a portable PA system) | | $129.95 | |
| Shipping & Handling (Regular $29/Express $49) | | | |
| Subtotal | | | |
| Sales Tax (All states except DE, MT, NH, and OR) | | | |
| Total | | | |

*Wave™ Radio*

| | Qty. | Price | Total |
|---|---|---|---|
| Wave™ Radio with Remote Control | | $349 | |
| Shipping & Handling (Regular $15/Express $29) | | | |
| Subtotal | | | |
| Sales Tax (All states except DE, MT, NH, and OR) | | | |
| Total | | | |

**Call 1-800-656-BOSE, ext. CF1.**

**Or mail to Bose® Corporation, Dept. CDD CF1, The Mountain, Framingham, MA 01701-9168.**

# *Choose the Acoustic Wave® music system or the Wave® radio.*

Call toll free for your 14-day in-home trial: 1-800-656-BOSE, ext. CFI. Or simply mail this form to us. Or fax it to 508-485-4577. We'll send the Acoustic Wave® music system or the Bose® Wave® radio to your door for your 14-day in-home tryout. If the sound and simplicity don't enhance the way you enjoy music, just return it after your 14-day tryout for a full refund of the purchase price.

**Your Delivery Information:**

Mr. Mrs. Ms.

Name (Please Print)

Address

City State Zip

( ) ( )

Day Telephone Evening Telephone

BOSE®
Better sound through research.

**Payment Method:**

Please enclose check or provide credit card information

☐ Check (Payable to Bose Corporation)

☐ MasterCard ☐ VISA ☐ American Express ☐ Discover

Mr. Mrs. Ms. CFI

Cardholder's Name (Please Print)

Card # Expiration Date Month/Year

Signature

Call for details about the Bose Easy Payment Plan. Our convenient credit plan offers low monthly payments; call 1-800-656-BOSE, ext. CFI, to apply.

(over, please)

BOSE

Bose Corporation, Consumer Direct Division
The Mountain, Framingham, MA 01701-9168

**Here is the information you requested.**

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Bose® Corporation
Attn: Consumer Direct Division
The Mountain
Framingham MA 01701-9445


# Our thinking exactly.

The idea may sound familiar, but the Acoustic Wave® music system is a Bose® original.

*Rolling Stone* magazine said it "sounds like a full-fledged component system." Yet the entire unit is no bigger than a briefcase, measuring just 10.5"h × 18"w × 6.5"d.

The Acoustic Wave® music system is built around a unique speaker technology: a patented acoustic waveguide. This seven-foot waveguide speaker helps the system deliver rich, natural sound comparable to that of larger, more expensive high-fidelity component systems.

It comes equipped with your choice of compact disc or cassette player, plus AM/FM radio and built-in speakers. And because it's so easily transportable, you can now enjoy high-fidelity sound almost anywhere.

The Acoustic Wave® music system is available directly from Bose. Call 1-800-898-BOSE, ext. W120, now to receive more information about this revolutionary audio system, or to learn how you can try it out at home.

Call or return the coupon today. And find out why bigger isn't always better.

*Folded inside, Bose's patented seven-foot acoustic waveguide speaker helps enrich sound.*

**To receive your free information kit call 1-800-898-BOSE, ext. W120.**

Mr./Ms. _____ ( ) _____ ( ) _____
Name — Daytime Telephone — Evening Telephone

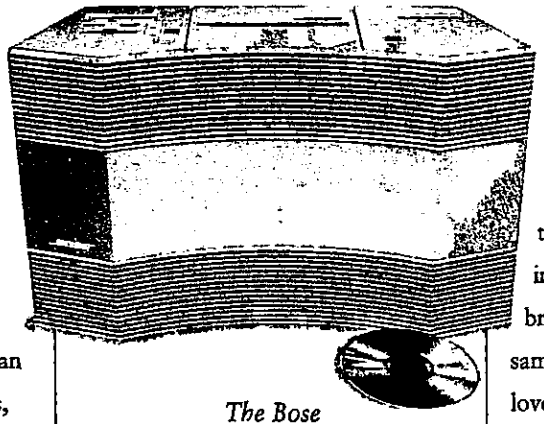
Address _____

City _____ State _____ Zip _____

Or mail to: Bose Corporation, Dept. CDD-W120, The Mountain, Framingham, MA 01701-9168.

BOSE®
Better sound through research®

# LESS THAN A FOOT TALL, YET LOOKED UP TO BY SO MANY.



*The Bose Acoustic Wave• music system.*

The Bose• Acoustic Wave• music system is no bigger than a briefcase. Yet the sound it produces has commanded the respect of more than a few members of the audio press, not to mention thousands of music lovers. And, once you hear it, we think you'll know why. The system is the result of a 12-year effort by Bose to produce rich, natural, high-fidelity sound from a simple, compact unit. And at its core is a unique speaker technology: the acoustic waveguide, which won the prestigious "Invention of the Year" award. This patented, seven-foot waveguide speaker gives instruments and voices added clarity, makes subtle nuances come alive, and creates a full, rich bass.

*"...One sexy unit that delivers a very big sound..."* Spin

We believe the result is simply the most lifelike sound reproduction available in a unit this size. Sound that lets you hear your favorite music the way it was really *meant* to be heard.

The system includes your choice of compact disc or cassette player, plus AM/FM radio and built-in speakers. All in one sleek, compact unit measuring just 10.5"h × 18"w × 6.5"d. And because it's so easily transportable, you can now enjoy full, high-fidelity sound almost anywhere.

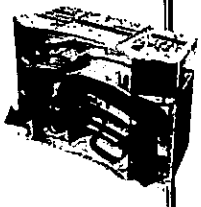
*"...Possibly the best reproduced sound many people have ever heard..."* Stereo Review

Unwind with rich Bose sound as you relax in your living room. Take the system out on the porch, plug it in, and invite some friends over. Or bring it to the office and enjoy the same component-quality sound you love hearing at home.

*"...The least intimidating quality sound system ever developed..."* Chicago Tribune

The Acoustic Wave• music system is available directly from Bose. So call 1-800-898-BOSE, ext. W158, now to receive our complimentary information kit. And find out how you can try it out in your home for fourteen days. If you aren't completely satisfied, simply return it for a full refund of the purchase price.

Call today or return the coupon below. And get ready to give the Acoustic Wave• music system some rave reviews of your own.



*Folded inside, Bose's patented seven-foot acoustic waveguide speaker helps enrich sound.*

TO RECEIVE YOUR FREE INFORMATION KIT CALL

## 1-800-898-BOSE, EXT. W158.

Mr./Ms. _____ ( ) _____ ( ) _____

Name — Daytime Telephone — Evening Telephone

Address _____

City _____ State _____ Zip _____

Or mail to: Bose Corporation, Dept. CDD-W158, The Mountain, Framingham, MA 01701-9168.

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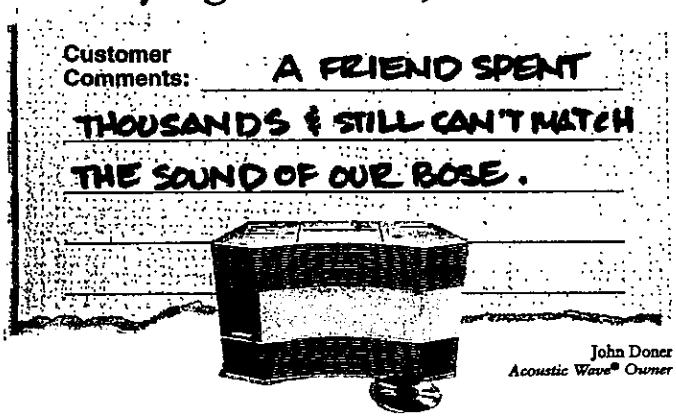
Better sound through research.

# Before Buying A Stereo, Listen To This.




John Doner
*Acoustic Wave® Owner*

Countless owners are singing its praises. The Bose® Acoustic Wave® music system, with its unique patented acoustic waveguide speaker technology, delivers rich, lifelike high-fidelity sound comparable to component systems costing thousands of dollars. Yet it's compact and simple to use. The Acoustic Wave® music system comes complete with compact disc or cassette player, plus AM/FM radio and built-in speakers. It's only available direct from Bose, so call or return this coupon for your free information kit. And discover how good your music can sound.

**Call today. 1-800-898-BOSE, ext. W226.**

Mr/Mrs/Ms. _____ ( ) _____ ( ) _____
Name (Please print) Daytime Telephone Evening Telephone

Address _____

City _____ State _____ Zip _____

Or mail to: Bose Corporation, Dept. CDD-W226, The Mountain, Framingham, MA 01701-9168.

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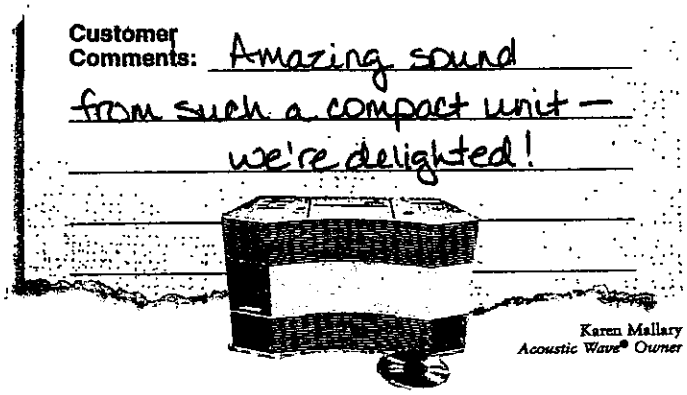
# One Note Speaks Volumes.

**Customer Comments:** Amazing sound from such a compact unit — we're delighted!



Karen Mallary
*Acoustic Wave® Owner*

You can tell a lot about the Bose® Acoustic Wave® music system by the sound of its owners. Thousands say they love its compact design. Its simplicity. And its rich, natural high-fidelity sound—the result of patented acoustic waveguide speaker technology that produces sound comparable to component systems costing thousands of dollars. The Acoustic Wave® music system comes complete with compact disc or cassette player, plus AM/FM radio and built-in speakers. It's only available direct from Bose, so call or return this coupon for your free information kit. We think you'll be amazed.

**Call today. 1-800-898-BOSE, ext. W215.**

Mr./Mrs./Ms.
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Address

City State Zip

Or mail to: Bose Corporation, Dept. CDD-W215, The Mountain, Framingham, MA 01701-9168.

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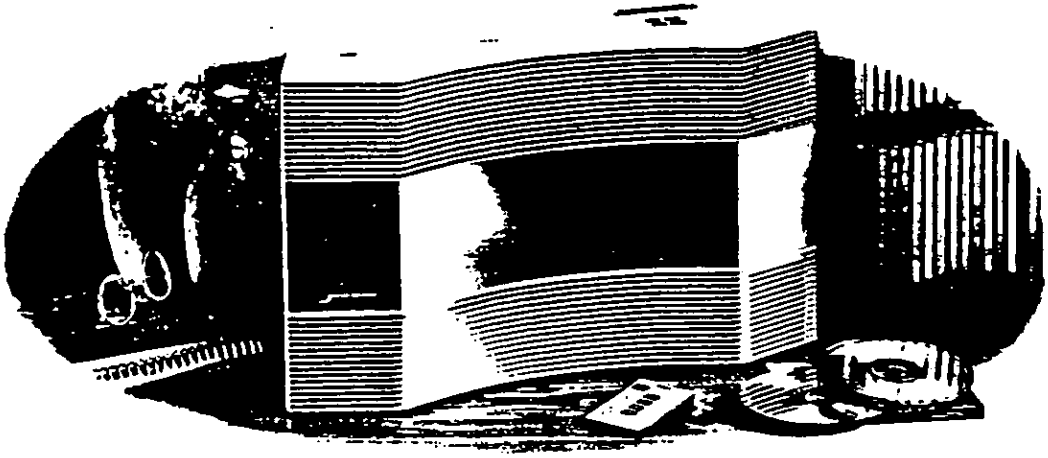
# The new Bose Acoustic Wave music system is quite advanced.



There has never been a better compact stereo than the Bose Acoustic Wave music system. Until now. The *improved* Bose Acoustic Wave music system produces sound that's fuller, clearer, and more lifelike than ever before. And we've added a credit card-sized remote control. So now you can enjoy your favorite music without getting up from your favorite chair. As a matter of fact, you can turn the system on or off, adjust the volume, pre-set up to five AM and five FM stations, and scan or skip CD tracks — all with the touch of a button.

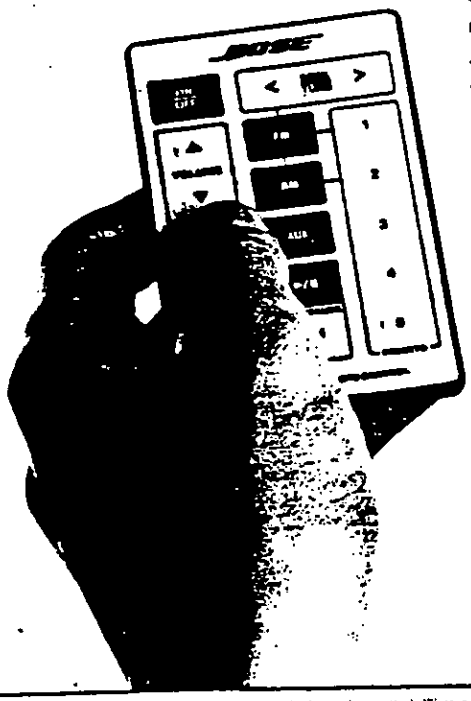
## Yet remarkably easy to grasp.

### Sound only Bose can deliver.

The new Bose Acoustic Wave music system is no bigger than a briefcase yet delivers the kind of sound you'd expect from much larger, more expensive component systems. The key to this rich, clear sound is something no other stereo in the world has: our patented acoustic waveguide speaker technology. Much like a flute strengthens a breath of air to fill an entire concert hall, the seven-foot waveguide produces room-filling sound from a small enclosure.

### Convenient features.

Advanced as it is on the inside, the system has only a few controls on the outside, making it remarkably easy to use. When the system was first introduced, the *Chicago Tribune* called it the "least intimidating quality sound system ever developed." And now the *new* system is even easier to operate. In addition to the convenient remote control, it has no wires or speakers to hook up. In fact, to experience music the way it was meant to be heard, simply plug it in and press "on" or use the remote control. You can even connect it to your VCR or TV to bring rich Bose sound to movies or programs. The complete system measures just 10.5"H × 18"W × 6.5"D and includes an AM/FM radio, CD player, and built-in speakers.




### Call today to learn about our in-home trial.

The new Acoustic Wave music system is available only from Bose, the most respected name in sound. For more information and to learn about our in-home trial and satisfaction guarantee, call 1-800-898-BOSE, ext. W486, or return the coupon below. And control award-winning sound technology from the palm of your hand.

### Call today 1-800-898-BOSE, ext. W486

Mr/Mrs/Ms.
Name (Please Print)

Address

City State Zip

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Daytime Telephone

( )
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Or mail to: Bose Corporation, Dept. CDD-W486, The Mountain, Framingham, MA 01701-9168.

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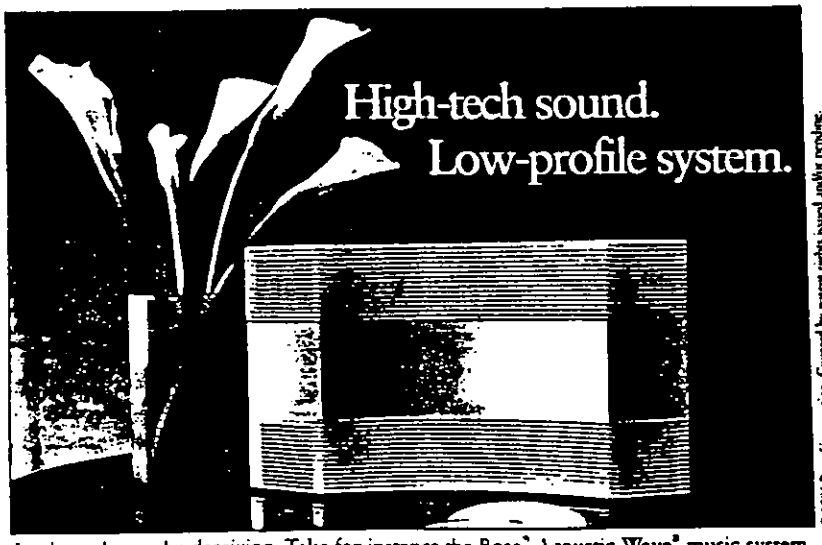




Looks truly can be deceiving. Take for instance the Bose® Acoustic Wave® music system. At first glance, you would never imagine something so small could deliver such big, clear sound. Yet, with our patented acoustic waveguide technology, it does. The system also features a compact disc player (or cassette), AM/FM radio, and built-in speakers. And it's only available directly from Bose. So, call or write to learn about our in-home trial and satisfaction guarantee. And experience for yourself why the *Chicago Tribune* called the Bose Acoustic Wave® music system "...the least intimidating quality sound system ever produced."

Call today.
1-800-898-BOSE,
ext. W396A.

Mr./Mrs./Ms.
Name Please Print Telephone
Address
City State Zip
Or mail to: Bose Corporation, Dept. CDD-W396A, The Mountain, Framingham, MA 01701-9168.

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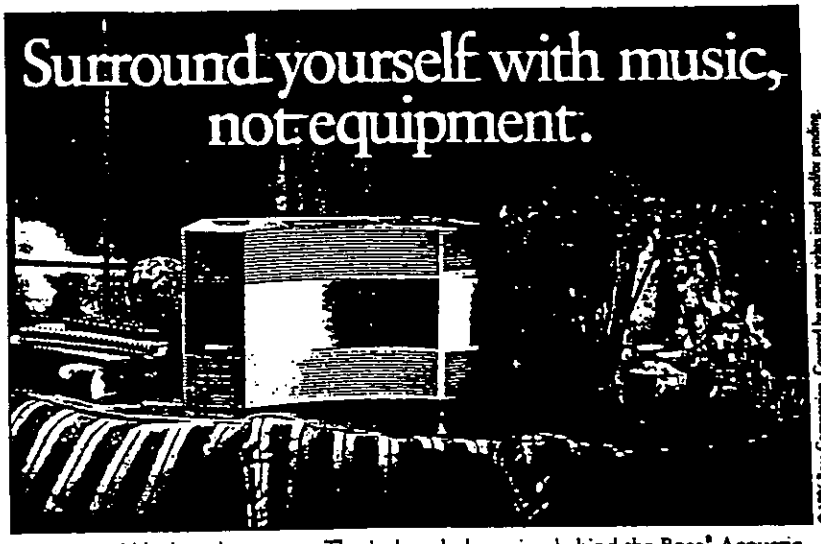
# Surround yourself with music, not equipment.





Music should be heard, not seen. That's the whole notion behind the Bose® Acoustic Wave® music system. It measures less than a foot tall, yet with the Bose patented acoustic waveguide technology it delivers full, clear sound. In fact, *Stereo Review* wrote that it's "...possibly the best-reproduced sound many people have ever heard." The unit holds a compact disc player (or cassette), AM/FM radio, and built-in speakers. And it's only available directly from Bose. So, call or write to learn about our in-home trial and satisfaction guarantee. And enjoy sound that fills a room, from the system that doesn't.

Mr./Mrs./Ms.

Name (Please Print) Telephone

Address

City State Zip

Or mail to: Bose Corporation, Dept. CDD-W398A, The Mountain, Framingham, MA 01701-9168.

Call today.
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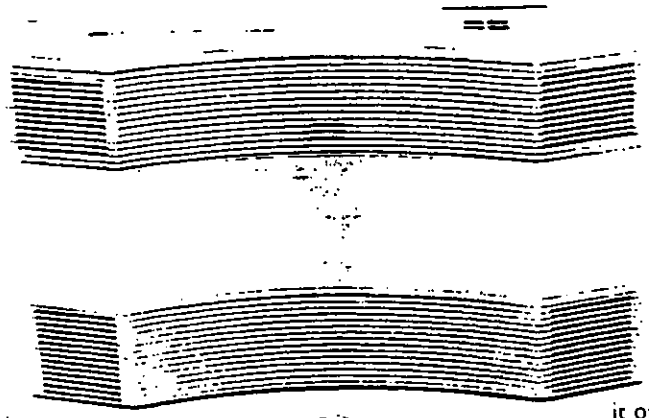
# LESS THAN A FOOT TALL, YET LOOKED UP TO BY SO MANY.

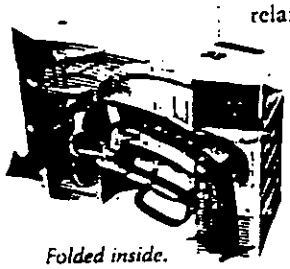


The Bose Acoustic Wave music system is no bigger than a briefcase. Yet the sound it produces has commanded the respect of more than a few members of the audio press, not to mention thousands of music lovers. Once you hear it, we think you'll know why.

*"One sexy unit that delivers a very big sound..."*
Spin

The system is the result of a 14-year effort by Bose to produce rich, natural, high-fidelity sound from a simple, compact unit. And at its core is a unique speaker technology: the acoustic waveguide, which won the prestigious "Invention of the Year" award. This patented, seven-foot waveguide speaker gives instruments and voices added clarity, makes subtle nuances come alive, and creates a full, rich bass.

We believe the result is simply the most lifelike sound reproduction available in a unit this size. Sound that lets you hear your favorite music the way it was really *meant* to be heard. And with recent improvements, the system sounds more lifelike than ever — producing even richer, fuller, and clearer sound.



*Folded inside, our patented seven-foot acoustic waveguide speaker helps enrich sound.*

*The Bose Acoustic Wave music system.*

The system includes a compact disc player, an AM/FM radio, built-in speakers, and a convenient, credit card-sized remote control. All in one sleek, compact unit measuring just 10.5"H × 18"W × 6.5"D. And because it's so easily transportable, you can now enjoy full, high-fidelity sound almost anywhere.

*"...Possibly the best-reproduced sound many people have ever heard..."*
Stereo Review

Unwind with rich Bose sound as you relax in your living room. Take the system out on the porch, plug it in, and invite some friends over. Or bring it to the office and enjoy the same component-quality sound you love hearing at home.

The Acoustic Wave music system is available directly from Bose. So call 1-800-898-BOSE, ext. W455, now to receive our complimentary information kit. And find out how you can try it out in your home.

If you aren't completely satisfied, simply return it for a full refund of the purchase price.

*"...The least intimidating quality sound system ever developed..."*
Chicago Tribune

Call today or return the coupon below. And get ready to give the Acoustic Wave music system some rave reviews of your own.

TO RECEIVE YOUR FREE INFORMATION KIT CALL

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Or mail to: Bose Corporation, Dept. CDD-W455, The Mountain, Framingham, MA 01701-9168.

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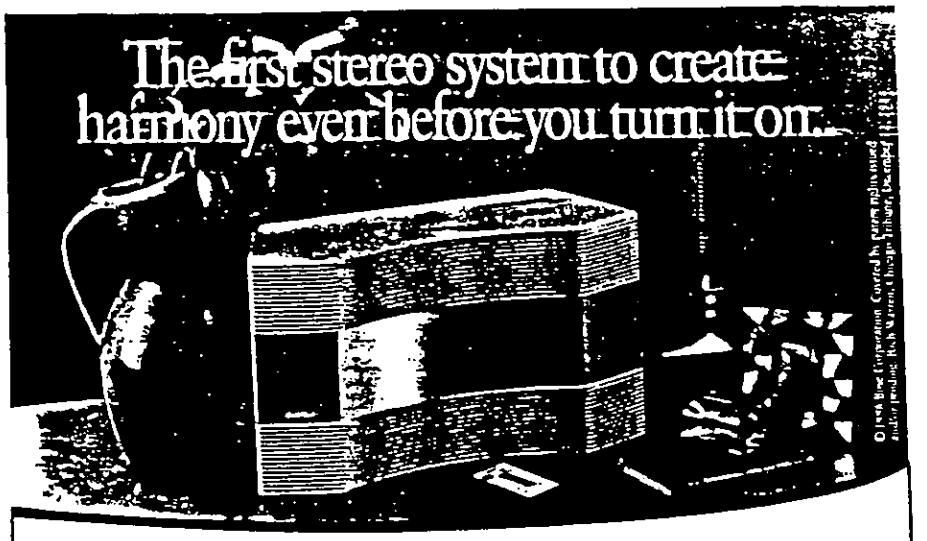


The Bose® Acoustic Wave® music system surrounds you with sharp, clear stereo sound. Yet the one-piece unit is unobtrusive, simple to use, and small enough to fit almost anywhere in your home. The system includes our patented acoustic waveguide technology, an AM/FM radio, built-in speakers, a compact disc player, and a handy remote control. It's only available directly from Bose. So call or return this coupon for more information on the compact stereo system the *Chicago Tribune* calls "the least intimidating quality sound system ever developed." And surround yourself with music, not equipment.

Call today. 1-800-898-BOSE, ext. W487.

Mr./Mrs./Ms.

Name (Please Print) Daytime Telephone Evening Telephone

Address

City State Zip

Or mail to: Bose Corporation, Dept. CDD-W487, The Mountain, Framingham, MA 01701-9168.

BOSE

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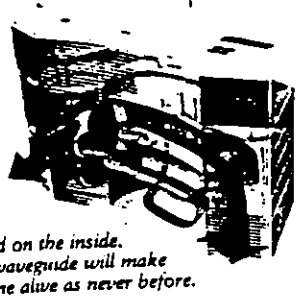
The world's best-sounding compact stereo system just got even better. new Bose Acoustic Wave music tem now brings you richer, clearer, re natural sound than before. It's o easier to use because we've added a edit card-sized remote control. So now u can turn the system on or off, adjust e volume, pre-set up to five AM and five FM stations, and scan and skip CD tracks — all from your favorite chair.

## Bose quality sound.

The key to the lifelike sound is our patented acoustic waveguide speaker technology — a seven-foot-long channel folded inside. Just as a flute strengthens a breath of air to fill an entire concert hall, the waveguide produces room-filling sound from a small enclosure. The result is nothing short of the best sound available in a unit this small.

When it was first introduced, *Stereo Review* said that it had "...possibly the best-reproduced sound many people have ever heard." And now with its improved sound you'll hear even more lifelike clarity, natural tones, and full, rich bass, even at low volume.

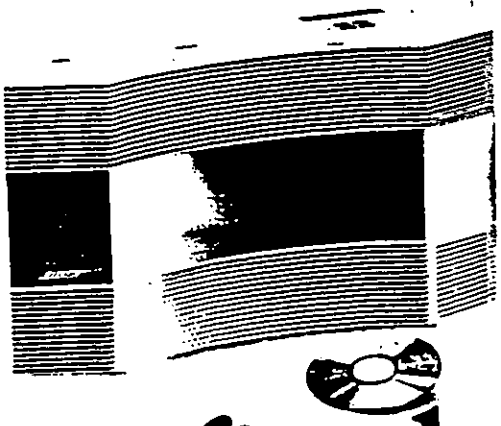
The new Acoustic Wave music system is a complete stereo system, including a compact disc player, AM/FM radio, built-in speakers, and a handy remote. Yet it measures just 10.5"H × 18"W × 6.5"D, so you can carry it almost anywhere. And with its sleek, simple design, it blends in with any decor.



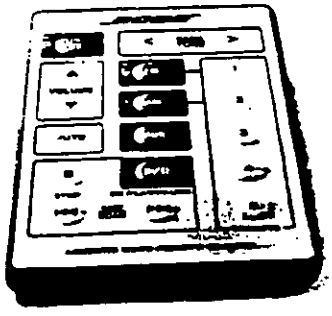
*...'s simple on the outside, advanced on the inside. Our patented seven-foot acoustic waveguide will make nuances in your favorite music come alive as never before.*

## Call today to learn about our in-home trial.

The new Acoustic Wave music system is only available directly from Bose. Call 1-800-898-BOSE, ext. W496, today or return the coupon below to find out about our free in-home trial and satisfaction guarantee. There's never been a better time to call. Because there's never been a better compact stereo system.



# Small as it is, we managed to find room for improvement.



**Call today 1-800-898-BOSE, ext. W496**

Mr./Mrs./Ms. _____
Name (Please Print)

Address _____

City _____ State _____ Zip _____

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Daytime Telephone

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Or mail to: Bose Corporation, Dept. CDD-W496, The Mountain, Framingham, MA 01701-9168.

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The Mountain
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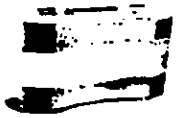
W988
Mr. John Q. Sample
123 Main Street
Anytown, US 01234

# *I would like to purchase my Acoustic Wave® music system with the option of the Bose® Six-Month Installment Payment Plan.*

To order the Bose Acoustic Wave® music system—with the option of the Bose Six-Month Installment Payment Plan—complete and mail this order form by February 29, 1996. Or call us toll free at 1-800-230-BOSE, or fax this form to (508) 485-4577. We'll send the Acoustic Wave® music system to your door for your 30-day in-home tryout. If you aren't completely satisfied, just return it for a full refund of the purchase price.

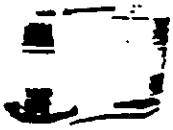
W988
Mr. John Q. Sample
123 Main Street
Anytown, US 01234



*The Acoustic Wave® music system.* Choose CD or cassette model.

Our full line of accessories includes:

*The Power Case.* Carrying case with battery compartment.



*The Pedestal.* Decorator stand with external component inputs.

*The Power Pack.* Rechargeable battery.

*The Powered Microphone.* For use as a portable PA system.

## 1. Your delivery information

Please print.

Mr/Mrs/Ms. _____
Name _____

Address _____

City _____ State _____ Zip _____

( ) _____ Day Telephone ( ) _____ Eve. Telephone

## 2. Payment method

Please enclose check or credit card information.

- ☐ Check (payable to Bose Corporation)
- ☐ MasterCard ☐ VISA
- ☐ American Express ☐ Discover
- ☐ I prefer to use the Installment Payment Plan and pay $166.17 a month, for six months.* (Credit card orders only. Indicate which card above and card number below.)

Mr/Mrs/Ms. _____
Cardholder's Name (Please print)

Card # _____ Expires: Month/Year

Signature _____

## 3. Please send me

| | | Price | Quantity | Total |
|---|---|---|---|---|
| Acoustic Wave® music system (with CD player) | | $997 | | |
| Acoustic Wave® music system (with cassette player) | | $997 | | |
| Accessories: | The Power Case | $129.95 | | |
| | The Pedestal | $149.95 | | |
| | The Power Pack | $149.95 | | |
| | The Powered Microphone | $149.95 | | |
| Shipping & Handling ($29 Regular/$49 Express) | | | | |
| Subtotal | | | | |
| Sales Tax (all states except AK, DE, MT, NH, OR) | | | | |
| Total | | | | |

## *Call 1-800-230-BOSE.*

Or mail to Bose Corporation, Dept. BCDD, The Mountain, Framingham, MA 01701-9168.

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*Offer expires February 29, 1996. Not to be used in conjunction with any other offer. Delivery is subject to product availability. Prices subject to change without notice. *Free payment to include shipping and handling and, where applicable, sales tax.

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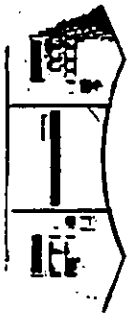
# FOR THOSE WHO LOVE RICH, CLEAR SOUND COMES A MOST NOTEWORTHY COMPAC

If you're like many music lovers, you may wonder whether a compact stereo system could ever deliver truly sharp, clear sound. After all, compact systems traditionally haven't been up to the challenge.

Until now. Bose® presents the Acoustic Wave® music system, the compact system whose true-to-life sound has earned acclaim from audio critics and customers alike.

"THE SOUND IS WONDERFUL! MY HUSBAND HEARS PERCUSSION PARTS HE DIDN'T KNOW WERE THERE. AND THE BASS!"
*—Lorna Russell, Norton, Mass.*

Unlike other compact stereos, the Acoustic Wave® music system delivers sound comparable to larger systems costing thousands of dollars. *Stereo Review* raved about the Acoustic Wave® music system. In fact, they wrote it's "possibly the best-reproduced sound many people have ever heard."



*Just plug it in, insert your favorite recording, press play, and hear award-winning Bose quality sound.*

The key is a patented Bose speaker technology called an acoustic waveguide. As sound passes through it, subtle nuances in your music come alive. You'll hear lifelike tones, an impressive clarity of every instrument and voice, and a full, rich bass, even at low volumes.

*Bose presents the Acoustic Wave® music system.*

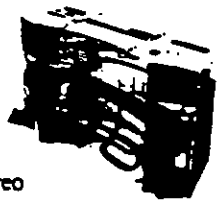
The one-piece system measures just 10.5"H × 18" W × 6.5"D and features a few simple controls. So it's convenient and easy to use.

"THIS COMPLETE UNIT CAN BE USED ALMOST ANYWHERE...THIS IS A PORTABLE SYMPHONY."
*—Dennis Saulsbury, Seaside, Ore.*

The Acoustic Wave® music system is a *complete* stereo system, including your choice of compact disc or cassette player, plus an AM/FM radio and built-in speakers. It's only available direct from Bose, the most respected name in sound.

"ONE OF THE MOST SATISFYING PURCHASES WE'VE EVER MADE!"
*—William Breitenbach, Tacoma, Wash.*

For details, call us at 1-800-898-BOSE, ext. W339A, or return the coupon. We'll tell you about our Performance Guarantee that lets you try out the system at home. If you are not completely satisfied, return it for a full refund of the purchase price. Call today. And hear the compact stereo noted for its sound as well as its size.



*No other stereo system has this patented acoustic waveguide.*

## CALL 1-800-898-BOSE, EXT. W339A, FOR YOUR FREE IN-HOME TRIAL.

When you call, ask about our express delivery (available at an additional charge).

Mr./Mrs./Ms. _____
Name (Please Print)

Address _____

City _____ State _____ Zip _____

( ) _____ ( ) _____
Daytime Telephone Evening Telephone

Mail to: Bose Corporation, Dept. CDD-W339A, The Mountain, Framingham, MA 01701-9168, or fax to 508-485-4577.

BOSE
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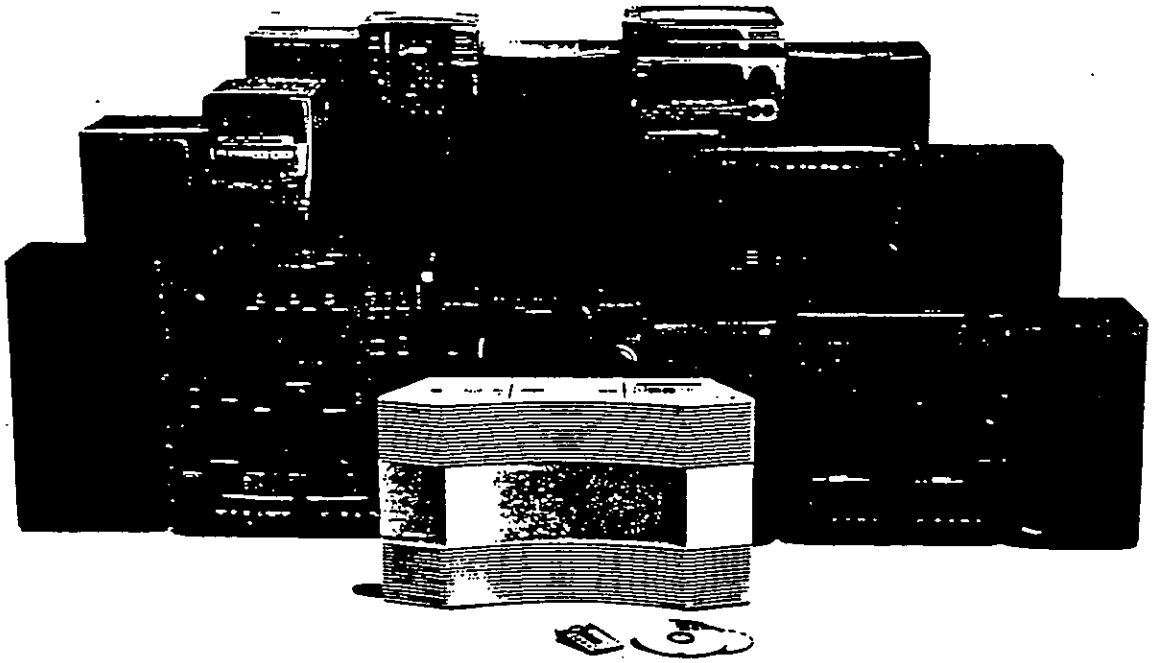

# If you think it looks different, wait until you hear it.

## The Bose® Acoustic Wave® music system. A sound difference.

Touch a single button on this acclaimed, all-in-one music system—a system no bigger than a briefcase. You'll hear "big, bold sound" that places it "at the forefront of compact music systems," according to the *Chicago Tribune*.

In fact, the sound is so rich and lifelike that people even compare it to much larger, more expensive component systems. No matter what kind of music you enjoy, the Acoustic Wave® music system brings it alive the way it was *meant* to be heard.

All of which is quite remarkable when you consider this simple, one-piece stereo system measures just 10.5"H × 18"W × 6.5"D. It fits just about anywhere, whether at home or in the office.

## Different inside, too.

The key to this sound is our patented acoustic waveguide speaker technology inside. No other stereo of any size has it. Just as a flute strengthens a breath of air to fill an entire concert hall, the waveguide produces room-filling sound from a small enclosure. It's a revolutionary concept that won its team of Bose engineers the prestigious "Inventor of the Year" award in the USA.

Folded inside, our patented seven-foot acoustic waveguide enriches sound.

## Easy-to-use features.

The system is technologically advanced, yet remarkably easy to use. The CD player, AM/FM radio, and three speakers are all built in, so you'll have no wires or external speakers to hook up. Simply plug it in and press "Play." There's even a handy credit card-sized remote.

## Satisfaction guaranteed.

The Acoustic Wave® music system is available directly from Bose, the most respected name in sound. Call today, 1-800-897-BOSE, ext. G3588, to learn more about the system and to find out about our 30-day in-home trial and satisfaction guarantee. Order by November 30, 1998, and receive free shipping, a $29 value. And hear just how different a stereo this small can sound.

**For FREE shipping, order by November 30, 1998.**

To receive your free information kit, call
**1-800-897-BOSE, ext. G3588.**

For information on all our products:
www.bose.com/g3588

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**BRIEF SUMMARY OF PRESCRIBING INFORMATION INDICATED FOR THE ANEMIA OF CHEMOTHERAPY CANCER PATIENTS TREATED WITH PROCRIT® (EPOETIN ALFA)* FOR INJECTION.**
**FOR FULL PRESCRIBING INFORMATION FOR ALL INDICATIONS REFER TO THE PHYSICIANS' DESK REFERENCE.**

**INDICATIONS AND USAGE**
PROCRIT is indicated for the treatment of anemia in patients with non-myeloid malignancies where anemia is due to the effect of concomitantly administered chemotherapy. PROCRIT is indicated to decrease the need for transfusions in patients who will be receiving concomitant chemotherapy for a minimum of two months. PROCRIT is not indicated for the treatment of anemia in cancer patients due to other factors such as iron or folate deficiencies, hemolysis or gastrointestinal bleeding which should be managed appropriately.

**CONTRAINDICATIONS**
PROCRIT is contraindicated in patients with: 1) Uncontrolled hypertension 2) Known hypersensitivity to mammalian cell-derived products 3) Known hypersensitivity to Albumin (human).

**WARNINGS**
The multidose preserved formulation contains benzyl alcohol. Benzyl alcohol has been reported to be associated with an increased incidence of neurological and other complications in premature infants which are sometimes fatal.

**PRECAUTIONS**
**General:** The parenteral administration of any biologic product should be attended by appropriate precautions in case allergic or other unfavorable reactions occur (see "Contraindications"). While transient cases have occasionally been observed concurrently with PROCRIT therapy, no serious allergic or anaphylactic reactions have been reported. The safety and efficacy of PROCRIT therapy have not been established in patients with a known history of a seizure disorder or underlying hematologic disease (e.g., sickle cell anemia, myelodysplastic syndromes, or hypercoagulable disorders). In some female patients, menses have resumed following PROCRIT therapy; the possibility of possible pregnancy should be discussed and the need for contraception evaluated.

**Hematology:** Exacerbation of porphyria has been observed rarely in PROCRIT-treated patients with CRF. However, PROCRIT has not caused increased urinary excretion of porphyrin metabolites in normal volunteers, even in the presence of a rapid erythropoietic response. Nevertheless, PROCRIT should be used with caution in patients with known porphyria, in pre-clinical studies in dogs and rats, but not in monkeys, PROCRIT therapy was associated with subclinical bone marrow lesions. Therefore, cancer patients should have hematocrit measures once a week until hematocrit has been stabilized, and measured periodically thereafter.

**Delayed or Diminished Response:** If the patient fails to respond or to maintain a response, the following causes should be considered and evaluated: 1) Iron deficiency. Iron-poor iron deficiency may develop with normal ferritin levels but low transferrin saturation (less than 20%), presumably due to the inability to mobilize iron stores rapidly enough to support increased erythropoiesis. Virtually all patients will eventually require supplemental iron therapy. 2) Underlying infectious, inflammatory, or malignant processes. 3) Occult blood loss. 4) Underlying hematologic disease (e.g., thalassemia, hemolytic anemia, or other myelodysplastic disorders). 5) Vitamin deficiencies: folic acid or vitamin B12. 6) Hemolysis. 7) Aluminum intoxication. 8) Osseous bone cysts.

**Iron Evaluation:** Prior to and during PROCRIT therapy, the patient's iron stores, including transferrin saturation (serum iron divided by iron binding capacity) and serum ferritin, should be evaluated. Transferrin saturation should be at least 20%, and ferritin should be at least 100 ng/mL. Supplemental iron may be required to increase and maintain transferrin saturation to levels that will adequately support PROCRIT-stimulated erythropoiesis.

**Drug Interactions:** No evidence of interaction of PROCRIT with other drugs was observed in the course of clinical trials.

**Carcinogenesis, Mutagenesis, Impairment of Fertility:** Carcinogenic potential of PROCRIT has not been evaluated. PROCRIT does not induce bacterial gene mutation (Ames test), chromosome aberrations in mammalian cells, micronuclei in mice, or gene mutation in the HGPRT locus. In male and female rats treated intravenously with PROCRIT, there was a trend for slightly increased total weanings at doses of 100 and 500 units/kg.

**Pregnancy Category C:** PROCRIT has been shown to have adverse effects in rats when given in doses five times the human dose. There are no adequate and well-controlled studies in pregnant women. PROCRIT should be used during pregnancy only if potential benefit justifies the potential risk to the fetus. In studies in female rats, there were decreases in body weight gain, delays in appearance of abdominal hair, delayed eyelid opening, delayed ossification, and decreases in the number of caudal vertebrae in the F1 fetuses at the 500 units/kg group. In female rats treated intravenously, there was a trend for slightly increased total weanings at doses of 100 and 500 units/kg. PROCRIT has not shown any adverse effect at doses as high as 500 units/kg in pregnant rabbits (from day 6 to 18 of gestation).

**Nursing Mothers:** Postnatal observations of the live offspring (F1 generation) of female rats treated with PROCRIT during gestation and lactation revealed no effect of PROCRIT at doses of up to 500 units/kg. There were, however, decreases in body weight gain, delays in appearance of abdominal hair, eyelid opening, and decreases in the number of caudal vertebrae in the F1 fetuses of the 500 units/kg group. There were no PROCRIT-related effects on the F2 generation fetuses. It is not known whether PROCRIT is excreted in human milk. Because many drugs are excreted in human milk, caution should be exercised when PROCRIT is administered to a nursing woman.

**Pediatric Use:** The safety and effectiveness of PROCRIT in children have not been established.

**Hypertensive:** Hypertension, associated with a significant increase in hematocrit, has been noted rarely in PROCRIT-treated cancer patients. Nevertheless, blood pressure in PROCRIT-treated patients should be monitored carefully, particularly in patients with an underlying history of hypertension or cardiovascular disease.

**Seizures:** In double-blind, placebo controlled trials, 3.2% (N=2/63) of PROCRIT-treated patients and 2.8% (N=2/68) of placebo-treated patients had seizures. Seizures in 1.6% of (N=1/63) PROCRIT-treated patients occurred in the context of a significant increase in blood pressure and hematocrit from baseline values. However, both PROCRIT-treated patients also had underlying CNS pathology which may have been related to seizure activity.

**Thrombotic Events:** In double-blind placebo-controlled trials, 3.2% (N=2/63) of PROCRIT-treated patients and 11.8% (N=8/68) of placebo-treated patients had thrombotic events (e.g., pulmonary embolism, cerebrovascular accident).

**Growth Factor Potential**
PROCRIT is a growth factor that primarily stimulates red cell production. However, the possibility that PROCRIT™ (Epoetin alfa) can act as a growth factor for any tumor type, particularly myeloid malignancies, cannot be excluded.

**ADVERSE REACTIONS**
Adverse experiences reported in clinical trials with PROCRIT in cancer patients were consistent with the underlying disease state. In double-blind, placebo-controlled studies of up to three months duration involving 131 cancer patients on chemotherapy, adverse events with an incidence > 10% in either PROCRIT-treated or placebo-treated patients were as indicated below:

| Event | Percent of Patients Reporting Event PROCRIT-Treated Patients (N=63) | Placebo-Treated Patients (N=68) |
|---|---|---|
| Pyrexia | 29% | 19% |
| Diarrhea | 21%[a] | 7% |
| Nausea | 17%[b] | 32% |
| Vomiting | 17% | 19% |
| Edema | 17%[c] | 1% |
| Asthenia | 13% | 19% |

| Event | Percent of Patients Reporting Event PROCRIT-Treated Patients (N=63) | Placebo-Treated Patients (N=68) |
|---|---|---|
| Fatigue | 13% | 13% |
| Shortness of Breath | 13% | 9% |
| Paresthesia | 11% | 9% |
| Upper Respiratory Infection | 11% | 4% |
| Dizziness | 8% | 12% |
| Thoracic Pain | 3%[d] | 19% |

[a] = 0.041 [b] = 0.008 [c] = 0.0016 [d] = 0.017

Although some statistically significant differences between PROCRIT and placebo-treated patients were noted, the overall safety profile of PROCRIT appeared to be consistent with the disease process of advanced cancer. During double-blind and subsequent open-label therapy in which patients (N=72 for total PROCRIT exposure) were treated for up to 32 weeks with doses as high as 927 units/kg, the adverse experience profile of PROCRIT was consistent with the progression of advanced cancer. Based on comparative survival data, and on the percentage of PROCRIT and placebo-treated patients who discontinued therapy due to death, disease progression or adverse experiences (22% and 13%, respectively; p = 0.25), the clinical outcome in PROCRIT and placebo-treated patients appeared to be similar. Available data from animal tumor models and measurement of proliferation of solid tumor cells from clinical biopsy specimens in response to PROCRIT suggest that PROCRIT does not potentiate tumor growth. Nevertheless, as a growth factor, the possibility that PROCRIT may potentiate growth of some tumors, particularly myeloid tumors, cannot be excluded. A randomized controlled Phase IV study is currently ongoing to further evaluate this issue. The mean peripheral white blood cell count was unchanged following PROCRIT therapy compared to the corresponding value in placebo-treated patients.

**OVERDOSAGE**
The maximum amount of PROCRIT that can be safely administered in single or multiple doses has not been determined. Doses of up to 1,500 units/kg I.V.W. for three to four weeks have been administered without any direct toxic effects of PROCRIT itself. Therapy with PROCRIT can result in polycythemia if the hematocrit is not carefully monitored and the dose appropriately adjusted. If the target range is exceeded, PROCRIT may be temporarily withheld until the hematocrit returns to the target range. PROCRIT therapy may then be resumed using a lower dose (see "Dosage and Administration"). If polycythemia is of concern, phlebotomy may be indicated to decrease the hematocrit.

**DOSAGE AND ADMINISTRATION**
Baseline endogenous serum erythropoietin levels varied among patients in these trials with approximately 75 percent (N=83/110) having endogenous serum erythropoietin levels < 132 mU/mL, and approximately 4 percent (N=4/110) of patients having baseline endogenous serum erythropoietin levels > 500 mU/mL. In general, patients with lower baseline serum erythropoietin levels responded more vigorously to PROCRIT than patients with higher erythropoietin levels. Although no specific serum erythropoietin level can be stipulated above which patients would be unlikely to respond to PROCRIT therapy, treatment of patients with grossly elevated serum erythropoietin levels (e.g., > 200 mU/mL) is not recommended. The hematocrit should be monitored on a weekly basis in patients receiving PROCRIT therapy until hematocrit becomes stable.

**Starting Dose:** The recommended starting dose of PROCRIT is 150 units/kg subcutaneously I.V.W.

**Dose Adjustment:** If the response is not satisfactory in terms of reducing transfusion requirements or increasing hematocrit after 8 weeks of therapy, the dose of PROCRIT can be increased up to 300 units/kg I.V.W. If patients have not responded satisfactorily to a PROCRIT dose of 300 units/kg I.V.W., it is unlikely that they will respond to higher doses of PROCRIT. If the hematocrit exceeds 40%, the dose of PROCRIT should be held until the hematocrit falls to 36%. The dose of PROCRIT should be reduced by 25% when treatment is resumed and titrated to maintain the desired hematocrit. If the initial dose of PROCRIT includes a very rapid hematocrit response (e.g., an increase of more than 4 percentage points in any 2-week period), the dose of PROCRIT should be reduced.

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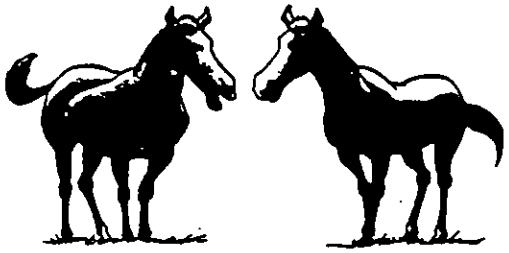
BY GERRY GUEST AND JOHN REINER

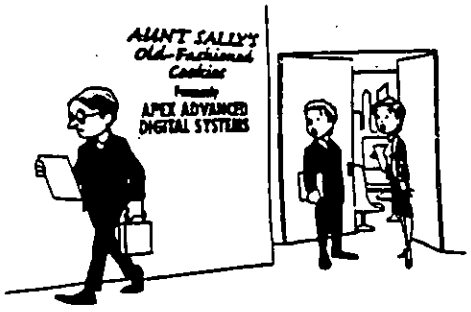
# Laugh Parade



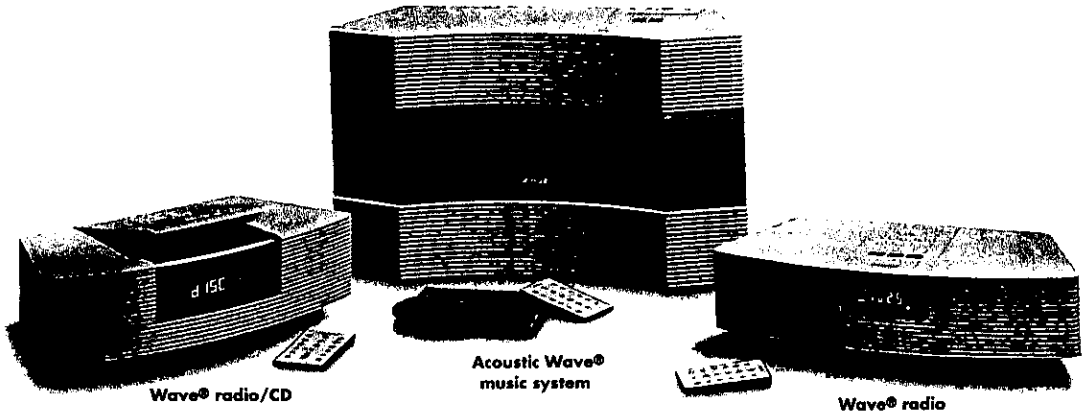
"I'm so tired of everybody whispering."

**HOWARD HUGE®**

"That's Howard...He never met a man he didn't lick."




"Say what you will, he certainly turned this company around."

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Order by October 31, 2001 and we'll deliver directly to you and even pay for the shipping—a $15 or $29 value depending on the product you purchase. Try it in your home for 30 days. We think you'll be impressed by the sound. But if you're not completely satisfied, please call us and we'll fully refund your money. We'll even arrange to pick it up and pay for the return shipping. It's a risk-free invitation to experience rich, full sound from Bose, the most respected name in sound.

The free shipping offer is only good until October 31, 2001. So order today. And sit back and enjoy the music.

Call now to order.

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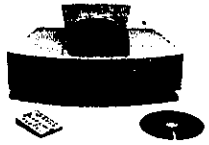
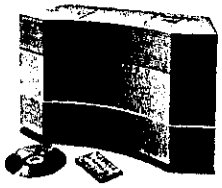
For information on all our products: www.bose.com/wowb


**Bose Wave® radio**



**Bose Wave® radio/CD**



**Bose Acoustic Wave® music system**

PC-BUYERS 9/01

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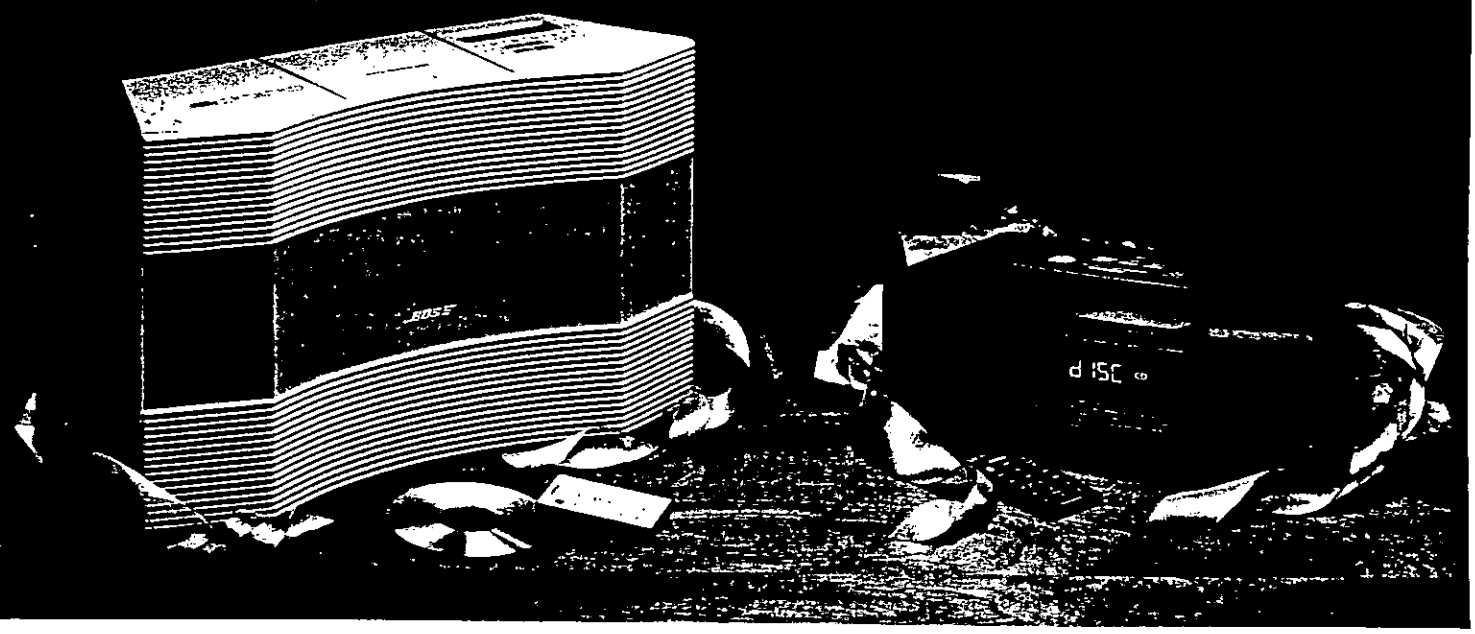
# They make great gifts.
# On the other hand, you've been very, very good this year.



The Bose® Acoustic Wave® music system and Wave® radio/CD are ideal gifts for your favorite music lover. But listen once, and you may not want to give them away. After experiencing their award-winning sound, compact size, and intuitive simplicity, you'll understand why Bose is considered the most respected name in sound.

## Rich sound from our top-of-the-line integrated system.

Why settle for a big, bulky stereo that costs thousands of dollars when you can enjoy the extraordinary sound of a sleek, all-in-one music system? The **Acoustic Wave® music system** includes an AM/FM tuner, a CD player and something you won't find in any conventional stereo – our acoustic waveguide speaker technology. Much as a flute strengthens a breath of air to fill an entire concert hall, the waveguide produces rich, room-filling sound from a small enclosure. In fact, when we first introduced the Acoustic Wave® music system, *Sound & Vision* said it had "possibly the best-reproduced sound many people have ever heard." Hard to believe the entire system is the size of a briefcase.

You'll hear the difference the very first time you turn on the Acoustic Wave® music system. Patented Bose technology gives your favorite CDs and radio programs a clarity and richness that will astound you. And with our credit card-sized remote, you can control this award-winning sound from the palm of your hand. With all this, it's no wonder most people use it as their primary stereo.

## Even smaller systems for even smaller spaces.

Wish you had great sounding music in your bedroom or office? Try the award-winning **Bose Wave® radio,** with or without the built-in CD player. It utilizes a smaller version of our acoustic waveguide speaker technology to give you sparkling high notes, rich, deep low notes and a clarity that's remarkable for something its size. The *Oregonian* said that the Wave® radio/CD "remains one of those little unexplained miracles of acoustic physics." Our original Wave® radio is designed just as impressively. Other features include dual alarms, a credit card-sized remote control and six AM and six FM station presets.

## Call and make 12 interest-free payments.

Take advantage of our payment plan and make **12 interest-free monthly payments.*** And be sure to ask about our **free shipping** offer. Choose the Acoustic Wave® music system, our premium waveguide product, and we'll send you a Bose Multimedia Pedestal with inputs for your TV, VCR, DVD player and another music source – absolutely free. And no matter which waveguide product you choose, our 30-day risk-free in-home trial guarantees your satisfaction.

So give the gift of music to a music lover in your life. Even if that music lover is you.

**Order the Acoustic Wave® system by Dec. 31, 2002 and get a FREE Pedestal – a $149.95 value.**

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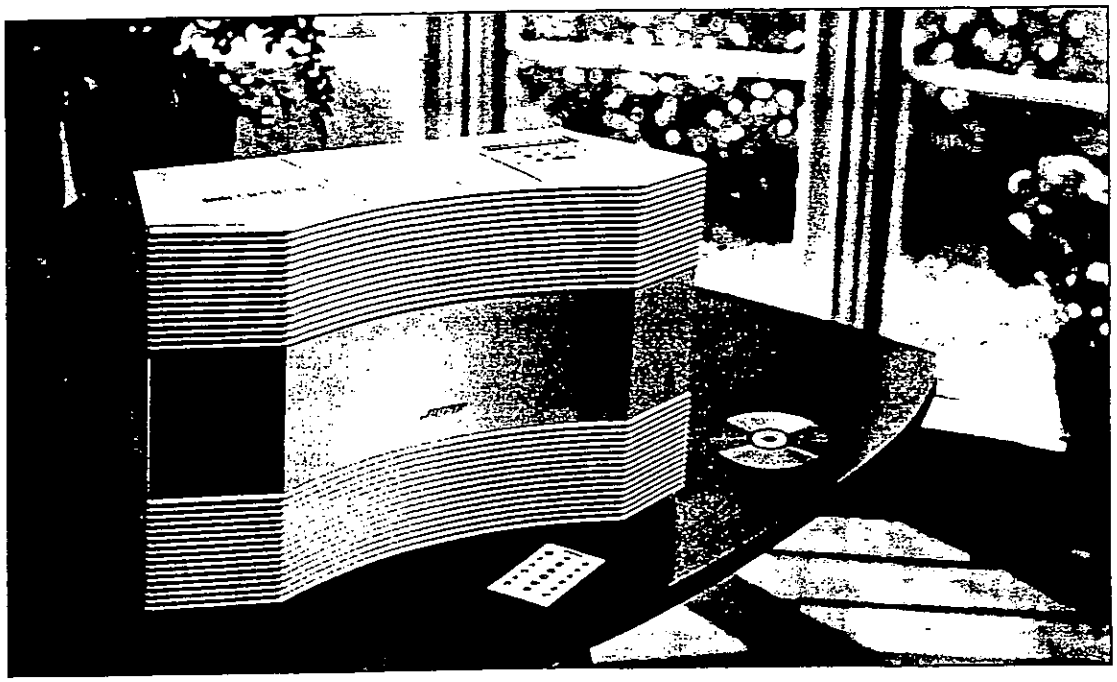
**Clockwise from top right:** Nutty, bendable wire and wool **peacock** by Eco Toys, $55, Mxyplyzyk • **Rubber ducky** by Yayo Designs, with hair in serious need of styling, $9, The Purple Toad, Ricky's on Fifth • Mini **hat lamp** from Lampa, 6" x 12", about $114, www.lampa.com, Kid's Supply, NYC and CT • Cotton knit **football sweater** by Claver, size 18 mos.–size 12, $52–$62, Space Kiddets • Zip-up **jumpsuit** by Oink Baby for Natalie and Friends, sizes 3–24 mos., $60, Over the Moon, Nordstrom select stores • **Food to play with** for ages 2+ from Learning Resources, packed in a bright yellow tin pail: 7-piece **produce** set, $12; 13-piece **sandwich set**, $20; and lunch, dinner or **breakfast**, $22 each, Rain or Shine General Store • Patchwork **felt dog** by Javier Mariscal for Cha Cha Original of Spain, $64, The Terence Conran Shop • Felt **gumball purse** by Rising Tide, about $48, Chou Chou, The Black Cat • **Teetering chairs** from the Chairs Game by Fundex, ages 5+, $18, Uno Mundo • **Ruffled pillow** by Pamela Kline for Traditions, $74.50, ABC Carpet & Home • Woven **plastic toy basket** by Mary Jane Bags, $89, Sprout, Goodnight Room

**Best books, from pop-up to picture:** *City Signs*, a collection of urban photos by Zoran Milich (Kids Can Press, $15.95); *Good-bye, 382 Shin Dang Dong* by Frances and Ginger Park, illustrations by Yangsook Choi (National Geographic, $16.95); I is for Ibis in Wallace Edwards' *Alphabeasts* (Kids Can Press, $15.95); And don't miss Jerry Pinkney's beautifully illustrated tale of *Noah's Ark* (SeaStar Books, $15.95). Collectible holiday pop-ups: Robert Sabuda's *The Night Before Christmas*, (Little Simon, $24.95) and *Chanuka Bugs* (love that Bubbie bug!), by David A. Carter (Little Simon, $10.95). Books of Wonder, Bank Street Bookstore

PHOTOGRAPH BY DAVID SACKS, FASHION DIRECTION BY DONNA BERG AND HEIDI CODOFF FOR TWIST PRODUCTIONS

*More store info page 30A*

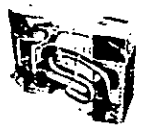


# It seems small. Until you turn it on.

## The Bose® Acoustic Wave® music system. The biggest thing about it is the sound.

It measures just 10.5"H × 18"W × 6.5"D and fits on an end table. But turn it on, and you'll hear rich, life-like, room-filling sound. In fact, the *Chicago Tribune* said the Acoustic Wave® music system produces "big, bold sound" that places it "at the forefront of compact music systems." No other system this size produces the same deep bass and natural sound.

The key to this sound is our patented waveguide speaker technology. Just as a flute strengthens a breath of air to fill a concert hall, the waveguide produces room-filling sound from a small enclosure. It's no wonder the waveguide won its team of Bose engineers the prestigious "Inventor of the Year" award.



Folded inside our patented seven-foot waveguide enriches sound.

## Easy-to-use features.

As small as it is, the Acoustic Wave music system is big on features. A handy credit card-sized remote gives you control from your favorite chair. Plus, the CD player, AM/FM radio and three speakers are all built in, so you'll have no confusing wires or external speakers to hook up. The Acoustic Wave® music system even allows you to bring rich Bose sound to your favorite TV shows and movies by easily connecting to your TV, VCR or DVD player. And with a choice of colors – Platinum White or Graphite Gray – it fits almost any décor.

## Call to learn about our 30-day in-home trial.

The Acoustic Wave® music system is available directly from Bose, the most respected name in sound. Call today and listen to the system in your home for 30 days, satisfaction guaranteed. If you're not completely satisfied, simply return it for a full refund of the purchase price. Be sure to ask about our **12-month interest-free payment plan.**[2]

Order by September 30, 2002 and get a free Pedestal with inputs for your TV, VCR, DVD player and another music source. The Pedestal is a $149.95 value.

The Acoustic Wave® music system may look small, but just wait until you turn it on.

**For a FREE Pedestal order before September 30, 2002.**

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[SEX ED]

The IUD makes a comeback. Should you rethink your birth-control method?

*by Beth Howard*

# a contraceptive renaissance

JULIE COLEMAN (not her real name) never messes with her birth control. Well, almost never. In the past 18 years, the 49-year-old writer from New York City has dealt with it exactly three times: when she had her intrauterine device (IUD) replaced.

Less than 1 percent of women use the hassle-free IUD, compared with the 25 percent who use the Pill. "With a failure rate of well under 1 percent, the IUD is the single most effective reversible method of birth control—but highly underused," says James Trussell, Ph.D., director of population research at Princeton University.

Obviously, not everyone is as high as Trussell on the contraceptive. In fact, a recent study published in the journal *Obstetrics and Gynecology* shows that OB-GYNs rarely recommend IUDs, even though most say they consider the device to be safe and effective. Twenty percent of OB-GYNs had not inserted an IUD in the previous year, says lead study author Nancy Stanwood, M.D., an assistant professor of obstetrics and gynecology at the University of Rochester Medical Center. Despite the fact that the new devices now on the market have undergone—and passed—rigorous testing, the IUD's image still bears the scars of its litigious history, Stanwood says.

Neither doctors nor women seeking birth-control options can seem to forget when, in 1974, manufacturer A.H. Robins pulled

PHOTOGRAPH BY HOWARD L. PUCKETT

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Enjoy music almost anywhere in your home with the Wave® radio/CD and the original Wave® radio. Their **small size and elegant styling** make them great for the kitchen counter, bedroom nightstand, credenza or your coffee table.

Thanks to **patented Bose® waveguide technology,** these small music systems produce rich, room-filling sound. Notes are so clear, you may hear nuances in your music you have never noticed before. When you hear the sound, you'll understand why *Forbes ASAP* named the original Wave® radio as **one of 15 technological breakthroughs that have "changed the world,"** rating it right up there with the light bulb, the compact disc and the telephone. And why *Popular Science* called it a "sonic marvel."

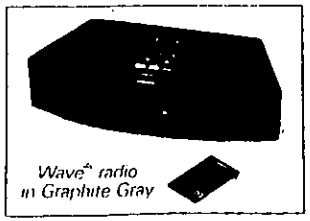
The Wave® radio/CD and the Wave® radio are equipped with a credit card-sized remote control with 12 presets, and dual alarms. You can even hook up your TV, VCR or computer to them and enjoy richer, fuller sound.

Specify Platinum White or Graphite Gray when ordering. Gift box available. Call for details.

*Wave® radio/CD in Platinum White*

| Wave® radio/CD | Wave® radio |
|---|---|
| $499.00 or 12 monthly payments of $41.58* | $349.00 or 12 monthly payments of $29.08* |

***Free shipping – a $15 value.***



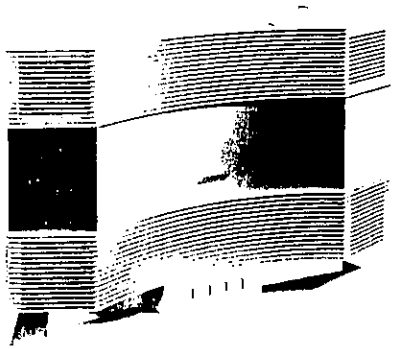
*Wave® radio in Graphite Gray*

***Order any of the Lifestyle® home theater systems in this catalog by Jan. 5, 2003 and receive a FREE Wave® radio.*** *Or, upgrade to a Wave® radio/CD for just $150. See pages 6-9 for Lifestyle® system information and offer details.*

*Dimensions: Wave® radio/CD 4¼"H x 14"W x 8½"D, Wave® radio 4½"H x 14"W x 8¼"D*



**Order by Jan. 5, 2003 for FREE shipping.**



*Acoustic Wave® music system with Multimedia Pedestal*

# Acoustic Wave® Music System

***Our top-of-the-line integrated music system.***

Enjoy full, beautiful music from a system the size of a briefcase. Its sound rivals many big, complicated stereo systems costing thousands of dollars. The performance is so impressive that when the Acoustic Wave® music system was first introduced, *Sound & Vision* said it delivered **"possibly the best-reproduced sound many people have ever heard."**

With no complicated wires, this all-in-one music system is simple to use and **makes a great primary music system.** You just plug it in. Press PLAY. Listen. And enjoy. That's why the *Chicago Tribune* called it the "world's most remarkable compact, one-piece stereo."

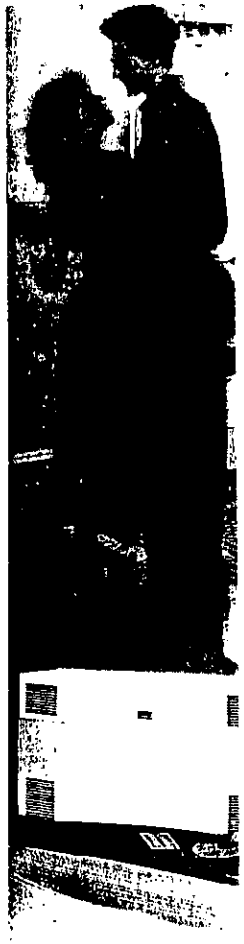
How does the Acoustic Wave® music system produce such lifelike sound? Inside it has **patented Bose® waveguide technology.** Just as a flute can strengthen a breath of air to fill an entire concert hall, the waveguide technology inside can produce room-filling sound from a small system. Folded inside this small music system is a seven-foot-long waveguide that creates sound so bold it won the "Invention of the Year" award.

This sleek and stylish music system is light enough to be portable and includes a digital AM/FM tuner, built-in speakers, a CD player and a credit card-sized remote control.

Specify Platinum White or Graphite Gray when ordering. Gift box available. Call for details.

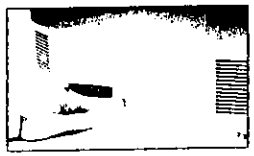
$1079.00 or 12 monthly payments of $89.91*

***Free shipping – a $29 value.***



*"...at the forefront of compact music systems... big, bold sound..."*

CHICAGO TRIBUNE



***Order an Acoustic Wave® music system by Jan. 5, 2003 and receive a FREE Multimedia Pedestal,*** *a $149.95 value. Designed to complement your Acoustic Wave® system, the Multimedia Pedestal enables you to connect up to four auxiliary sources simultaneously, including your TV and VCR.*

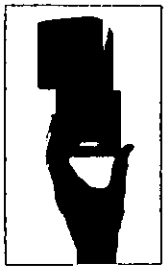
*Dimensions: Acoustic Wave® music system 10¼"H x 18"W x 7¼"D*

**1 - 800 - 414 - 2073**

For information on all our products: **shop.bose.com**

# Bring The Movies Home With Bose® Home Entertainment Systems.

Pop some popcorn. Hop on the couch. And get ready to enjoy the exhilarating surround sound you've always loved at the movies, in the comfort of your own home. You'll appreciate Bose home theater the first time you watch your favorite movie and hear the sound come alive around you. Or when your living room fills with the exciting sounds of a car chase or the deep roar of a space shuttle. Because that's just what Bose home theater products are designed to do: take you out of your living room and into whatever you're watching. They also bring TV to life and give music a concert-like feel.



**Bose takes a different approach to home theater – simplicity and elegance.** Most home theater systems have five big speakers and racks of components that take up space and interfere with your décor. With Bose home theater solutions, called **Lifestyle® systems**, you'll see less equipment but you'll still hear clear, rich, theater-like surround sound.

**In place of bulky racks of equipment, you'll see five tiny speaker arrays and one simple, sleek, integrated media center.** Instead of big complicated speakers that fill up your room, Bose cube speaker arrays are small enough to fit in your hand and fill your room with sound. They have Bose proprietary Direct/Reflecting® speaker technology, which works with your walls to deliver incredible surround sound for both movies and music. The speaker arrays can be swiveled, allowing you to reflect sound off your walls as well as project it directly into your room to create full and spacious sound.

# Home Entertainment Comparison: Which System Is Right For You?

Compare and choose the home entertainment system that best suits your needs. All Bose® home entertainment systems include **Digital 5.1 decoding and Bose proprietary Videostage® 5 circuitry.** This lets you enjoy a five-channel surround sound experience from practically any source, including VHS tapes, stereo CDs and even mono TV programs.

Bose **integrated system design** provides acclaimed performance – along with welcome ease of use. To us, it's all about filling your room with sound rather than equipment. Although our systems contain some of today's most advanced audio technology, it's where it belongs – on the inside. Outside, everything is simple.

The Bose **Acoustimass® module** uses proprietary technology to produce dynamic lows that appear to come from the tiny speakers, rather than from the Acoustimass module itself. This means you can enjoy the powerful low frequencies you want, but hide the module almost anywhere in the room.

| | Lifestyle® 50 system | Lifestyle® 35 system | Lifestyle® 28 system |
|---|---|---|---|
| Media center with six-CD changer | ■ | | |
| Media center with integrated DVD/CD player | | ■ | ■ |
| ADAPTiQ™ audio calibration system | | ■ | ■ |
| Digital 5.1 decoding and Videostage 5 circuitry | ■ | ■ | ■ |
| Digital AM/FM tuner | ■ | ■ | ■ |
| Five Direct/Reflecting® Jewel Cube® speakers (4½"H x 2¼"W) | ■ | ■ | |
| Five Direct/Reflecting® Virtually Invisible® cube speakers (6¼"H x 3"W) | | | ■ |
| Personal™ music center (touchscreen remote) | ■ | | |
| Four-source/four-zone expansion capability | ■ | | |
| Two-source/two-zone expansion capability | ■ | ■ | ■ |

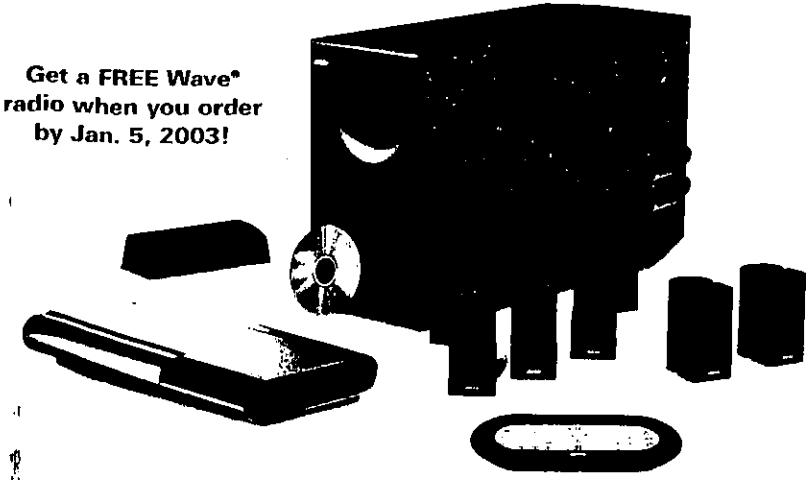
*"The Bose Lifestyle system is the ultimate expression of 'stealth' audio."*

POPULAR MECHANICS

**Ask about our interest-free payment plan.**

**1 - 8 0 0 - 4 1 4 - 2 0 7 3**

**Get a FREE Wave® radio when you order by Jan. 5, 2003!**



# Lifestyle® 50 Home Theater System

***Multiple-room capability from just one system.***

You can enjoy lifelike Bose® sound all around your home with the Lifestyle® 50 home theater system. It offers **advanced multi-room/multi-source expansion capabilities** that let you listen to rich, lifelike music in your living room while your children enjoy a movie with action-packed sound in the den. With the Lifestyle® 50 system you have the ability to play up to four different sources (such as TV, CD, DVD or radio) in four areas of your home simultaneously.

The Lifestyle® 50 system **gives you the foundation to fill your house with sound.** Simply add powered speakers and enjoy sound wherever you'd like: add our environmental speakers* outside and listen to music on the deck, or add a Bose Wave® radio or our powered expansion speakers to your kitchen or bedroom. No matter where you choose to add sound, the Lifestyle® 50 system makes it easy to listen to movies and music around your house.

more >

*Requires an additional amplifier. Call for details.

Play up to four different sources in four areas of your home simultaneously.

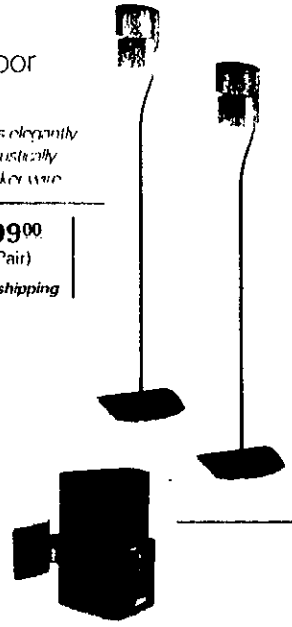
## UFS-20 Universal Floor Stands

*These 38"-high slender metal stands elegantly display your cube speakers at an acoustically optimal height while hiding the speaker wire.*

*(For use with Lifestyle® systems)*

*Specify Black or White when ordering.*

**$99.00** (Pair) **Free shipping**



## UB-20 Wall/Ceiling Bracket

*These high-quality cast-zinc brackets are designed to hang your cube speakers unobtrusively on your walls or ceiling.*

*(For use with Lifestyle® systems)*

*Specify Black or White when ordering.*

**$24.99** (Single) **Free shipping**

# Accessories For Bose® Products

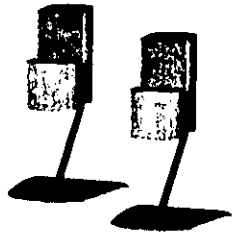
## UTS-20 Universal Table Stand

*Use these cast-aluminum stands to place your cube speakers on a table, entertainment center or shelf. A groove in the tubing conceals the speaker wire.*

*(For use with Lifestyle® systems)*

*Specify Black or White when ordering.*

**$29.99** (Single) **Free shipping**

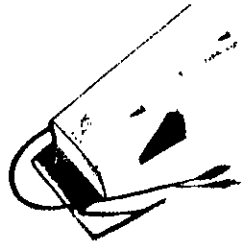


## Acoustic Wave® Music System Multimedia Pedestal

*Transforms your Acoustic Wave® music system into a complete home entertainment center with inputs for up to four auxiliary audio sources, such as a TV or DVD player.*

*Specify Platinum White or Graphite Gray when ordering.*

**$149.95** **Free shipping**



*Free when you order an Acoustic Wave® music system by Jan. 5, 2003.*

*Personal music center: 1.7"H x 8.5"W x 4.7"D*
*Jewel Cube speakers: 4.7"H x 2.5"W x 3.5"D*

*CD changer: 2.5"H x 15.5"W x 8"D*
*Acoustimass module: 14"H x 24.5"W x 7.5"D*

**Order by Jan. 5, 2003 for FREE shipping.**

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For information on all our products: **shop.bose.com**

**BOSE**
*Better sound through research*

**To order:**

- For the fastest service phone **1-800-414-2073** (24 hours a day, 7 days a week).
- Fill out and return this order form with a check or credit card number. Please note that product cannot be shipped without a check or credit card information.

**Save up to $50 per product with free shipping!**
Place your order by Jan. 5, 2003. Bose® will pay standard shipping charges, saving you as much as $50 on each product.

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Can't wait for great sound? For an extra charge we'll provide express shipping so you – or the people you're giving the Bose products to – can enjoy them even sooner. Call **1-800-414-2073** for information.

**30-day risk-free in-home trial**
Bose products come with our 30-day in-home trial and satisfaction guarantee. We know how difficult it can be to judge audio products without actually hearing them. That's why we want you to enjoy the sound of our products in your home risk-free for 30 days. We're certain that once you hear them, you'll want to keep them. But in the unlikely event you're not completely satisfied, return them within 30 days for a full refund. We'll even pay for the return shipping.

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Use your credit card to order, and take advantage of our installment plan to spread your payments over 12 months on orders of $298 and above. Your credit card account will be debited each month with no interest charges from Bose. Please note that any applicable sales tax will be added to your first payment. Credit card rules and interest also may apply.

**Giving your product as a gift? We'll pack it in a gift box!**
Many of our products make terrific gifts for the holidays, weddings, birthdays and other special events. If you're purchasing an Acoustic Wave® music system, Wave® radio, Wave® radio/CD, QuietComfort® headset or TriPort™ headphones as a gift, we'll pack it in a gift box with a personalized gift card for a small extra charge. Your presentation will be as spectacular as your gift. Available on phone orders only.

**Let your friends know about Bose.**
We'll gladly send our catalog to any of your friends who might be interested in Bose products. Just call us at **1-800-414-2073** with their names and addresses.

**shop.bose.com**

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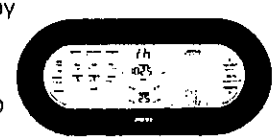
Play up to four different sources in four areas of your home simultaneously.



**Order by Jan. 5, 2003 for FREE shipping.**

You can control the sound in these different rooms with the **palm-sized Personal® music center.** This portable two-way information/command device is smaller than a videotape. It works almost anywhere in the house to let you see at a glance what the system is doing. The touchscreen display and radio frequency link conveniently provide you with system status information. With a simple touch you can select sources, change volume, see which CD track is playing or what station is on.



***Five tiny Jewel Cube® speaker arrays and a hideaway Acoustimass® module create sound with impact.***

From the pitter-patter of raindrops to the pluck of a violin string, sound will come alive around you. Digital 5.1 decoding and Bose® proprietary Videostage® 5 decoding circuitry let you enjoy surround sound from practically any source, even older mono VHS tapes that weren't recorded to be heard in surround sound. *Popular Science* said the Lifestyle® 50 system "gives stereo TV and even mono VHS tapes searing theater-like quality" and called it a "home theater magician."

The Lifestyle® 50 system delivers incredibly detailed sound for movies and concert-like music. You'll enjoy the clarity and nuances you'll hear. The Lifestyle® 50 system comes with a digital AM/FM tuner and **built-in six-disc CD changer.** You can use the Personal® music center to create a play list of your favorite songs for a continuous evening of uninterrupted listening.

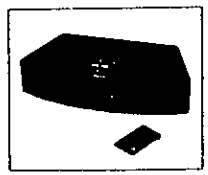
The **Acoustimass module** uses patented Bose technology to produce clear dynamic lows. Unlike conventional speakers – which use a vibrating surface to directly project sound – our Acoustimass module uses masses of air to launch sound into the listening area. This means you can place the Acoustimass module almost anywhere in the room – even hide it. You'll still enjoy rich low frequencies, but all the sound will appear to come from the tiny speakers.

Specify Black or White speakers (with matching module) when ordering. CD changer available in aluminum finish only.

*$3499.00 or 12 monthly payments of* **$291.58***

*Free shipping – a $50 value.*

***See page 5*** *for a comparison of Bose home entertainment systems and to learn more about the Bose technologies inside.*



***Order a Lifestyle® 50 home theater system by Jan. 5, 2003 and receive a FREE Wave® radio,*** *a value of $349. Or, upgrade to a Wave® radio/CD – a $499 value – for just $150. You can use your radio with your Lifestyle® system to create a second listening zone – call for details. See page 2 for Wave® radio information.*

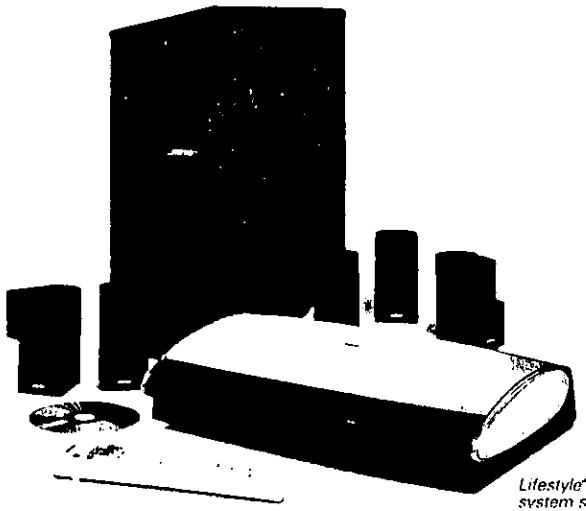
*"Bose puts total control of its multiroom, multisource... Lifestyle 50 home theater system in the palm of your hand..."*

SOUND & VISION

*Dimensions: Lifestyle 50 Home Theater System*
*Personal® music center: 1.7"H x 8.1"W x 4.2"D*
*Jewel Cube speakers: 4.7"H x 2.5"W x 3.5"D*
*CD changer: 2.5"H x 15.2"W x 8"D*
*Acoustimass module: 14"H x 23.2"W x 7.5"D*

**1-800-414-2073**

For information on all our products: **shop.bose.com**



*Lifestyle® 35 system shown*

# Lifestyle® 35 And Lifestyle® 28 Home Entertainment Systems

**New!** ***Introducing the next-generation Lifestyle® systems – now with sound individually customized for your room.***

Enjoy a theater-like experience in the comfort of your own home. Both of these high-performance *DVD-based systems* set a new standard for digital home entertainment. Small, décor-friendly speaker arrays combine with a truly integrated system to make listening to music and DVDs easy and elegant. Bose® Direct/Reflecting® speaker technology uses your walls to effectively increase the area from which you hear sound. The result: open and spacious sound that can put you in the middle of the movie action or envelop you in music.

And now, **the new Bose ADAPTiQ™ audio calibration system customizes the sound for your room.** Available only in the Bose Lifestyle® 35 and 28 systems, the ADAPTiQ system "listens" and analyzes the effects of your room's size and shape, furnishings, speaker positions and listener locations – factors that influence the quality of what you hear. Then, it adjusts the system automatically to deliver a performance that gives you the best possible sound for your setting.

Movies. Sports. Music. Everything you listen to can sound more realistic. That's because **Digital 5.1 decoding and proprietary Bose Videostage® 5 decoding circuitry produce a five-channel surround sound experience from practically any source, even older mono TV programs and video cassettes** not recorded in surround sound.

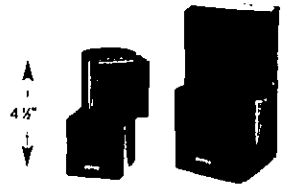
Your spine will tingle when you hear the roar of a car chase. That's because the **improved hideaway Acoustimass® module** contains advanced technologies that produce more powerful low frequencies.

***Incredible sound from incredibly small speakers.***

The Lifestyle® 35 and 28 systems share all the same features with one important difference: the speakers. The Lifestyle® 35 system comes with our **award-winning 4½" high Jewel Cube® speakers.** Inside, special Neodymium Iron Boron magnets deliver ten times the magnetic density of conventional magnets, allowing these speakers to produce incredible sound. *Time Out New York* reports, "I'm still amazed every time I hear it."

The Lifestyle® 28 system comes with our slightly larger, 6¼" high **Virtually Invisible® cube speaker arrays.** They also deliver the dazzling effects of a movie and intricate notes of music. So no matter which Lifestyle® system you choose, you can enjoy exceptionally big sound from exceptionally small speakers.

*The Lifestyle® 35 speakers are about the size of a computer mouse and combine more than 40 innovative technologies.*



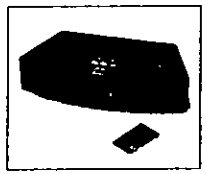

*The Lifestyle® 28 system features Virtually Invisible® cube speakers. These speakers, too, can fit in the palm of your hand.*

Both Lifestyle® systems also have a **universal remote** that functions even through walls and floors. It uses a radio frequency instead of an infrared beam, so you don't have to point it at the system. You can easily increase volume while you're in the kitchen or change the CD track while working in your home office.

The elegant media center features a built-in digital AM/FM tuner and a DVD/CD player which plays DVD, CD, CD-R, CD-RW and MP3 on CD. Specify Black or White speakers (with matching module) when ordering. Media center available in aluminum finish only.

***See page 5*** *for a comparison of Bose® home entertainment systems and to learn more about the Bose technologies inside.*

| *Lifestyle® 35 system* | *Lifestyle® 28 system* |
|---|---|
| *$299.00 or* **12 monthly payments of $249.91*** | *$249.00 or* **12 monthly payments of $208.25*** |



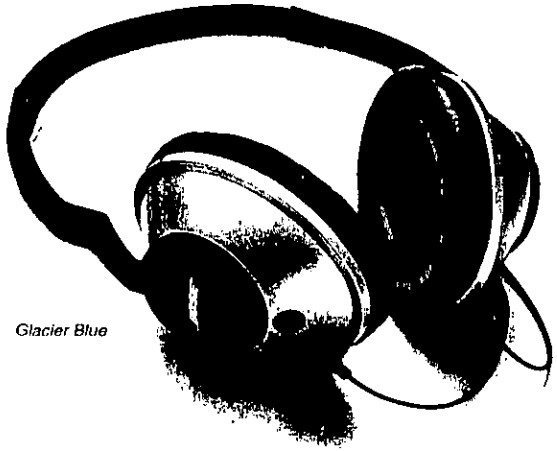
***Order a Lifestyle® 35 or 28 home entertainment system by Jan. 5, 2003 and receive a FREE Wave® radio,*** *a value of $349. Or, upgrade to a Wave® radio/CD – a $499 value – for just $150. You can use your radio with your Lifestyle® system to create a second listening zone – call for details. See page 2 for Wave® radio information.*

*Dimensions*

*Lifestyle® 35 system*
*Jewel Cube speakers: 4½"H x 2¾"W x 3¾"D*
*Media center: 3¾"H x 15¾"W x 11¾"D*
*Acoustimass module: 16½"H x 25"W x 8¾"D*

*Lifestyle® 28 system*
*Virtually Invisible® cube speakers: 6¼"H x 3"W x 4"D*
*Media center: 3¾"H x 15¾"W x 11¾"D*
*Acoustimass module: 16½"H x 25"W x 8¾"D*

*New. Better. Different.*



Glacier Blue

## New! TriPort™ Headphones

***The new standard in headphone performance.***

Bose introduces its new TriPort headphones...and delivers a unique blend of high-performance audio, comfort and style. These headphones create a new standard of performance for the category – with **clear and accurate sound quality,** including rich deep lows not commonly found in headphones.

Patented and proprietary Bose® technologies deliver superior performance across the full spectrum of music. As the *Detroit News* reports, the result is "endlessly listenable, indeed illuminating sound." Even the lowest, most full-bodied musical tones come through without any audible distortion or need for artificial low-frequency boost. You also enjoy clear highs, clean vocals and an audio performance engineered to **reproduce your music the way it was meant to be heard.**

Slate Gray

The award-winning design means you don't have to settle for the usual headphone choice: great sound, or a comfortable fit. To quote *U.S. News & World Report*: **"The verdict of our testers: natural-sounding, deep bass; smooth audio that envelops the listener; comfortable on the ears, and light on the head."**

With a weight that's less than many popular cell phone models, the five-ounce TriPort headphones are indeed light on the head. Their super-soft cushions, flexible swivel earcups and fully adjustable headband allow you to **wear them comfortably for long periods.** TriPort headphones arrive ready to use with your portable CD/DVD/MP3 player, computer, gaming system or home stereo. A plug adapter, extension cable and carry bag are included.

**$149.00**

***Free shipping – a $10 value.***

Specify Slate Gray or Glacier Blue when ordering. Gift box available. Call for details.

**Order by Jan. 5, 2003 for FREE shipping.**

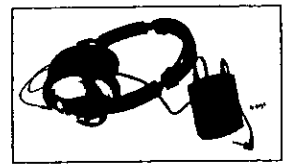


## QuietComfort® Acoustic Noise Cancelling® Headset

***Dramatically reduce unwanted noise. Enjoy Bose® quality sound.***

From the engine roar on airplanes to the clamor on your commute, the world is filled with noise. The QuietComfort Acoustic Noise Cancelling headset significantly reduces that noise so you can enjoy music in places you never could before. And when you're not listening to music, use it to relax and enjoy the serenity.

*Men's Journal* said the Bose headset **"puts the wearer in a zone of blessed quiet, then fills the ears with rich stereo sound."** The QuietComfort headset reduces unwanted noise before it reaches your ears. It recognizes what you're about to hear and compares it with what you want to hear – music or silence. Patented Bose technologies then counteract the noise and deliver the sound you want.



*Just turn on the control box and enjoy music in places you never could before.*

Now air travelers can hear far less annoying airplane noise. So the in-flight movie or their own CDs, DVDs or MP3s sound richer and clearer. In fact, the *Boston Globe* said the Bose headset worked so well that **"the airplane roar became a whisper."** You'll not only enjoy your flight more, but studies show reducing jet noise can also reduce fatigue.

You can also use the headset to work on your laptop while commuting, hush the background noise at the office or just listen to music at home. **It's so comfortable and light (just 5.4 oz.) you may forget you're wearing it.** The headset comes with adapters, a deluxe carrying case and everything you need to start enjoying it right away.

Gift box available. Call for details.

***$299.00 or 12 monthly payments of $24.91****

***Free shipping – a $10 value.***

***Order now and get a complimentary flight certificate.*** *When you buy a roundtrip ticket, your companion's airfare is free. See order form for details and restrictions.*

*"This is really one of those things you have to hear to believe."*

WHOLE EARTH

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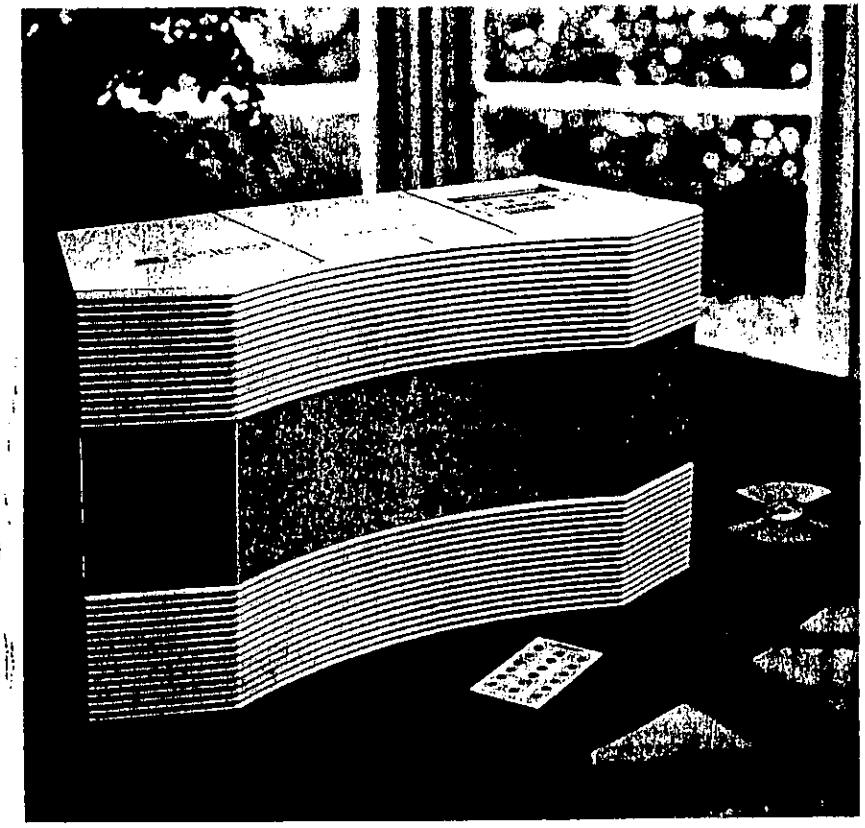
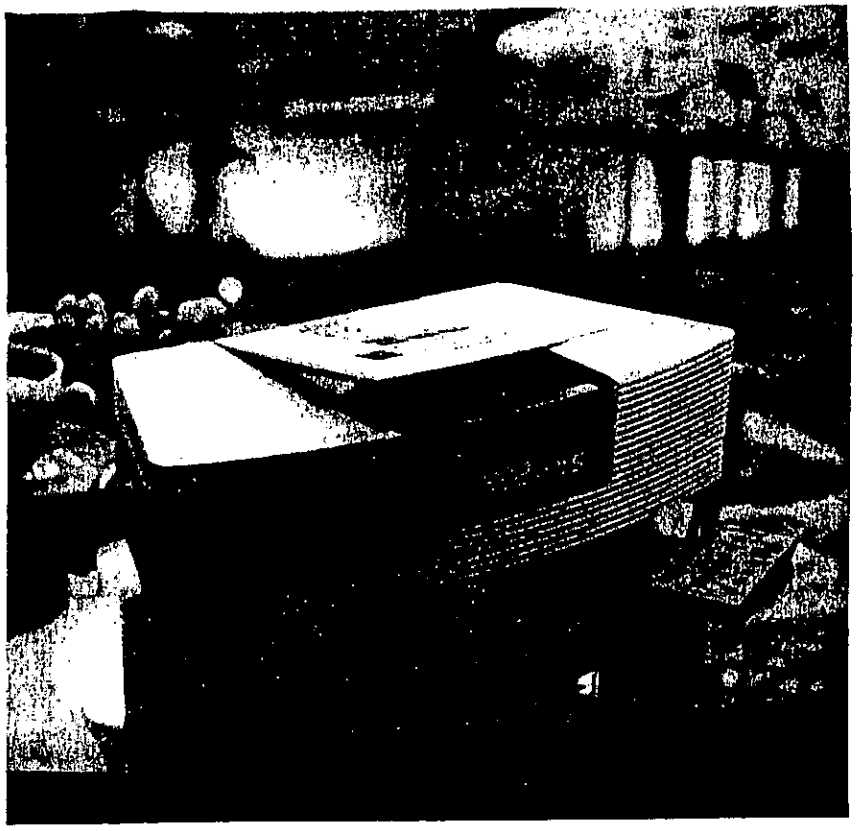




# They seem small. Until you turn them on.

### Great sound. Small size. No compromise.

With more than 30 years of industry-leading innovation, Bose has created two acoustic waveguide products that are favorites of audio critics and music lovers alike. After *& Vision* said it had "possibly the best-reproduced sound many people have ever heard." Hard to believe the entire system is the size of a briefcase.

You'll hear the difference the very first time you turn on the Acoustic Wave® music system. card-sized remote control, and six AM and six FM station presets.

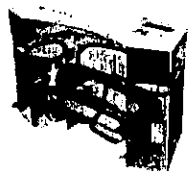
### Make 12 interest-free payments.

Take advantage of our payment plan to make 12 interest-free monthly payments.* Ask about

experiencing their award-winning sound, compact size, and intuitive simplicity, you'll understand why Bose is considered the most respected name in sound.

## Rich sound from our top-of-the-line integrated system.

Why settle for the big and bulky components of an ordinary stereo when you can enjoy the extraordinary sound of a sleek, all-in-one music system? The **Acoustic Wave® music system** includes an AM/FM tuner, a CD player, and something you won't find in any conventional stereo – our acoustic waveguide speaker technology. Much as a flute strengthens a breath of air to fill an entire concert hall, the waveguide produces rich, room-filling sound from a small enclosure. In fact, when we first introduced the Acoustic Wave® music system, *Sound*



Folded inside, our patented seven-foot acoustic waveguide enriches sound.

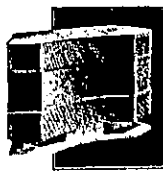
your favorite CDs and radio programs a clarity and richness that will astound you – no matter what the volume. And with our credit card-sized remote, you can control this award-winning sound from the palm of your hand. With all this, it's no wonder many people use it as their primary stereo.

## Even smaller systems for even smaller spaces.

Wish you had great sounding music in your bedroom or office? Try the **Bose Wave® radio**, with or without the built-in CD player. It utilizes a smaller version of our acoustic waveguide speaker technology to give you sparkling high notes, deep, full tones, and a clarity that's remarkable for something its size. The *Oregonian* said that the Wave® radio/CD "remains one of those little unexplained miracles of acoustic physics." Our original Wave® radio is designed just as impressively. Other features include dual alarms, a credit

Acoustic Wave® system, our premium waveguide product, and we'll send you a Multimedia Pedestal with inputs for your TV, VCR, DVD player and another music source – absolutely free. Our 30-day risk-free in-home trial guarantees your satisfaction.

So let Bose put your choice of waveguide products in front of you. And hear all that stands behind them.



**Order the Acoustic Wave® system by Dec. 31, 2002 and get a FREE Pedestal – a $149.95 value.**

## Call today, 1-800-725-2073, ext. C1402.

*All products are available in your choice of Graphite Gray or Platinum White.*

For information on all our products:
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E-mail (Optional) _____

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Mail to: Bose Corporation, Dept. DMG-C1402, The Mountain, Framingham, MA 01701-9168.

# If you think it looks different, wait until you hear it.

## The Bose® Acoustic Wave® music system. A sound difference.

Touch a single button on this acclaimed, all-in-one music system – a system the size of a briefcase. You'll hear "big, bold sound" that places it "at the forefront of compact music systems," according to the *Chicago Tribune*.

In fact, the sound is so rich and lifelike that people even compare it to much larger, more expensive component systems. No matter what kind of music you enjoy, the Acoustic Wave® music system brings it alive the way it was *meant* to be heard.

All of which is quite remarkable when you consider this simple, one-piece stereo system measures just 10.5"H x 18"W x 7.5"D. It fits just about anywhere, whether at home or in the office. And, with a choice of colors – Platinum White or Graphite Gray – it fits any décor.

## Different inside, too.

The key to this sound is our patented waveguide speaker technology inside. And only Bose has it. Just as a flute strengthens a breath of air to fill an entire concert hall, the waveguide produces room-filling sound from a small enclosure. It's a revolutionary concept that won its team of Bose engineers the prestigious "Inventor of the Year" award.

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*Continued from Page 67*

ter off than the typical family elsewhere, and that even our poor are well off by foreign standards.

But it's not true. Let me use the example of Sweden, that great conservative *bête noire*.

A few months ago the conservative cyberpundit Glenn Reynolds made a splash when he pointed out that Sweden's G.D.P. per capita is roughly comparable with that of Mississippi — see, those foolish believers in the welfare state have impoverished themselves! Presumably he assumed that this means that the typical Swede is as poor as the typical resident of Mississippi, and therefore much worse off than the typical American.

But life expectancy in Sweden is about three years higher than that of the U.S. Infant mortality is half the U.S. level, and less than a third the rate in Mississippi. Functional illiteracy is much less common than in the U.S.

How is this possible? One answer is that G.D.P. per capita is in some ways a misleading measure. Swedes take longer vacations than Americans, so they work fewer hours per year. That's a choice, not a failure of economic performance. Real G.D.P. per hour worked is 16 percent lower than in the United States, which makes Swedish productivity about the same as Canada's.

But the main point is that though Sweden may have lower average income than the United States, that's mainly because our rich are so much richer. The median Swedish family has a standard of living roughly comparable with that of the median U.S. family: wages are if anything higher in Sweden, and a higher tax burden is offset by public provision of health care and generally better public services. And as you move further down the income distribution, Swedish living standards are way ahead of those in the U.S. Swedish families with children that are at the 10th percentile — poorer than 90 percent of the population — have incomes 60 percent higher than their U.S. counterparts. And very few people in Sweden experience the deep poverty that is all too common in the United States. One measure: in 1994 only 6 percent of Swedes lived on less than $11 per day, compared with 14 percent in the U.S.

The moral of this comparison is that even if you think that America's high levels of inequality are the price of our high level of national income, it's not at all clear that this price is worth paying. The reason conservatives engage in bouts of Sweden-bashing is that they want to convince us that there is no tradeoff between economic efficiency and equity — that if you try to take from the rich and give to the poor, you actually make everyone worse off. But the comparison between the U.S. and other advanced countries doesn't support this conclusion at all. Yes, we are the richest major nation. But because so much of our national income is concentrated in relatively few hands, large numbers of Americans are worse off economically than their counterparts in other advanced countries.

And we might even offer a challenge from the other side: inequality in the United States has arguably reached levels where it is counterproductive. That is, you can make a case that our society would be richer if its richest members didn't get quite so much.

**As the rich get richer, they can buy a lot besides goods and services. Money buys political influence; used cleverly, it also buys intellectual influence.**

I could make this argument on historical grounds. The most impressive economic growth in U.S. history coincided with the middle-class interregnum, the post-World War II generation, when incomes were most evenly distributed. But let's focus on a specific case, the extraordinary pay packages of today's top executives. Are these good for the economy?

Until recently it was almost unchallenged conventional wisdom that, whatever else you might say, the new imperial C.E.O.'s had delivered results that dwarfed the expense of their compensation. But now that the stock bubble has burst, it has become increasingly clear that there was a price to those big pay packages, after all. In fact, the price paid by shareholders and society at large may have been many times larger than the amount actually paid to the executives.

It's easy to get boggled by the details of corporate scandal — insider loans, stock options, special-purpose entities, mark-to-market, round-tripping. But there's a simple reason that the details are so complicated. All of these schemes were designed to benefit corporate insiders — to inflate the pay of the C.E.O. and his inner circle. That is, they were all about the "chaos of competitive avarice" that, according to John Kenneth Galbraith, had been ruled out in the corporation of the 1960's. But while all restraint has vanished within the American corporation, the outside world — including stockholders — is still prudish, and open looting by executives is still not acceptable. So the looting has to be camouflaged, taking place through complicated schemes that can be rationalized to outsiders as clever corporate strategies.

Economists who study crime tell us that crime is inefficient — that is, the costs of crime to the economy are much larger than the amount stolen. Crime, and the fear of crime, divert resources away from productive uses: criminals spend their time stealing rather than producing, and potential victims spend time and money trying to protect their property. Also, the things people do to avoid becoming victims — like avoiding dangerous districts — have a cost even if they succeed in averting an actual crime.

The same holds true of corporate malfeasance, whether or not it actually involves breaking the law. Executives who devote their time to creating innovative ways to divert shareholder money into their own pockets probably aren't running the real business very well (think Enron, WorldCom, Tyco, Global Crossing, Adelphia . . . ). Investments chosen because they create the illusion of profitability while insiders cash in their stock options are a waste of scarce resources. And if the supply of funds from lenders and shareholders dries up because of a lack of trust, the economy as a whole suffers. Just ask Indonesia.

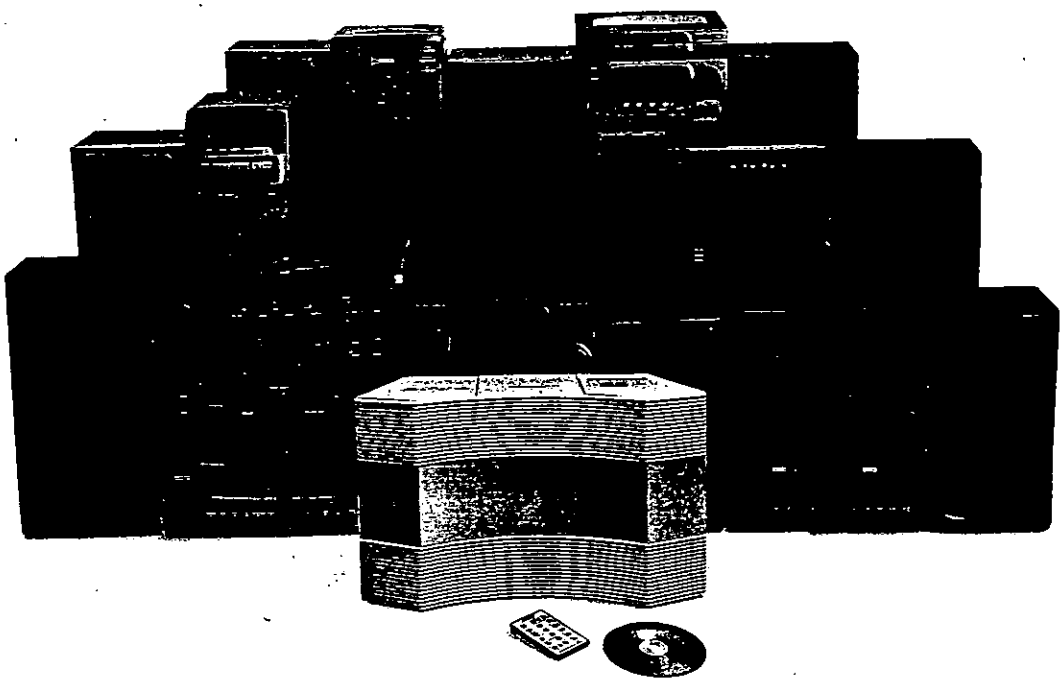
The argument for a system in which some people get very rich has always been that the lure of wealth provides powerful incentives. But the question is, incentives to do what? As we learn more about what has actually been going on in corporate America, it's becoming less and less clear whether those incentives have actually made executives work on behalf of the rest of us.

## V. Inequality and Politics

In September the Senate debated a proposed measure that would impose a one-time capital gains tax on Americans who renounce their citizenship in order to avoid paying U.S. taxes. Senator Phil Gramm was not pleased, declaring that the proposal was "right out of Nazi Germany." Pretty strong language, but no stronger than the metaphor Daniel Mitchell of the Heritage Foundation used, in an op-ed article in The Washington Times, to describe a bill designed to prevent corporations from rechartering abroad for tax purposes: Mitchell described this legislation as the "Dred Scott tax bill," referring to the infamous 1857 Supreme Court ruling that required free states to return escaped slaves.

Twenty years ago, would a prominent senator have likened those who want wealthy people to pay taxes to Nazis? Would a member of a think tank with close ties to the administration have drawn a parallel between corporate taxation and slavery? I don't think so. The remarks by Gramm and Mitchell, while stronger than usual, were indicators of two huge changes in American politics. One is the growing polarization of our politics — our politicians are less and less inclined to offer even the appearance of moderation. The other is the growing tendency of policy and policy makers to cater to the interests of the wealthy. And I mean the wealthy, not the merely well-off: only someone with a net worth of at least several million dollars is likely to find it worthwhile to become a tax exile.

You don't need a political scientist to tell you that modern American politics is bitterly polarized. But wasn't it always thus? No, it wasn't. From World War II until the 1970's — the same era during which income inequality was historically low — political partisanship was much more muted than it is today. That's not just a



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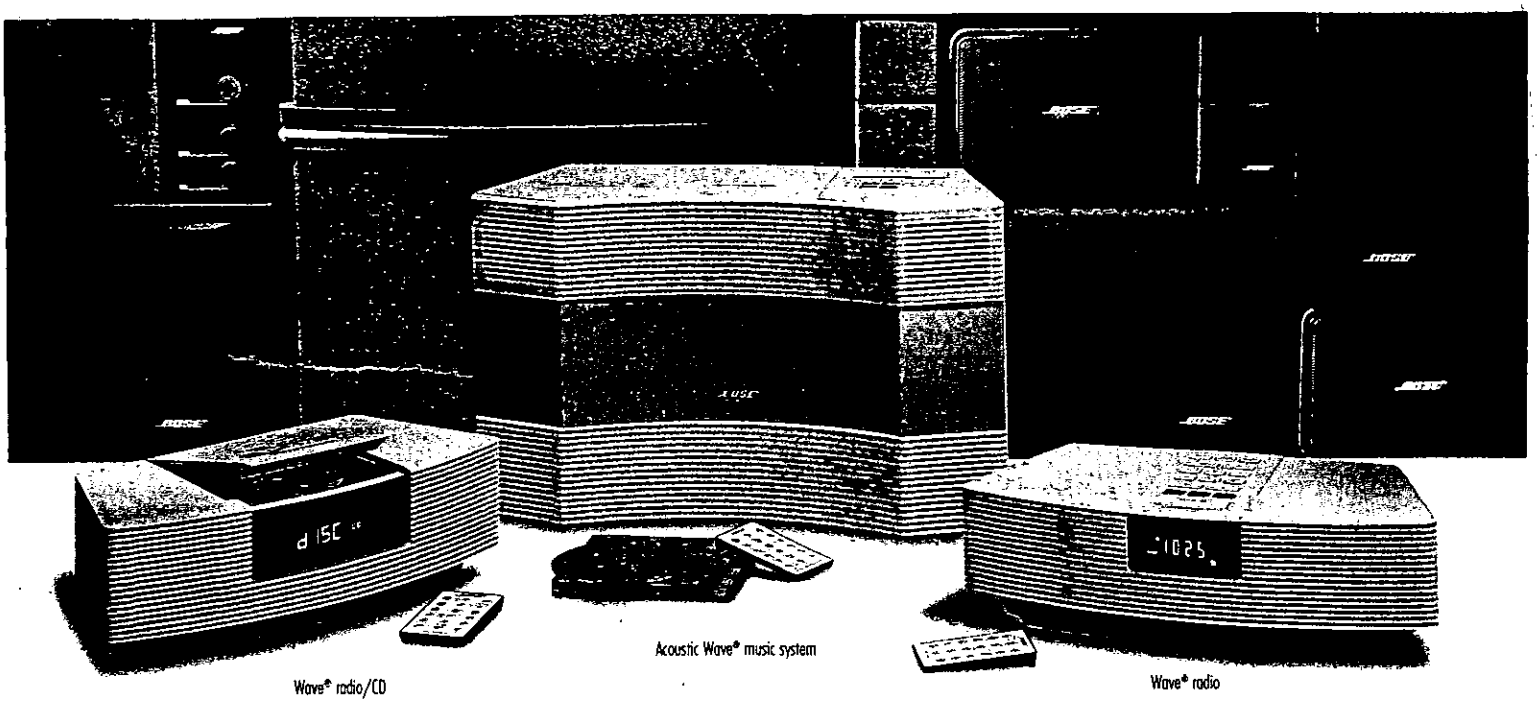


# Our reputation stands behind them.

## Great sound. Small size. No compromise.

With more than 30 years of industry-leading innovation, Bose® has created three acoustic waveguide products that are favorites of audio critics and music lovers alike. After experiencing their award-winning sound, compact size, and intuitive simplicity, you'll understand why Bose is considered the most respected name in sound.

## Rich sound from our top-of-the-line integrated system.

Why settle for the big and bulky components of an ordinary stereo when you can enjoy the extraordinary sound of a sleek, all-in-one music system? The **Acoustic Wave® music system** includes an AM/FM tuner, a CD player, and something you won't find in any conventional stereo – our acoustic waveguide speaker technology. Much as a flute strengthens a breath of air to fill an entire concert hall, the waveguide produces rich, room-filling sound from a small enclosure. In fact, when we first introduced the Acoustic Wave® music system, *Stereo Review* said it had "possibly the best-reproduced sound many people have ever heard." Hard to believe the entire system is the size of a briefcase.

You'll hear the difference the very first time you turn on the Acoustic Wave® music system. Patented Bose technology gives your favorite CDs and radio programs a clarity and richness that will astound you – no matter what the volume. And with our credit card-sized remote, you can control this award-winning sound from the palm of your hand. With all this, it's no wonder many people use it as their primary stereo.

## Even smaller systems for even smaller spaces.

Wish you had great sounding music in your bedroom or office? Try the **Bose Wave® radio**, with or without the built-in CD player. It utilizes a smaller version of our acoustic waveguide speaker technology to give you sparkling high notes, full bass, and a clarity that's remarkable for something its size. The *Oregonian* said that the Wave® radio/CD "remains one of those little unexplained miracles of acoustic physics." Our original Wave® radio is designed just as impressively. Other features include dual alarms, a credit card-sized remote control, and six AM and six FM station presets.

## Call and make 12 low interest-free payments.

Take advantage of our payment plan and make **12 low interest-free monthly payments.*** Order before June 30, 2002 and receive a free Bose CD carrying case that holds 24 CDs. No matter which waveguide product you choose, our 30-day risk-free in-home trial guarantees your satisfaction.


So let Bose put an acoustic waveguide product in front of you. And hear all that stands behind them.

## Call today, 1-800-737-2073 ext. C829.

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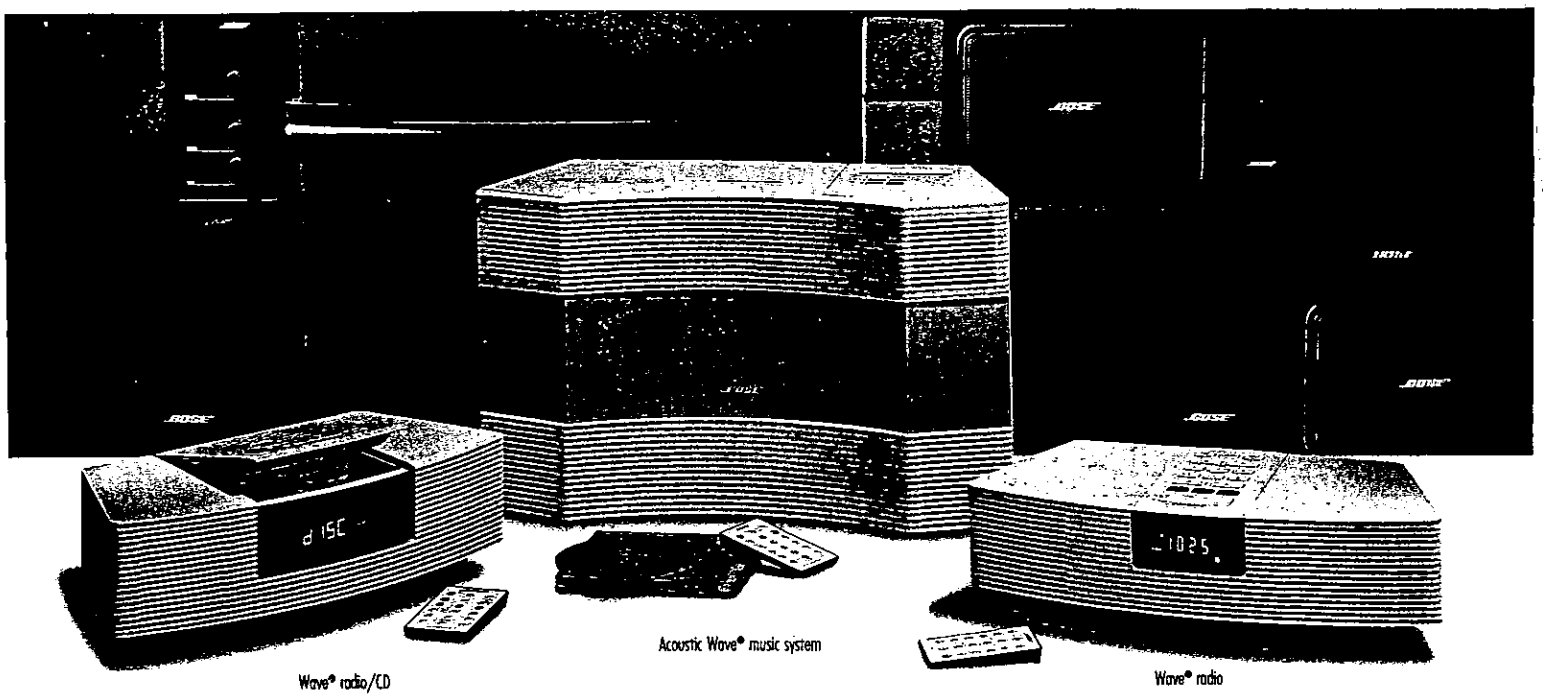


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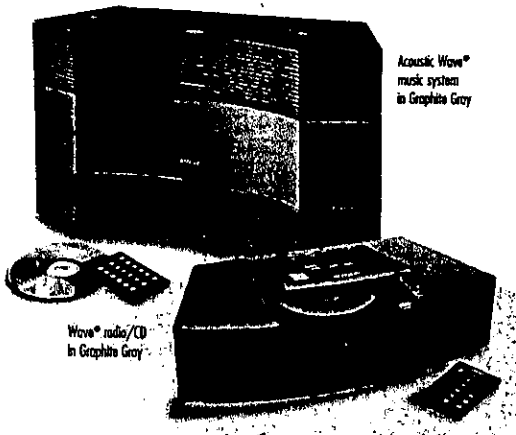


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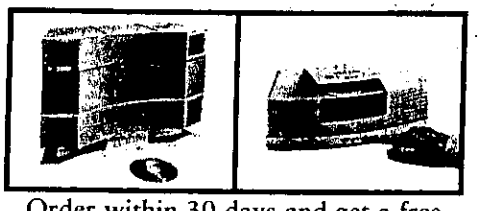

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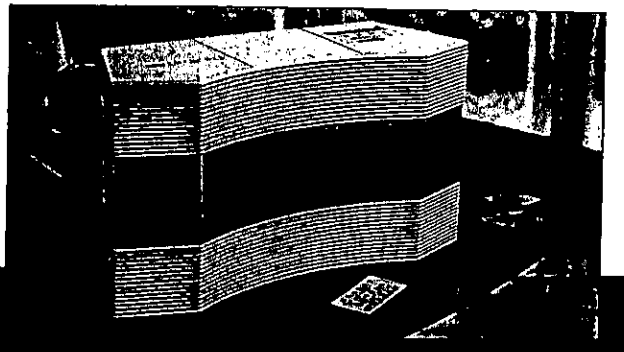

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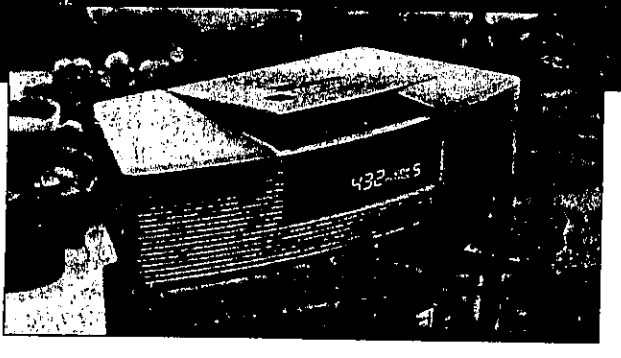

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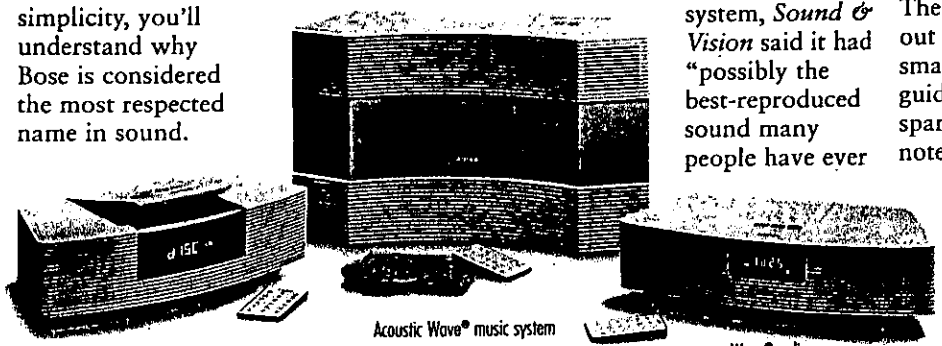

Wave® radio/CD

Acoustic Wave® music system

Wave® radio

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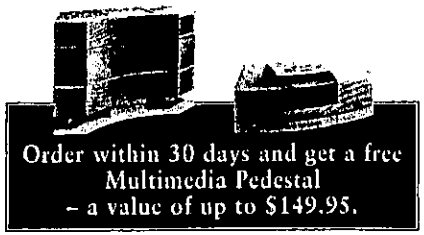
## Call and make 12 interest-free payments.

Take advantage of our **interest-free payment plan**, and make 12 monthly payments of only $89.92* for the Acoustic Wave® music system. The Wave® radio/CD is available for 12 monthly payments of only $41.59.* Order within 30 days and get a free Multimedia Pedestal (up to $149.95 value). It lets you transform your system into a versatile audio center with inputs for sources like a TV, VCR, and DVD player. You can switch from source to source at the press of a button, and enjoy Bose sound with everything you listen to or watch. No matter which waveguide product you choose our **30-day in-home trial** guarantees your satisfaction.




**Call 1-800-901-0132, ext. C2059** or complete the enclosed form. These systems may look small, but just wait until you turn them on.

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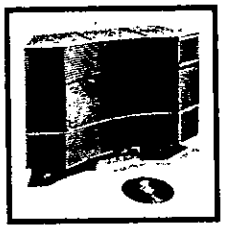
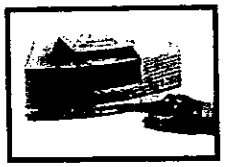


*Acoustic Wave® music system with Multimedia Pedestal*



*Wave® radio/CD with NEW! Multimedia Pedestal*

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|---|---|---|---|---|---|
| Acoustic Wave® music system with free Multimedia Pedestal ($149.95 value) | $1079 | $89.92* | ☐ Graphite Gray | | |
| | | | ☐ Platinum White | | |
| Wave® radio/CD with free Multimedia Pedestal ($99.95 value) | $499 | $41.59* | ☐ Graphite Gray | | |
| | | | ☐ Platinum White | | |
| Wave® radio with free Multimedia Pedestal ($99.95 value) | $349 | $29.09* | ☐ Graphite Gray | | |
| | | | ☐ Platinum White | | |
| Shipping and handling ($29 per Acoustic Wave® system, $15 per Wave® radio) | | | | | |
| Subtotal | | | | | |
| Sales Tax (All states except DE, MT, NH, OR) | | | | | |
| Total | | | | | |

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☐ I prefer to use the installment plan and make the monthly payments listed above. First payment to include applicable sales tax.

CARD # EXP. DATE *(Month-Year)*

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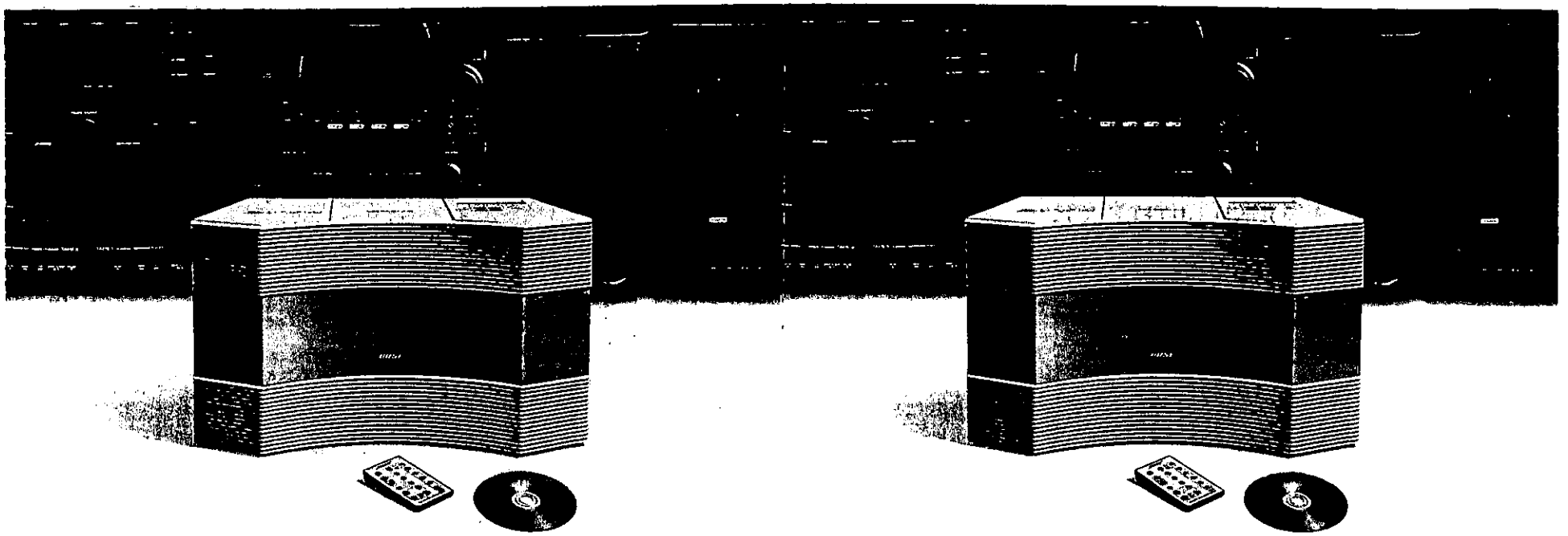

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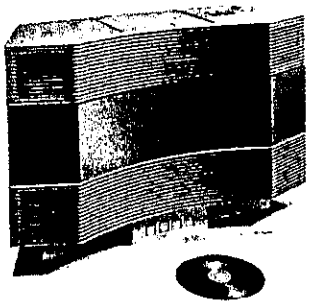

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All of which is quite remarkable when you consider this simple, one-piece stereo system measures just 10⅝"H × 18"W × 7⅜"D. It fits just about anywhere, whether at home or in the office.

## DIFFERENT INSIDE, TOO.

The key to this sound is our patented waveguide speaker technology inside. And only Bose has it. It's a revolutionary concept that won its team of Bose engineers the prestigious "Inventor of the Year" award.

## EASY-TO-USE FEATURES.

The system is technologically advanced, yet remarkably easy to use. The CD player, AM/FM radio and three speakers are all built in, so you'll have no speaker wires to hook up. There's even a handy credit card-sized remote control.

## 30-DAY RISK-FREE TRIAL.

Bose, the most respected name in sound, guarantees your satisfaction. When you order within 30 days, **we'll send you the accessory of your choice, free – and we'll pay for shipping.**

**Choose one accessory FREE – a $149.95 value – when you order within 30 days.**

Order now and take advantage of our **installment plan** and make 12 monthly payments of only $89.92.* If you aren't delighted, return your system within 30 days and we'll even pay for the return shipping.

Call 1-800-493-2073, ext. G5805, or complete the enclosed form to order or to find out more. Hear just how different a stereo this small can sound.

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## CHOOSE ONE ACCESSORY FREE – A $149.95 VALUE – WHEN YOU ORDER THE ACOUSTIC WAVE® MUSIC SYSTEM WITHIN 30 DAYS.

Order within 30 days and we'll include the accessory of your choice at no charge.

Choose our **Multimedia Pedestal** which easily connects your Acoustic Wave® system to up to four additional audio sources simultaneously.


Multimedia Pedestal

Choose our **Power Case** and make your Acoustic Wave® system portable.


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Or select our **Power Microphone** which makes your Acoustic Wave® system great for public speaking and singing.


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| Choose One Accessory: ☐ Multimedia Pedestal ☐ Power Case ☐ Power Microphone | | | | | FREE |
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We accept VISA, MasterCard, American Express and Discover.

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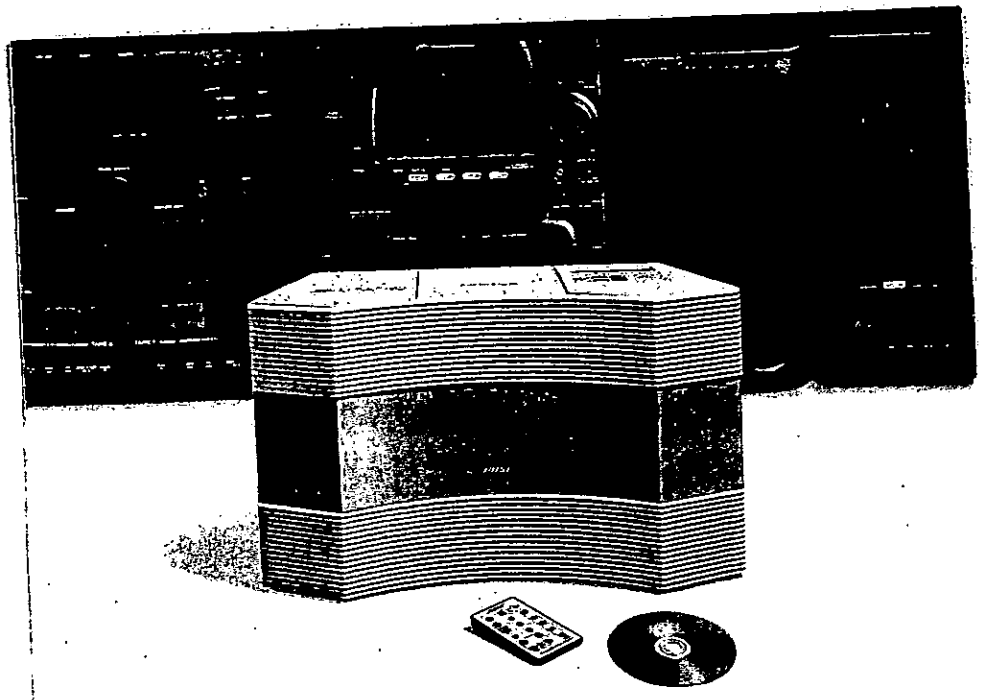

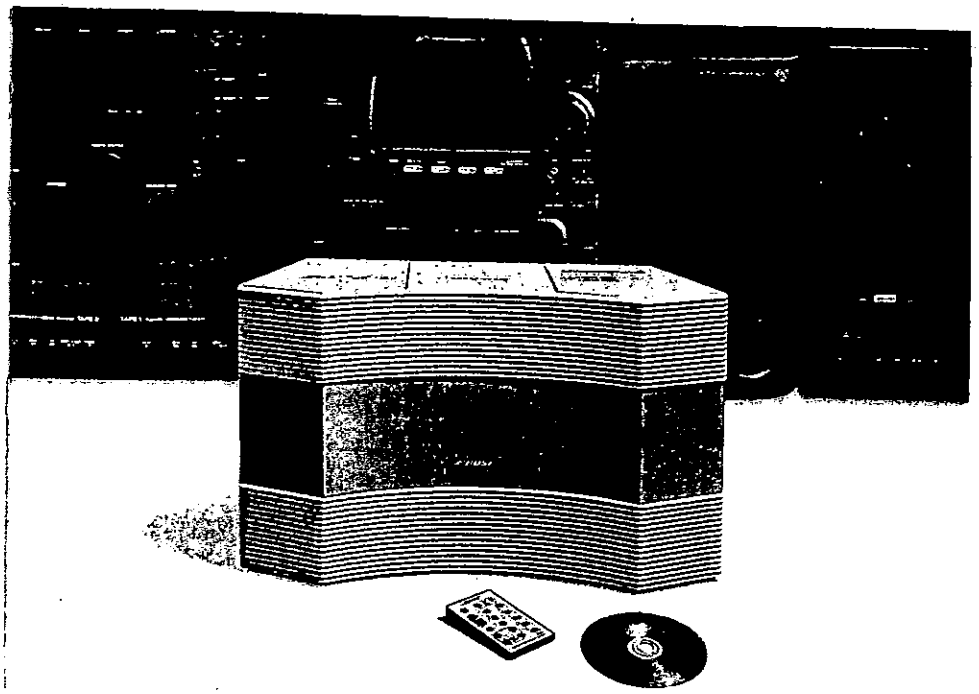

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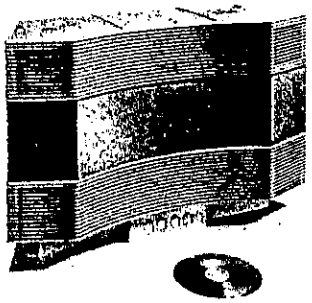
# WITH OUR RISK-FREE TRIAL OFFER, IT'S NEVER SOUNDED BETTER.

## THE BOSE® ACOUSTIC WAVE® MUSIC SYSTEM. A SOUND DIFFERENCE.



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or complete this form. For information on all our products: www.bose.com/g5805

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2. PLEASE SEND

| | PRICE | 12 PAYMENTS | COLOR (CHECK) | QUANTITY | TOTAL |
|---|---|---|---|---|---|
| Acoustic Wave® music system with Remote Control | $1079 | $89.92* | ☐ Graphite Gray | | |
| | | | ☐ Platinum White | | |
| Choose One Accessory: ☐ Multimedia Pedestal ☐ Power Case ☐ Power Microphone | | | | | FREE |
| Shipping and handling ($29 per Acoustic Wave® system) | | | | | FREE |
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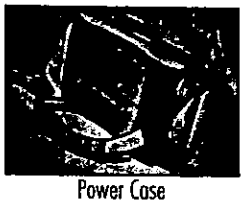
Multimedia Pedestal

Choose our **Multimedia Pedestal** which easily connects your Acoustic Wave® system to up to four additional audio sources simultaneously.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Power Microphone

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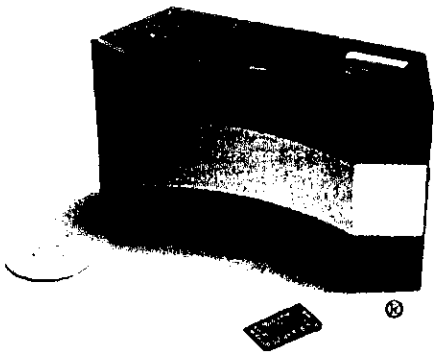
M.J. MANZI



# Acoustic Wave® Music System

Our award-winning integrated music system is designed to deliver deep, natural sound to larger rooms and outdoors. It's versatile, portable and simple to use.



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Purchase by August 31, 2006, and receive a free Acoustic Wave® system 5-CD changer valued at $299.00.

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From the power of a kettledrum to the sweet sound of a violin, the Acoustic Wave® music system delivers the deep, rich musical reproduction you'd expect from a large, complicated component system costing much more. No other music system this size produces the same full, lifelike sound. And the Acoustic Wave® music system includes a built-in CD player, high-performance digital AM/FM stereo tuner and a credit card-sized remote control.

## Experience award-winning sound

Breakthrough Bose® waveguide speaker technology is the secret behind this system's striking performance. Just as a flute strengthens a breath of air to fill an entire concert hall, waveguide technology helps to deliver a full range of sound from a small enclosure. Sound so revolutionary, it won the prestigious "Invention of the Year" award.

The Acoustic Wave® music system delivers the clear, rich sound of a primary listening system. The optional 5-CD changer provides extra hours of uninterrupted music. And you can enjoy this system with an iPod® or MP3

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Opp. 91165449 Ex. 8

player, TV or DVD player—practically anything you listen to or watch.

### Instant enjoyment, right out of the box

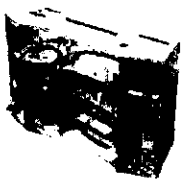
There are no wires to connect, no complicated instructions. The CD player, AM/FM tuner and speakers are all built in. Just plug it in and turn it on. The credit card-sized remote control lets you manage the entire system with ease.

Bose accessories enhance the Acoustic Wave® music system's options. Our power case houses D-cell batteries so you can enjoy hours of listening practically anywhere. The powered microphone is ideal for public speaking or singing along with your favorite songs. And our handy travel case is perfect when you're on the go.

*"... continu*
*defy physi*
*intrigue li*

Wayne Thompson
Acoustic Wave

### Key Features



**Waveguide speaker technology** Just as a flute strengthens a breath of air to fill a concert hall, this Bose breakthrough uses a waveguide chamber to produce full, clear stereo sound from a small enclosure. Experience room-filling sound without a stack of bulky components.

**Infrared remote control** When you're across the room, the handy credit card-sized remote control lets you turn your system on or off, adjust the volume or change radio stations—you can even mute the system if the phone rings.

### Similar Products to Consider

**Wave® music system**
A bold new standard in audio performance from a tabletop system as elegant as it is easy to use. The Bose® Wave® music system may well become the primary music system in your home.

**Wave® Music System with Multi-CD Changer**
Experience the Bose standard in audio performance from a tabletop system as elegant as it is easy to use. And enjoy extra hours of uninterrupted CD music with the add-on Multi-CD Changer included in this package.

**Wave® radio II**
Engineered to a bold new standard for crisper, more accurate sound. The Wave® radio II is simple to operate and small enough to use almost anywhere in your home.

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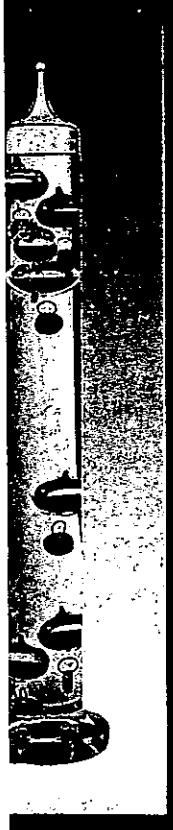

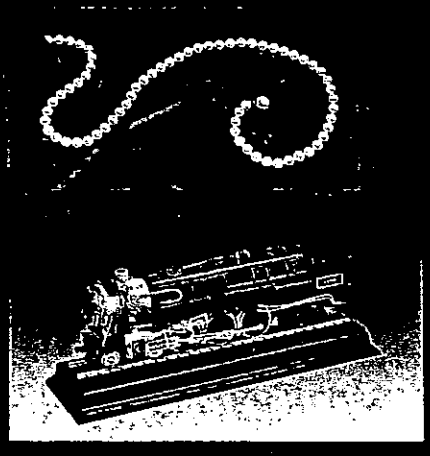

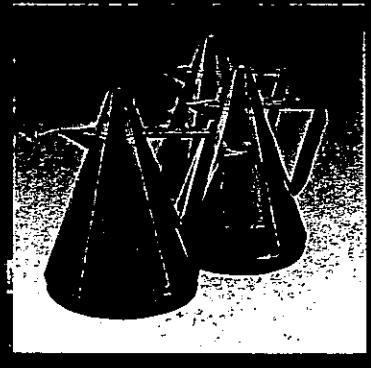

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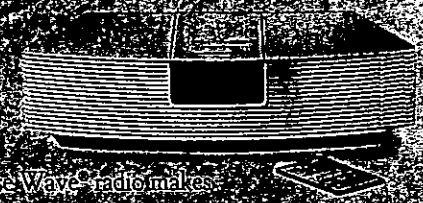
- Home Amenities

## The Bose Wave® Radio

*Winner! "Best of What's New" by Popular Science*

Winner of Popular Science's "Best of What's New" Award, the Bose Wave® radio, with its breakthrough Bose-patented acoustic waveguide technology, sounds far better than any conventional radio you've ever heard. In fact, to believe something this small can sound so good, you'll have to hear it for yourself. With the Bose Wave® radio, you'll find yourself listening to your favorite stations at every opportunity. And before you know it, it will bring music back into your life.

Use as an office radio, a kitchen radio, a clock radio (comes with dual alarms), or as your primary listening source. Includes easy hook-up for TV, tape player or compact disc player and a credit card sized remote control. The Bose Wave® radio makes an ideal, affordable gift for any music lover on your shopping list.



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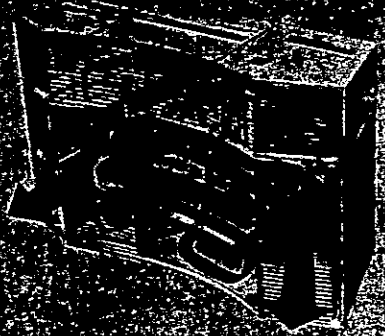
# Bring Beautiful Sound Into Your Life With BOSE®

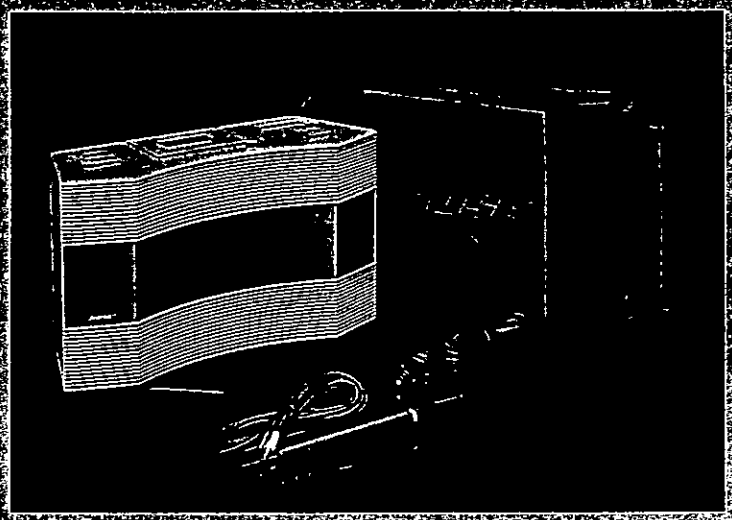
## The Bose Acoustic Wave® Music System

On your way to a meeting? Why not take along the Bose Acoustic Wave® Music System. It's complete, easy-to-operate one-piece system functions as a portable PA and music system, flexible enough to be used in your meetings, recreational functions and even as elegant background music for dinner and award ceremonies.

With its optional microphone, carrying case and power cord, the Bose Acoustic Wave® music system makes a presentation package that you can take with you anywhere. Just plug it in, press a button and the room fills with rich, clear sound. 10½" H × 18" W × 6½" D.



*The lifelike sound comes from the unique internal technology. On the inside, there is a patented acoustic waveguide 3 feet long. It resembles a powerful organ pipe. Sound travels through the waveguide to reproduce a broad range of bass notes with extraordinary accuracy.*



*Bose one-piece stereo system with built-in CD player, AM/FM tuner and speakers (PA Package which includes microphone, carrying case and power cord)*

29001 Bose Acoustic Wave® music system with microphone, carrying case and power cord ..... $1,272.85

29002 Bose Acoustic Wave® music system ..... $ 997.00

*Due to the weight of this item, an additional $30.00 will be added to the standard ground service charge.*

NOTE: Items on this page are not subject to promotional discounts.

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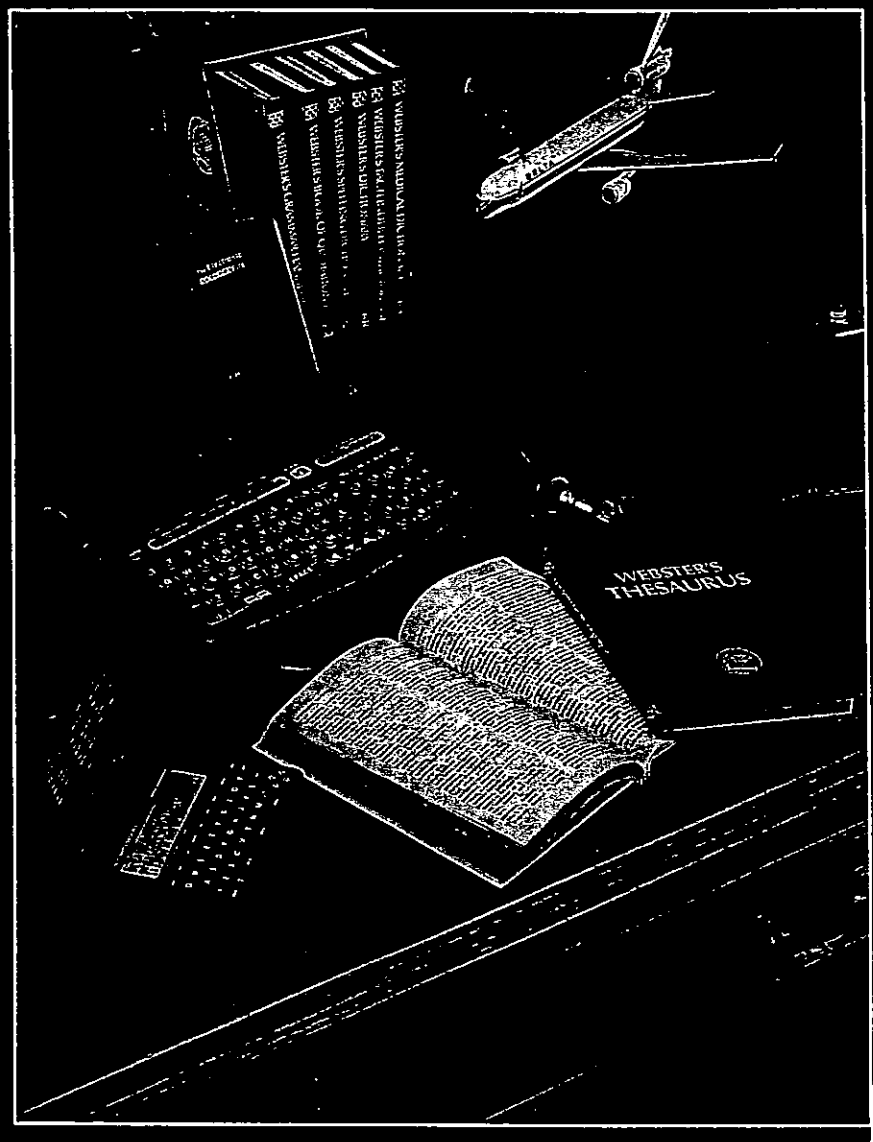


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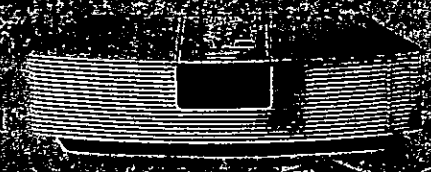

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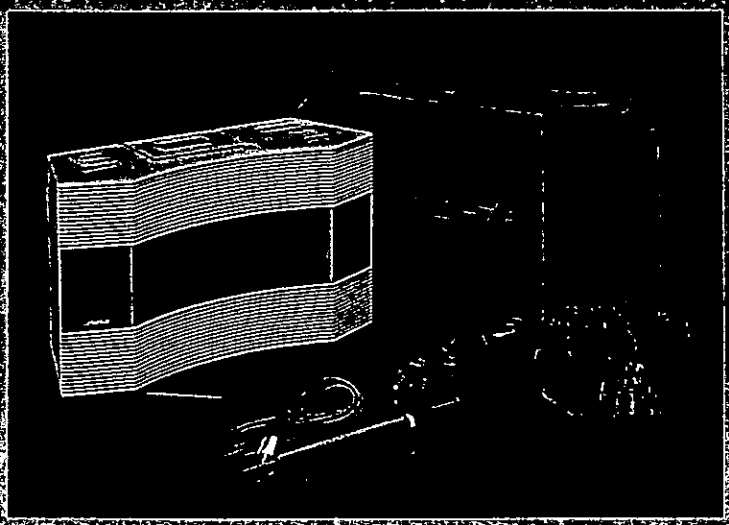

*The lifelike sound comes from the unique patented technology. On the inside, there is a patented acoustic waveguide, seven feet long. It resembles a pipe organ pipe. Sound travels through the waveguide to reproduce a broad range of bass notes with extraordinary accuracy.*

*Bose® one piece stereo system with built in CD player, AM/FM tuner and speakers (PA package which includes microphone, carrying case and power cord)*

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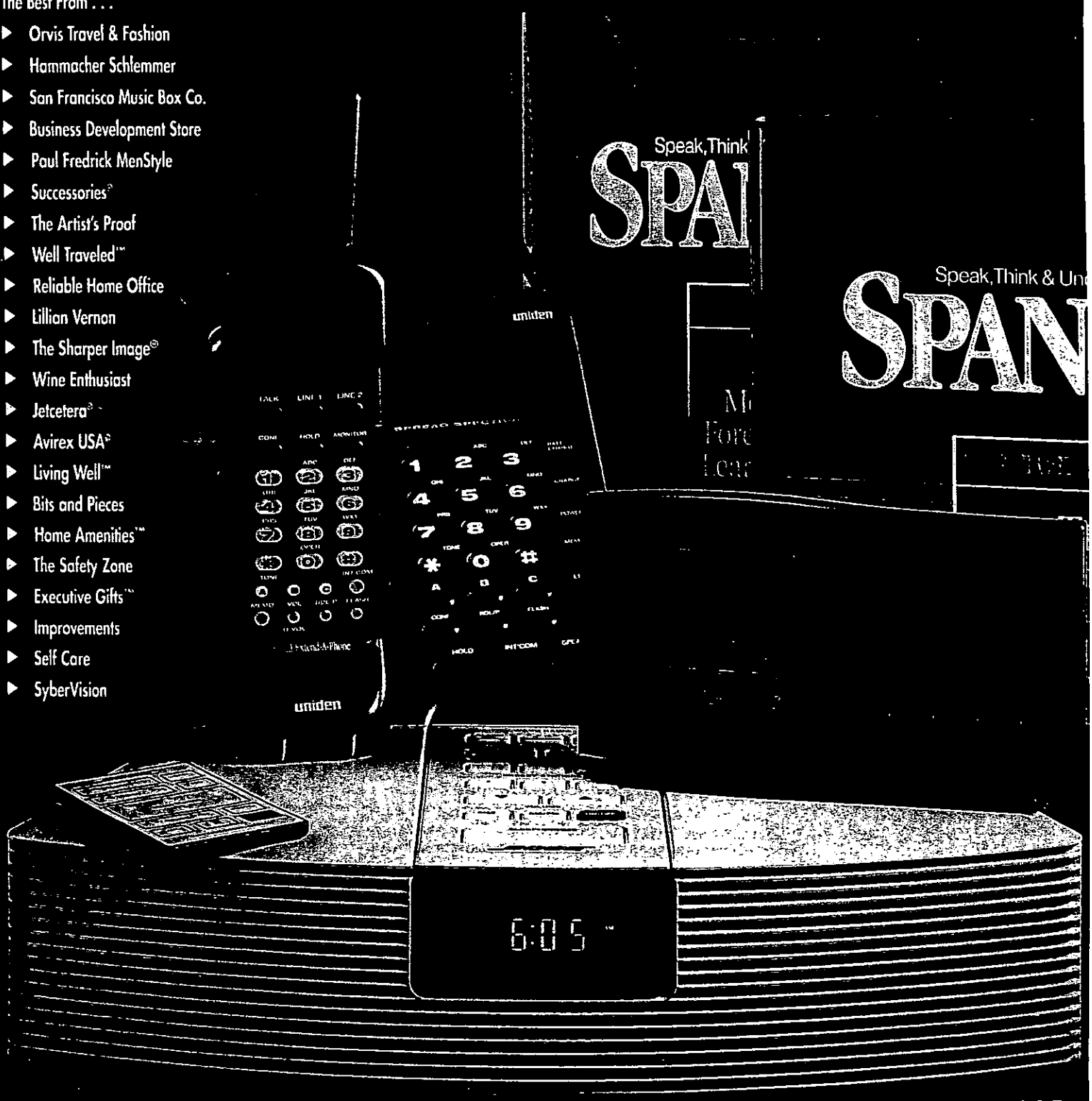


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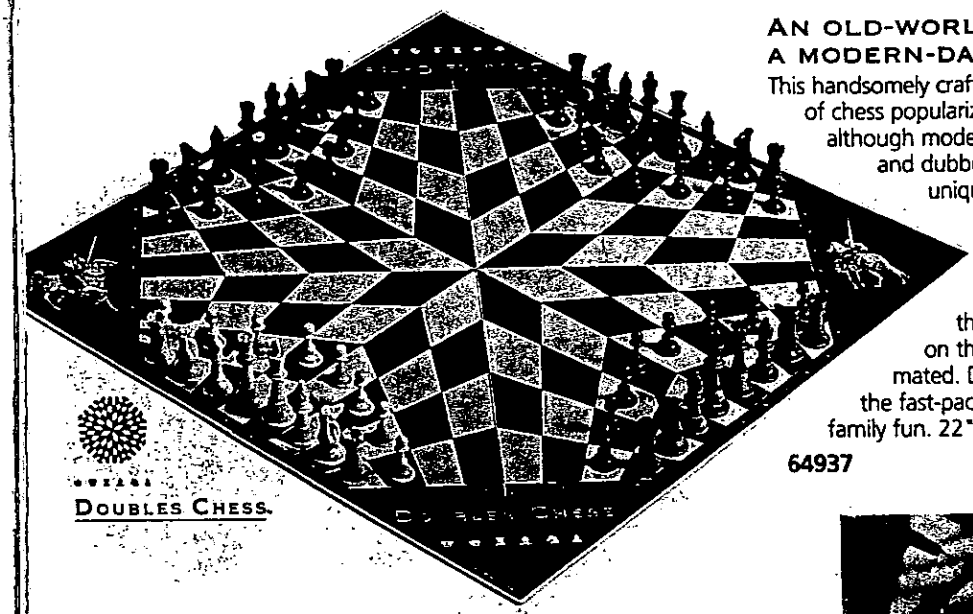


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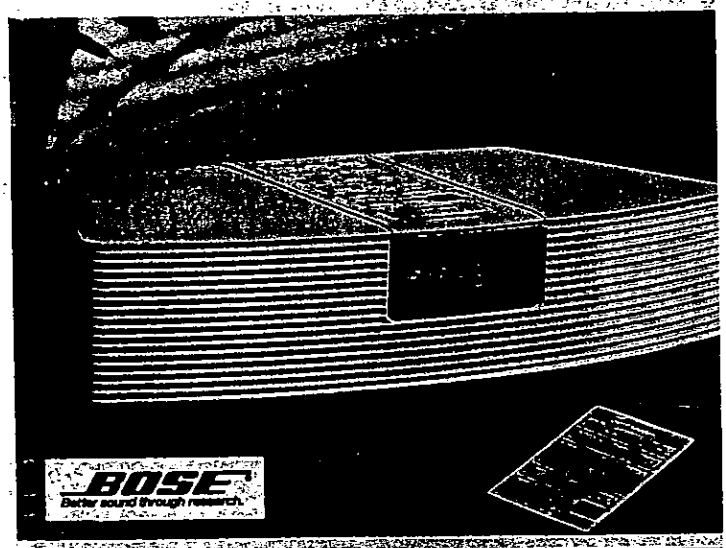
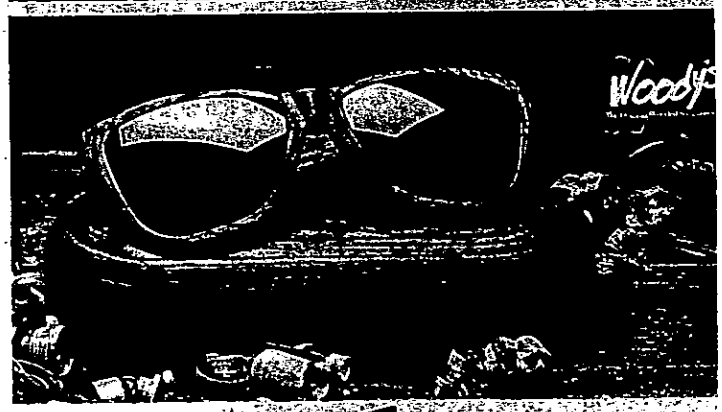



## RICH, FULL STEREO SOUND FROM A TABLE-TOP RADIO.

If you enjoy great music, you've got to hear the big, lifelike stereo sound of the Bose® Wave® radio. Designed with the Bose patented acoustic waveguide speaker technology, it sounds like no other radio you've ever heard. In fact, its rich, natural sound with deep bass response is comparable to that of much larger stereo systems. Yet it's small enough to fit almost anywhere. Perfect for your office. Wherever you put it, the Wave® radio fills the room with your favorite music. It includes a clock with dual alarms, 12 station presets, and a handy credit card-sized remote control for easy tuning without leaving your desk. And it's easy to hook up to your CD or cassette player, TV, or VCR, to bring big, room-filling sound to whatever you're listening to. 4½" H x 14" L x 8" D. Weighs 7 lbs.

**29000** **$349.00**




## SUNGLASSES AS NATURAL AND UNIQUE AS YOU ARE.

Woody's Original Wooden Sunglasses are carved from solid blocks of nature's finest non-endangered laminated hardwoods for a one-of-a-kind look that will bring you years of enjoyment. Stainless steel spring hinges and naturally occurring resins provide strength and comfort, and seal out moisture, heat and facial oils. Polarized polycarbonate lenses reduce glare and provide 100% UVA and UVB protection. Each pair is laser-engraved on the ear stem with a special serial number denoting date and sequence of manufacture, with matching wooden storage case. Made in USA. Natural wood color.

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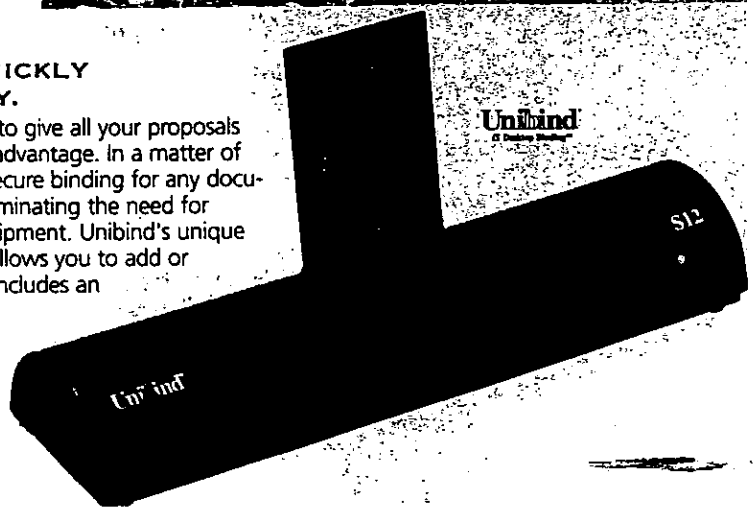
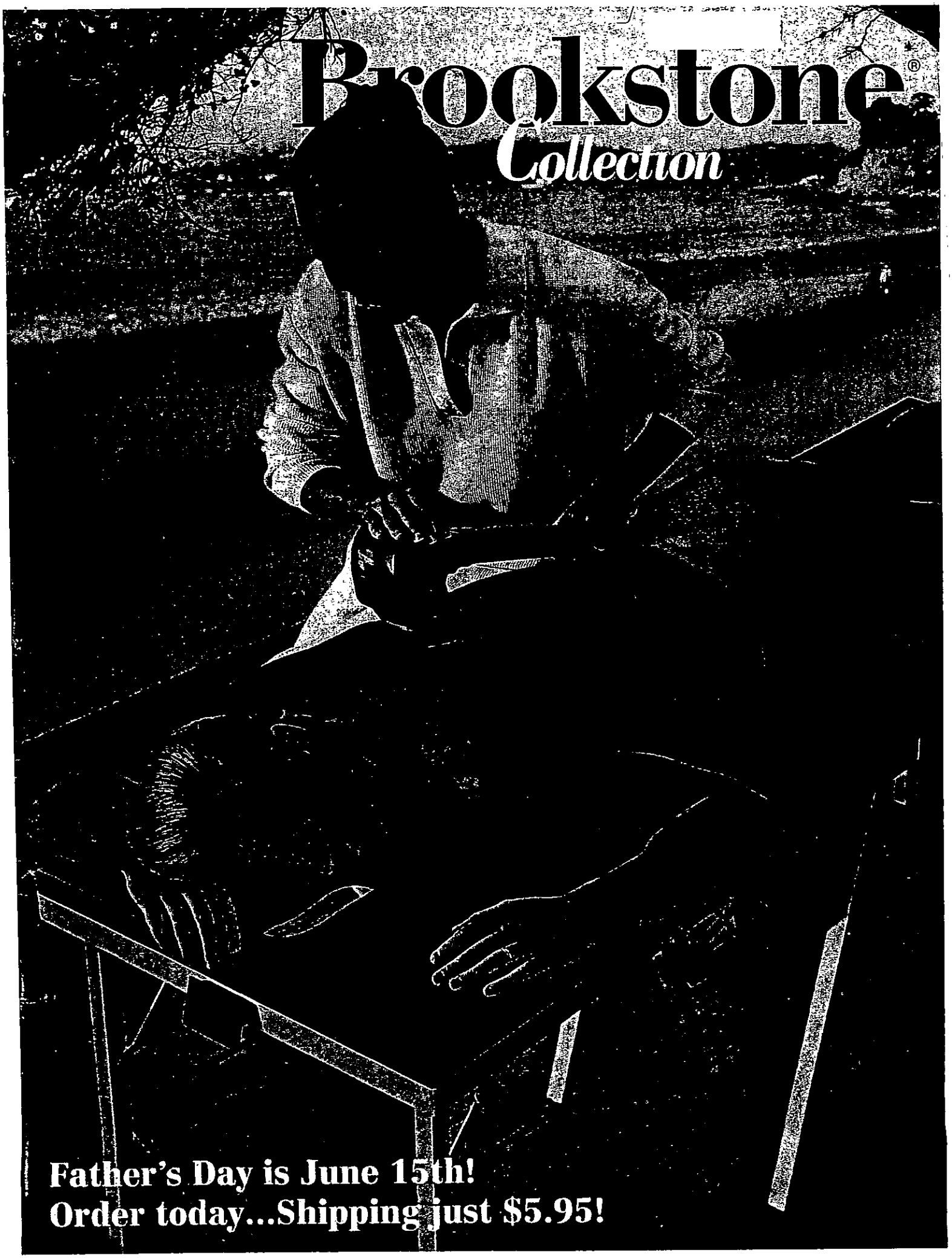
**61241** **$245.00**

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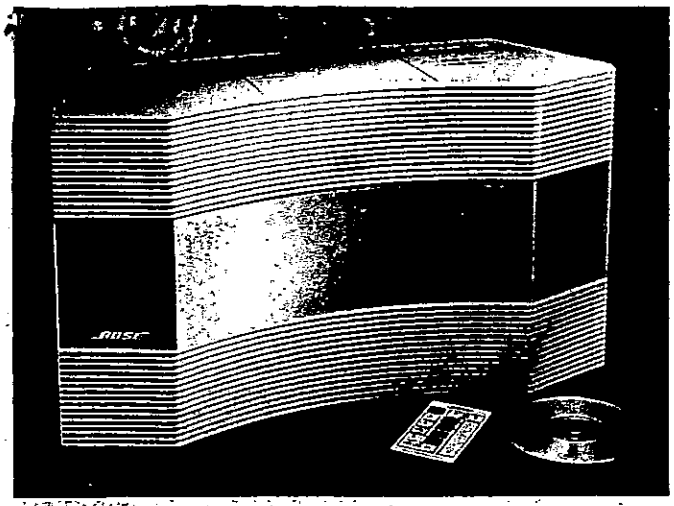
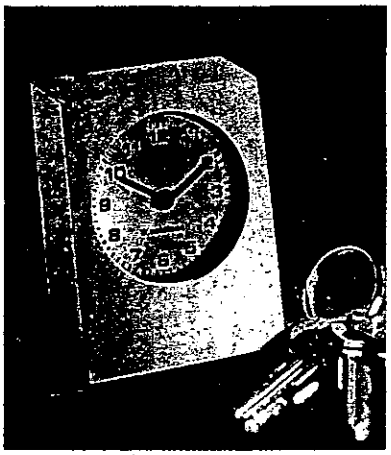


## Acoustic Wave® Music System

Hardly bigger than a briefcase, it's simply the best available for its size! Surprisingly powerful, it makes music come alive with exceptional sound—and is remarkably easy to set up and enjoy. Internal patented acoustic waveguide speaker technology produces room-filling bass. Includes a digital AM/FM stereo tuner, CD player, and credit card-sized remote. Hook it up to your VCR or TV to bring lifelike high-fidelity sound to your favorite movies and programs. Simple controls make it easy to use. Its elegant design complements any setting. Catalog only.

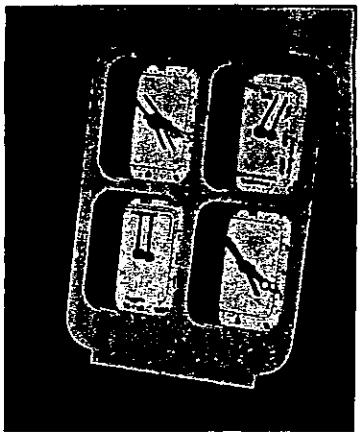
**209478 $1,079.00 ($29)**



## Mini Desktop Alarm Clock

Even though this is a perfect, space saving design for the office, its reliable alarm feature and tiny size are great for travel. A thoughtful gift, it's sleek and simple and blends neatly into any decor. Use the alarm feature to alert you to important meetings, too. Easy to read analog face with handy sweep second hand. Uses 1 AA battery, not included. 3½" square.

**209270 $40.00**



## Desktop Weather Alarm Clock

This time and temperature system monitors room temperature, humidity levels and tracks the time in two different zones. Great for travel, you'll always know what time it is at home so you can phone without fear of closed offices or waking someone in the middle of the night. Battery included. 3¼" W x 4¼" H.

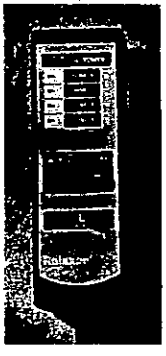
**209247 $50.00**

## Executive Office Massage Chair

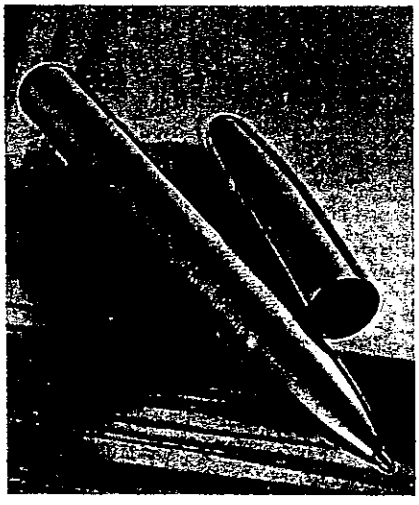
*A high back, fully adjustable chair that indulges you in leather as it reduces muscle tension and stress!*

As you spend more and more time at the office, your body naturally tires from sitting for long periods. Now take a seat, and let pulsating massage waves energize and revitalize you as they relieve stress points in your thighs and back. Hand-held control lets you focus your massage on one of four specific areas, choose a wave-like all over massage, or dual mode to alternate between two areas. Massage action automatically shuts off after 15 minutes. The chair also swivels, tilts, and has a pneumatic height adjustment. Chair is leather everywhere your body touches, with durable vinyl on back. Uses a rechargeable battery pack (included) which provides up to 1½ hours of pulsating action. Five point base for added stability. Catalog only.

**203554 $999.00 ($16)**



*Hand-held control lets you select massage mode, and vary speed and intensity.*



## The Millennium Pen

Think of it—in the year 2020 when you're planning a long weekend in a space resort, this is the pen you'll take. It writes underwater, through grease and in zero gravity conditions. Perfect for space travel—it's made of titanium! Impervious to temperature extremes, you can write with it in the scorching heat (+400° F.) and sub-zero cold (-30° F.). Made of Titanium and designed to not need a refill for 100 years! Presentation box included. Made in U.S.A.

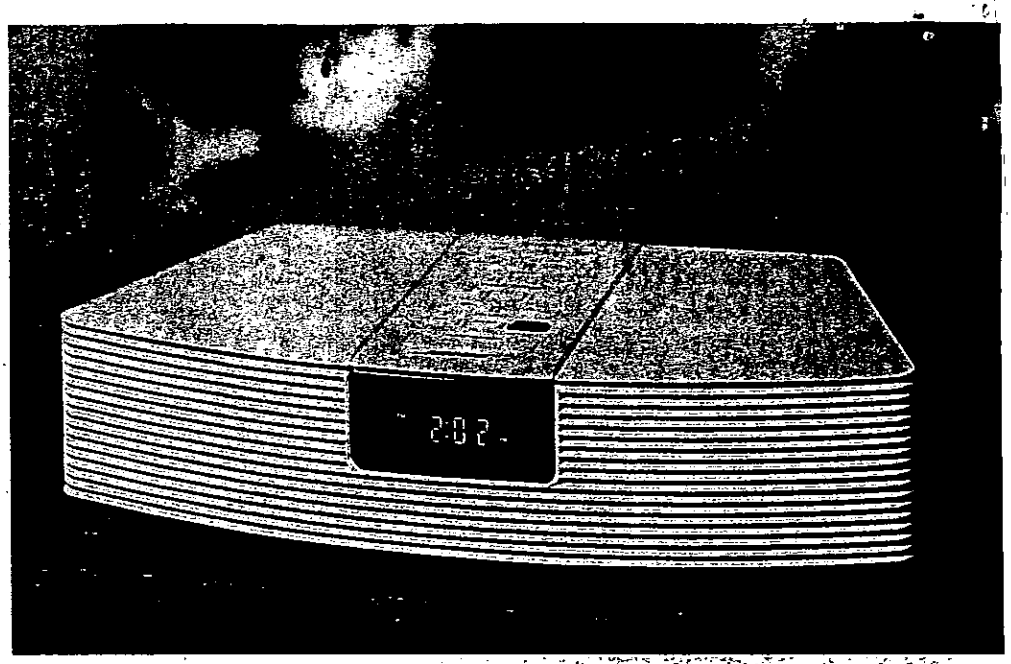
**208074 $100.00**

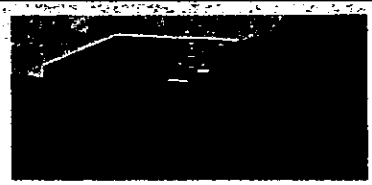
## The Bose® Wave® Radio

The one radio acclaimed by leading audio critics, the Wave® radio delivers rich, room filling, lifelike stereo sound in a convenient tabletop size. Features advanced technology, simple controls and distinctive styling. Built-in speakers with patented acoustic waveguide technology provide clear, spacious bass and clean middle and upper frequencies. Patented circuitry automatically adjusts bass at every volume level for distortion-free listening. Includes AM/FM stereo tuner, and auxiliary input to connect your TV, VCR, CD or cassette player. Dual clock alarms set easily, turn on softly and gradually build to your desired volume. Automatic shut-off. Twelve station presets. Includes a credit-card sized remote control for program, alarm and volume control. Battery backup in case of power outage. Catalog only.

209460 Pearl $349.00 ($15)

209452 Graphite $349.00 ($15)





*Choose Pearl or Graphite to suit your taste and complement your decor.*

## Bose®. Better Sound Through Research®

The first Bose® consumer product, the 901® Direct/Reflecting® speaker system, revolutionized the audio world when it was introduced in 1968. It was the first loudspeaker to re-create sound that rivals the concert hall. Today, Bose continues to set new standards in sound reproduction with award winning speakers and complete music and home theater systems.

## Bose® Lifestyle® 20 And 25 Systems

Lifestyle® systems—the most technologically advanced—deliver high performance and superb sound with easy to operate components, incredibly compact and elegantly styled to complement any decor. The Lifestyle® 20 music system produces room filling sound from two tiny Jewel Cube™ speakers you can hold between your thumb and first finger. Step up to the Lifestyle® 25 home theater system with lifelike sound for movies, music and TV programs from five small cube speakers. The Lifestyle® 25 system also has two zone expansion capability to play different audio sources in two rooms simultaneously, and Bose® Videostage® steering logic to add extra realism to surround sound. Both systems include a sleek music center with six-CD changer, AM/FM stereo tuner, multiple source inputs, hideaway Acoustimass® module for deep, distortion-free bass, and remote control that works through floors and walls. Catalog only.

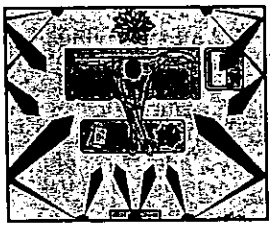
209494 Lifestyle® 20 Music System (shown) $2,399.00 ($30)

209759 Pair, table speaker stands $49.00

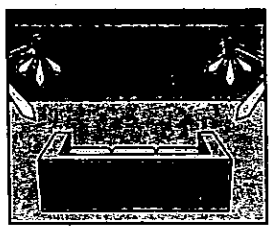
209502 Lifestyle® 25 Home Theater System $2,499.00 ($30)

209726 Pair, table speaker stands $49.00

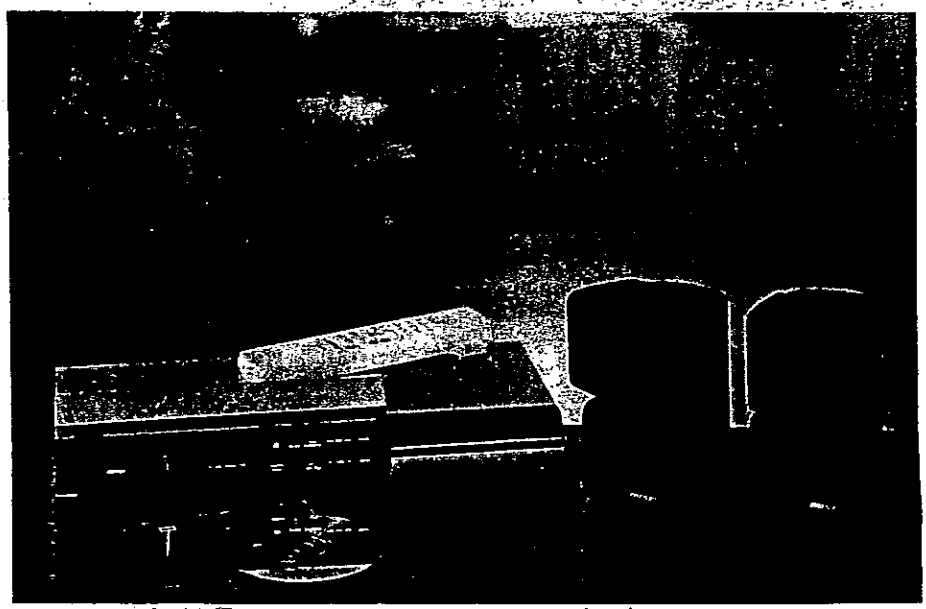
209734 Pair, floor speaker stands $89.00

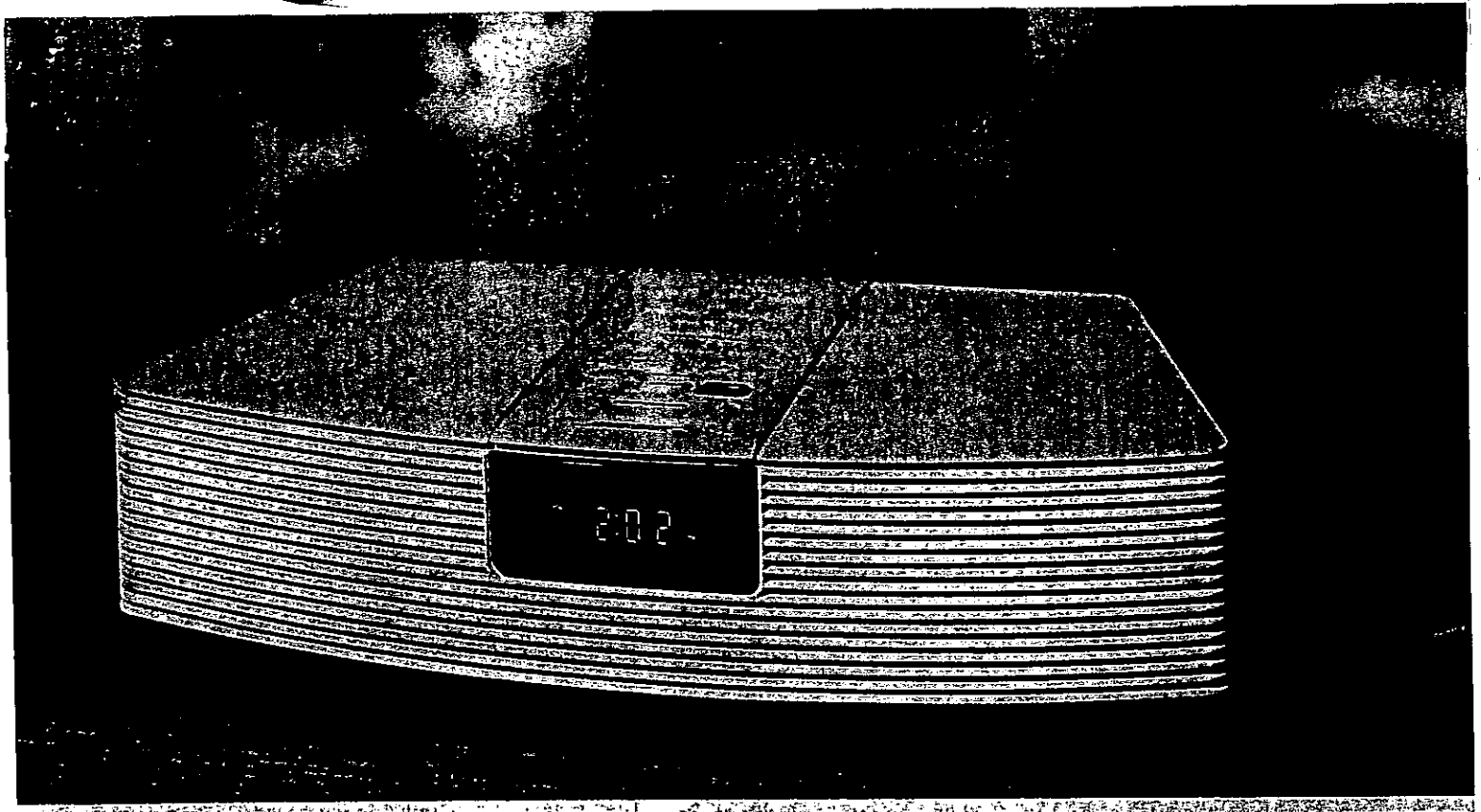


*Lifestyle® 25 home theater system surrounds you with lifelike sound for movies, TV and music from five small cube speakers and a full function music center.*



*Lifestyle® 20 music system gives you concert-like sound from two tiny Jewel Cube™ speakers and a full function music center.*





## The Bose® Wave® Radio

The one radio acclaimed by leading audio critics, the Wave® radio delivers rich, room filling, lifelike stereo sound in a convenient tabletop size. Features advanced technology, simple controls and distinctive styling. Built-in speakers with patented acoustic waveguide technology provide clear, spacious bass and clean middle and upper frequencies. Patented circuitry automatically adjusts bass at every volume level for distortion-free listening. Includes AM/FM stereo tuner, and auxiliary input to connect your TV, VCR, CD or cassette player. Dual clock alarms set easily, turn on softly and gradually build to your desired volume. Automatic shut-off. Twelve station presets. Includes a credit-card sized remote control for program, alarm and volume control. Battery backup in case of power outage. Catalog only.

*Choose Pearl or Graphite to suit your taste and complement your decor.*

**209460 Pearl $349.00 ($15)**
**209452 Graphite $349.00 ($15)**

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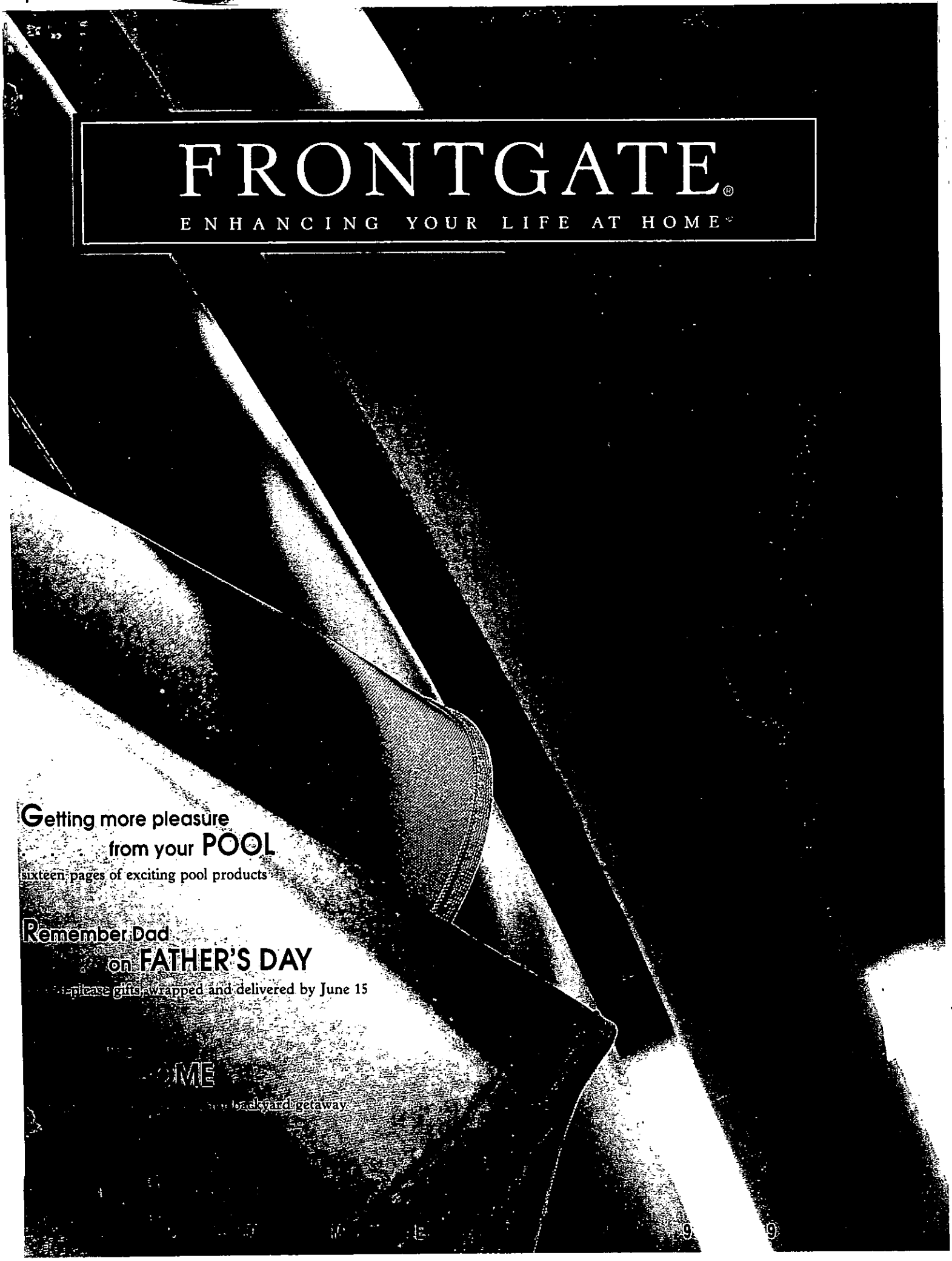

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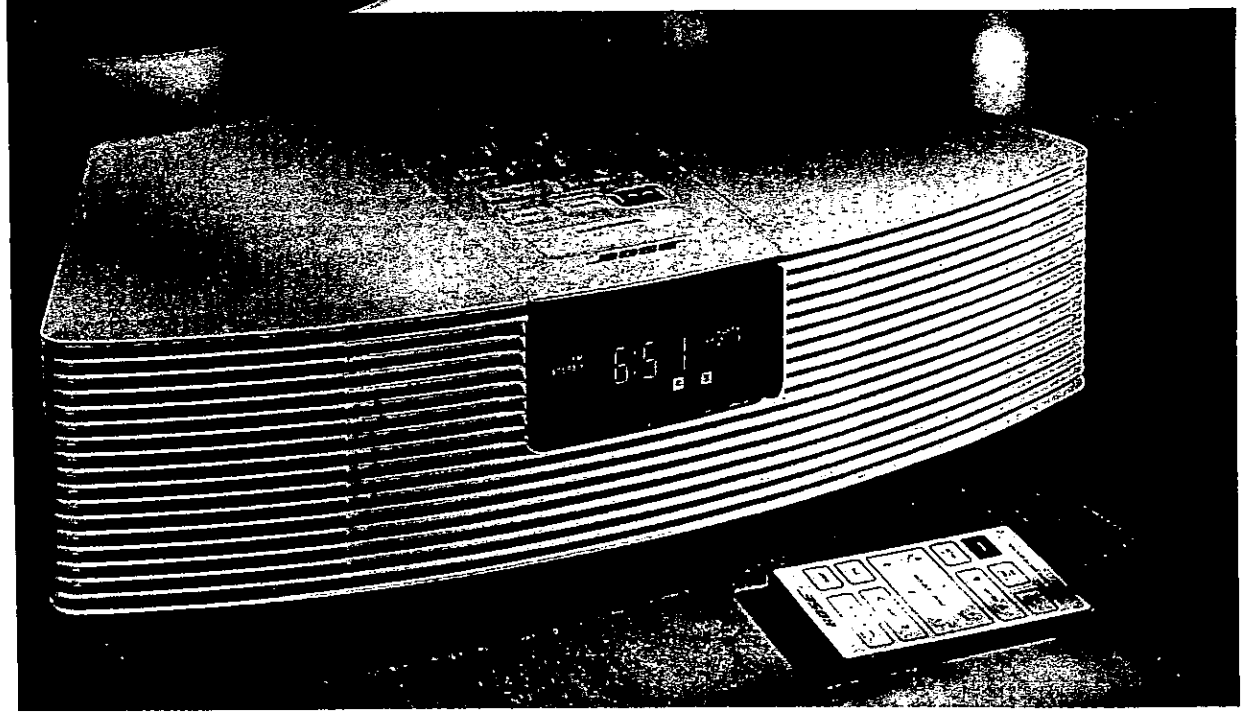
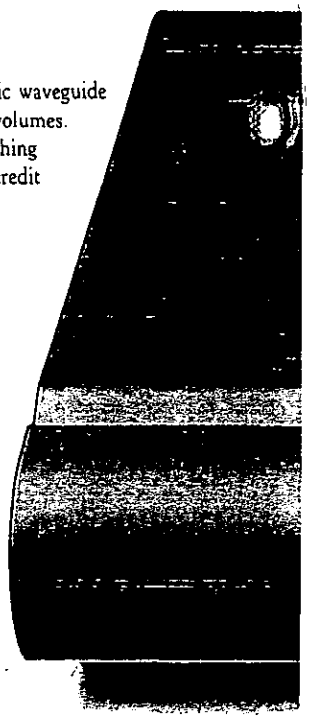
## *The Bose® Wave® Radio for rich lifelike sound that's music to your ears*

It's hard to believe sound this big could come from an AM/FM radio small enough to fit anywhere. The patented acoustic waveguide technology reproduces room-filling high fidelity stereo sound, including full, distortion-free bass at high volumes. Two separate alarms indulge differing tastes in music stations or one person's preference for the soothing alarm. You can fall asleep to one station, wake up to another. Also features 12 station presets, credit card size remote control, auxiliary jack or CD hook-up, and back- up batteries that take over in case of power failure so you don't oversleep. 14"W x 8"D x 4½"H. 7 lbs.

*6060 Wave Radio $349.95*

*Please specify pearl white or graphite gray*





## *Acoustic Wave® Music System— a roomful of sound without a room full of equipment*

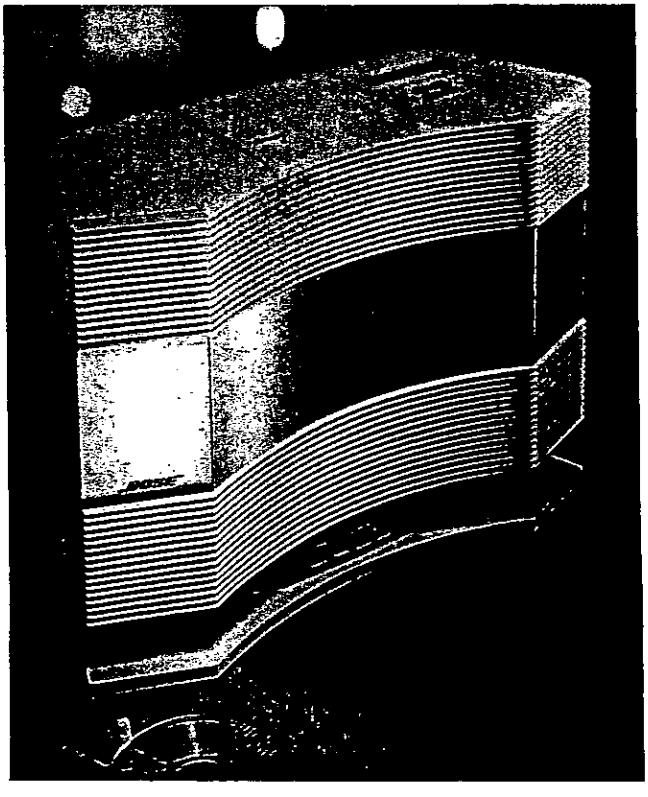
The secret to the true-to-life stereo sound of the Bose® Acoustic Wave Music System is a seven foot long acoustic waveguide that weaves through the interior—technology that took Bose 14 years and $15 million to develop. This one portable cabinet contains a CD player, AM/FM stereo tuner, equalizers, amplifiers, and speakers, yet is amazingly simple to use. Features include LCD digital tuning, 10 station presets, auxiliary jack, and a credit card size infrared remote control. The optional Pedestal (shown) adds inputs and AC outlets for a VCR, tape deck, TV, or other source. The Power Case lets you enjoy your Music System anytime, anywhere; ten D batteries provided supply up to 10 hours of listening pleasure. The Powered Microphone creates a mini PA system.

*8399 Acoustic Wave Music System (15 lbs., 18"W x 6½"D x 10½"H ) $1079.00*

*8406 Pedestal $169.00*

*8413 Power Case (not shown) $169.00*

*8420 Powered Microphone (not shown) $169.00*



*For assistance in selecting the Bose® Lifestyle® system that best suits your needs or to special order any Bose product, please call our Product Specialists at 1-800-537-8484.*

## *Environmental Speakers bring high powered, high fidelity sound outdoors*

Frozen, thawed, immersed in water, locked in a salt fog chamber, and exposed to blistering heat, the Bose 151® Environmental Speakers kept right on playing, and they'll perform just as reliably on your deck, next to the spa, or in steamy baths. (For boat owners, the annual ritual of replacing the loudspeakers becomes a thing of the past.) Leave it to Bose® to bring spacious, full-range sound reproduction outdoors, from crystal clear treble to deep, rich bass tones. A high-impact non-resonant polymer enclosure with stainless steel grille protects the 4½ inch drivers. Optional non-corroding stainless steel brackets allow for wall or under eave mounting. Rated up to 80 watts at 4 to 8 ohms. 7"W x 4½"D x 6"H. 4 lbs. each. Five year warranty.

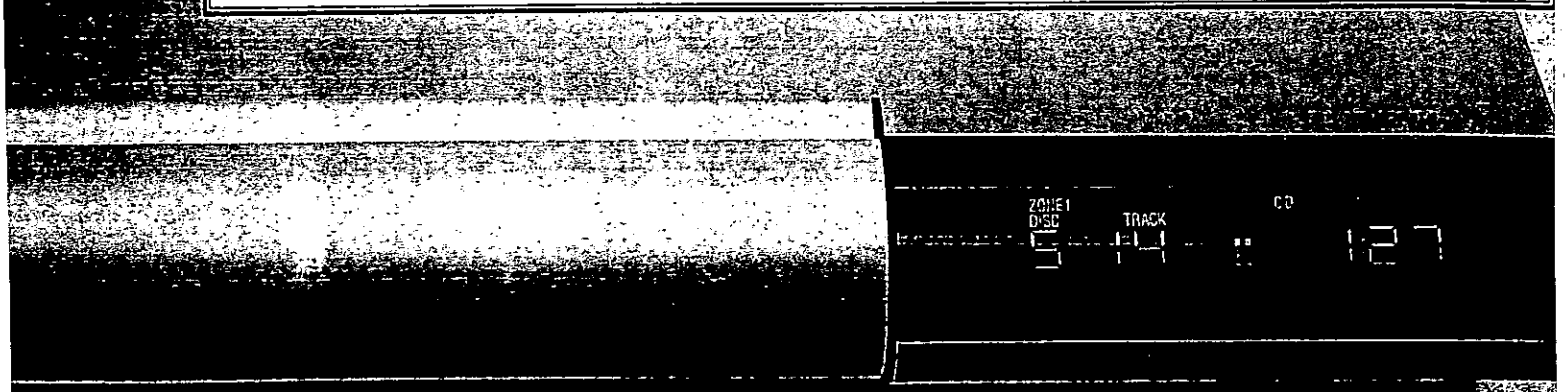
*7432 Bose 151 Environmental Speakers $249.95*

*7439 Mounting Brackets $39.95*

*Please specify black or white*

# THE HEART OF THE BOSE® LIFESTYLE® MUSIC SYSTEMS

*This single slender brushed aluminum music center replaces an entire stack of conventional components. Hidden inside this mastermind of all system functions is an AM/FM tuner with 50 station presets and the most compact six-disc CD changer available, complete with preview, search, skip, and shuffle play. Auxiliary inputs enhance your enjoyment of TV, videotapes, and other audio sources. It measures just 15½"W x 8"D x 2½"H.*

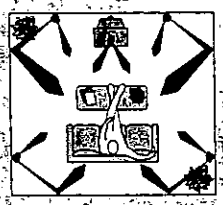



## *Replace bulky equipment with compact Lifestyle® Music and Home Theater Systems*

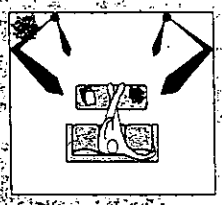
At the heart of the Lifestyle 20 Music System and the Lifestyle 25 Home Theater System is this slim brushed aluminum music center with AM/FM tuner and compact 6 disc changer. Giant speakers are replaced by palm-size speakers and an Acoustimass® bass module you can hide out of view. Lifestyle 20, the most technologically advanced Bose® music system, produces full, lifelike stereo from two tiny Jewel Cube™ speakers just 4½ inches high. The Lifestyle 25 Home Theater System puts you right in the middle of the action with cinema-like surround sound. Patented steering logic provides full surround sound decoding, working with five small dual-cube speakers—each only 6 inches high—to take advantage of all encoded software. You hear dialogue from the TV screen and sound effects from front or back, left or right. Turn off the TV, and Lifestyle 25 brings the same impressive realism to music. Optional Table and Floor Stands elevate speakers. Amplification: Lifestyle 20/200 watts, Lifestyle 25/280 watts. Bass module is 23½"W x 7½"D x 14"H.

*6067 Lifestyle 20 Music System $2399.95*
*8357 Lifestyle 25 Home Theater System $2499.95*
*6064 Lifestyle 20 Table Speaker Stands $49.95 pair*
*8378 Lifestyle 25 Table Speaker Stands $49.95 pair*
*8385 Lifestyle 20/25 Floor Speaker Stands $89.95 pair*
*Please specify black or white*

*The Bose Lifestyle 20, Lifestyle 25, and Lifestyle 901 systems replace stacks of components with a sleek music center that includes the smallest 6 disc changer on the market today.*



*The Lifestyle 25 Home Theater System utilizes five palm-size dual cube speakers to create remarkably lifelike surround sound.*

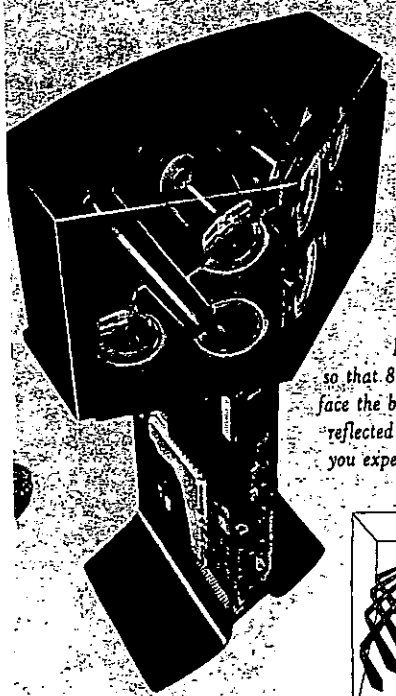


*The Lifestyle 20 Music System delivers concert hall stereo sound from two Jewel Cube™ speakers just half the size of the Home Theater speakers.*

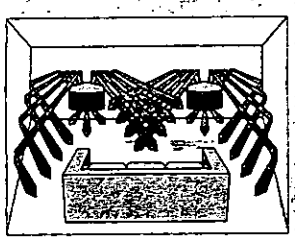
## *Lifestyle® 901® Music System—concert hall realism for your home*

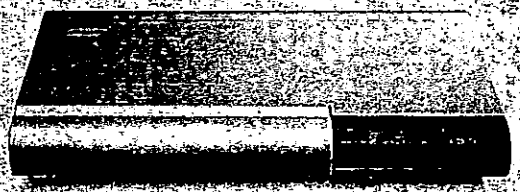
In 1968, Bose Corporation captured the attention of music lovers worldwide with the introduction of the 901 Direct/Reflecting® speaker system. For the first time, loudspeakers re-created the vibrant acoustics of a live performance. Now, the Lifestyle® 901 Music System takes the next step toward concert hall realism. This complete top-of-the-line stereo system unites the technology of the 901 speakers with advanced, integrated systems design. Stacks of conventional components are pared down to an elegant music center and contemporary speakers with high gloss lacquered piano finish. Every function, from the simple remote buttons to advanced signal processing, works together to deliver a quality of sound unachievable by component based systems. It's simple to set up, simple to use, with amplifiers and active equalizer built into the left speaker pedestal. The Lifestyle 901 Music System delivers up to 200 watts of total power. Speakers measure 21"W x 13"D x 31"H.

*8483 Lifestyle 901 Music System (114 lbs.) $3999.95*

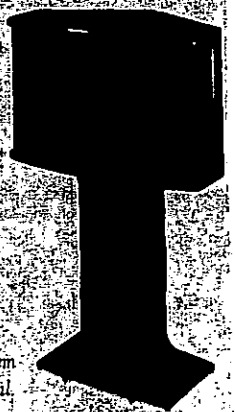


*Each 901 speaker is built so that 8 of its 9 full-range helical drivers face the back, creating a natural balance of reflected and direct sound similar to what you experience during a live performance.*





*The Lifestyle 901 music system integrates legendary speaker technology and a compact music center with 6 disc changer and AM/FM tuner.*



*The amplifier of the Lifestyle 901 music system is discreetly integrated into the pedestal.*

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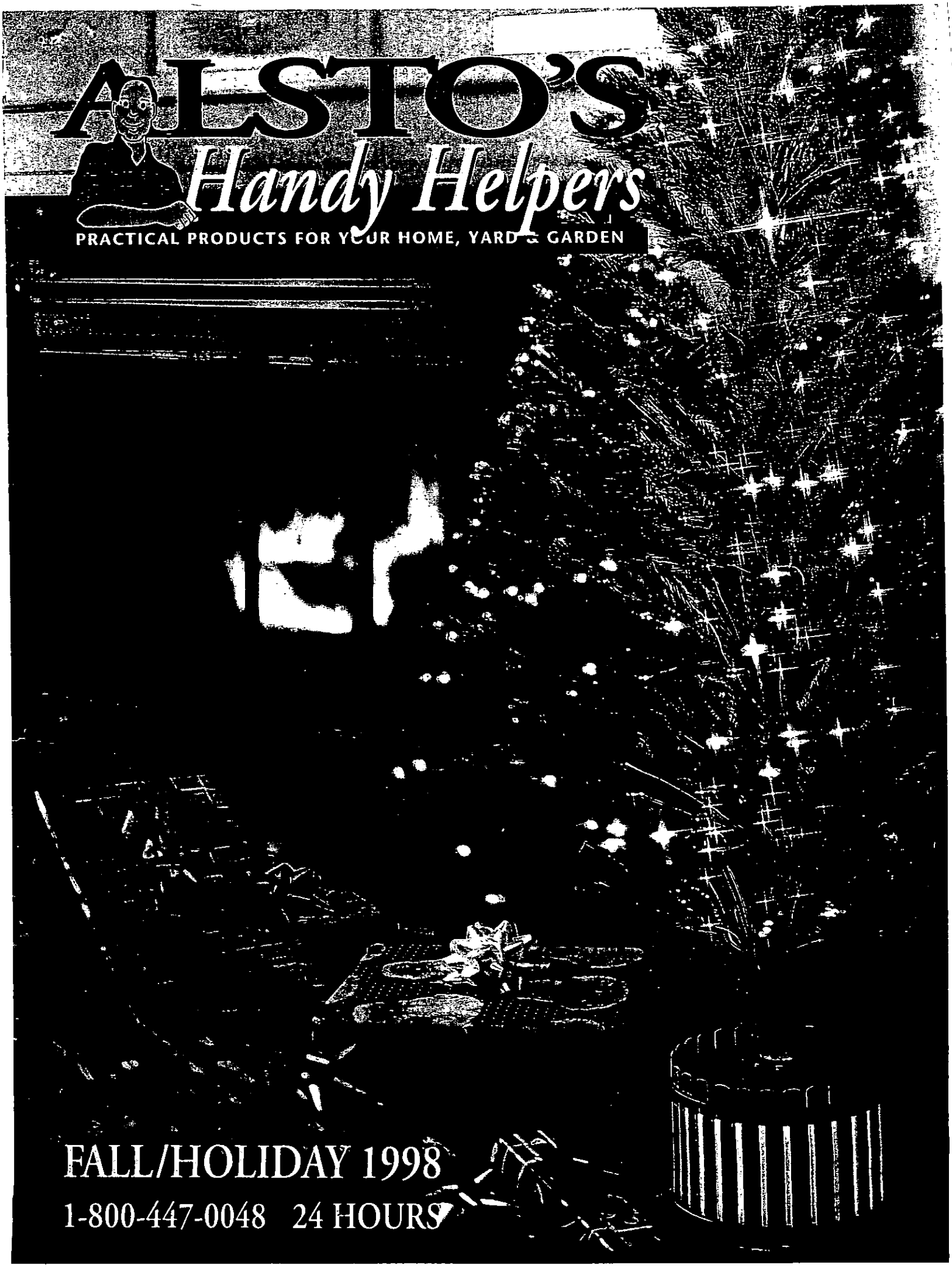

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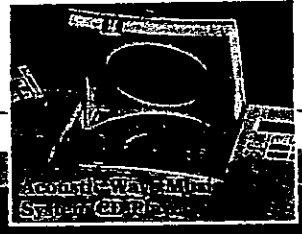



## Enjoy the clarity that only Bose® sound systems can offer.

The elegant **Bose Wave® Radio** features advanced technology with distinctive styling. Bose waveguide technology provides a clear spacious bass with clean middle and upper frequencies. The tuner has 6 AM and 6 FM station presets. Auxiliary inputs in back for CD player, cassette or TV to enhance recorded music or video/TV programming. Easy to read LED clock has dual alarms that can be set to wake with music or an alarm tone. The sound starts softly, then gradually builds to your desired volume. Included is a compact remote control and a battery backup in case of power outage (9 volt battery included). White or Graphite color. 4¼"H x 14"W x 8¼"D.

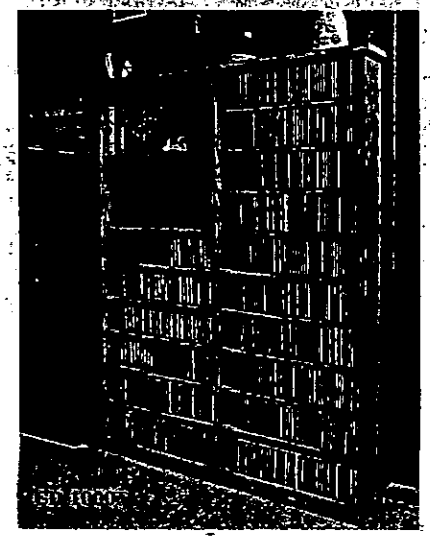
With the introduction of the unbelievable **Acoustic Wave® Music System**, **Bose®** has engineered the finest compact sound system you will ever hear. The same patented wave guide speaker technology that enhances the Bose Wave Radio is implemented within this compact stereo system. Integrated in the system is a digital AM/FM stereo tuner, CD player, amplifiers, equalizers, speakers and a remote control. The radio has five FM and AM presets with built-in AM antenna and retractable FM rod antenna. A full-function CD player allows you to scan, skip, repeat, or randomize CD tracks. Expand your listening pleasure and use the auxiliary inputs to hook up the VCR or TV and bring high-fidelity sound to your favorite movie and programs. Push-button controls are located on top of the unit or use the compact remote control (lithium battery included). 10½"H x 18"W x 6½"D. Imperial White color.

**#F-4475401** Bose Wave Radio - Imperial White **$349.95**
**#F-4475402** Bose Wave Radio - Graphite Gray **$349.95**
**#F-4475400** Acoustic Wave Music System **$1079.95**

## This CD/clock radio has so many features that waking up every morning is a simple pleasure.

Start your day by waking up to your favorite radio station or compact disc with digital quality sound! This unit has AM/FM stereo and compact disc player with individually controlled stereo speakers. The dual alarm system permits two separate wake-up settings and has a snooze setting that allows for a few extra minutes of sleep. All these features can be activated with the omni-directional remote control. This control uses radio frequencies so the remote does not have to be in direct line of sight with the clock/radio. Back-lit LCD displays can be easily seen, even at night. This unit even has its own self-powered backup system for alarm and time settings in case of power failure without the use of batteries. 11¼"W x 8"D x 4¼"H.

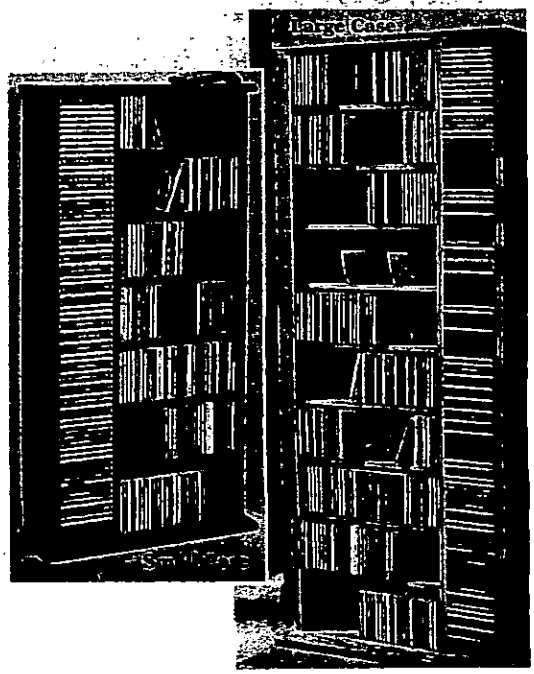
**#4482100** Sony Dream Machine with Remote **$109.95**



## House an extensive audio/video library on adjustable shelves.

Crafted of hand-rubbed quality oak veneer, these CD Storage Cases offer a handsome presentation of CDs, books and video tapes. The **Small CD Storage Case** has 72 vertical storage slots and 6 adjustable shelves that will hold up to 270 compact discs. It is 42"H x 7"D x 20"W and weights 32 lbs. The **Large CD Storage Case** has 99 slots and 9 adjustable shelves collectively capable of organizing nearly 500 CDs. Overall the Large case is 57"H x 7½" x 24"W. Shelves on both models may be adjusted to hold books, tapes or collectibles. Available in Oak or Black finish. For the ultimate in storage, the **CD 1000** holds 1000 CDs or 240 videos. 59"H x 45"W x 6¾"D. 05

**#4451100** CD Storage Case, Oak/Small **$89.95**
**#4451101** CD Storage Case, Black, Small **$99.95**
**#4451200** CD Storage Case, Oak/Large **$129.95**
**#4451201** CD Storage Case, Black Large **$139.95**
**#4451202** CD100, Oak **$189.95**



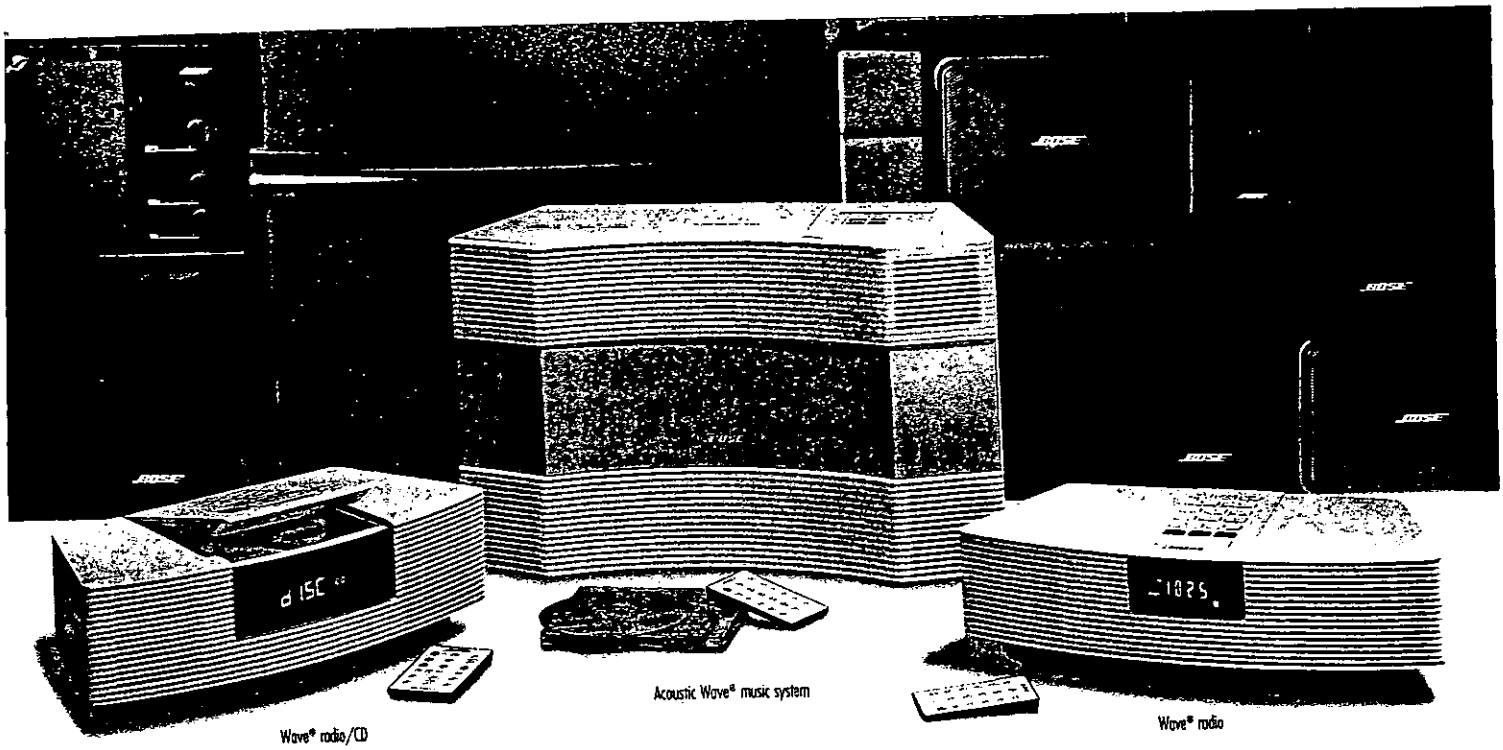
The Seattle Times
Seattle Post-Intelligencer
SUNDAY, APRIL 7, 2002

# PARADE

A distinguished author and Nobel laureate looks deeply into the mind of the fanatic:

# To Defeat Them, First We Must Understand Them

BY ELIE WIESEL




# Our reputation stands behind them.

## Great sound. Small size. No compromise.

With more than 30 years of industry-leading innovation, Bose® has created three acoustic waveguide products that are favorites of audio critics and music lovers alike. After experiencing their award-winning sound, compact size, and intuitive simplicity, you'll understand why Bose is considered the most respected name in sound.

## Rich sound from our top-of-the-line integrated system.

Why settle for the big and bulky components of an ordinary stereo when you can enjoy the extraordinary sound of a sleek, all-in-one music system? The Acoustic Wave® music system includes an AM/FM tuner, a CD player, and something you won't find in any conventional stereo – our acoustic waveguide speaker technology. Much as a flute strengthens a breath of air to fill an entire concert hall, the waveguide produces rich, room-filling sound from a small enclosure. In fact, when we first introduced the Acoustic Wave® music system, *Stereo Review* said it had "possibly the best-reproduced sound many people have ever heard." Hard to believe the entire system is the size of a briefcase.

You'll hear the difference the very first time you turn on the Acoustic Wave® music system. Patented Bose technology gives your favorite CDs and radio programs a clarity and richness that will astound you – no matter what the volume. And with our credit card-sized remote, you can control this award-winning sound from the palm of your hand. With all this, it's no wonder many people use it as their primary stereo.

## Even smaller systems for even smaller spaces.

Wish you had great sounding music in your bedroom or office? Try the Bose Wave® radio, with or without the built-in CD player. It utilizes a smaller version of our acoustic waveguide speaker technology to give you sparkling high notes, full bass, and a clarity that's remarkable for something its size. The *Oregonian* said that the Wave® radio/CD "remains one of those little unexplained miracles of acoustic physics." Our original Wave® radio is designed just as impressively. Other features include dual alarms, a credit card-sized remote control, and six AM and six FM station presets.

## Call and make 12 low interest-free payments.

Take advantage of our payment plan and make **12 low interest-free monthly payments.*** Order before June 30, 2002 and receive a free Bose CD carrying case that holds 24 CDs. No matter which waveguide product you choose, our 30-day risk-free in-home trial guarantees your satisfaction.

So let Bose put an acoustic waveguide product in front of you. And hear all that stands behind them.

*FREE CD CASE*
*Order before June 30, 2002.*

## Call today, 1-800-737-2073 ext. C798.

*All three products are available in your choice of Graphite Gray or Platinum White.*

For information on all our products:
**www.bose.com/c798**

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Name (Please Print)
Address
City State Zip
( ) ( )
Daytime Telephone Evening Telephone

Mail to: Bose Corporation, Dept. CDO-C798, The Mountain, Framingham, MA 01701-9168.

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*Better sound through research.*

JANUARY 18-20, 2002 usaweekend.com

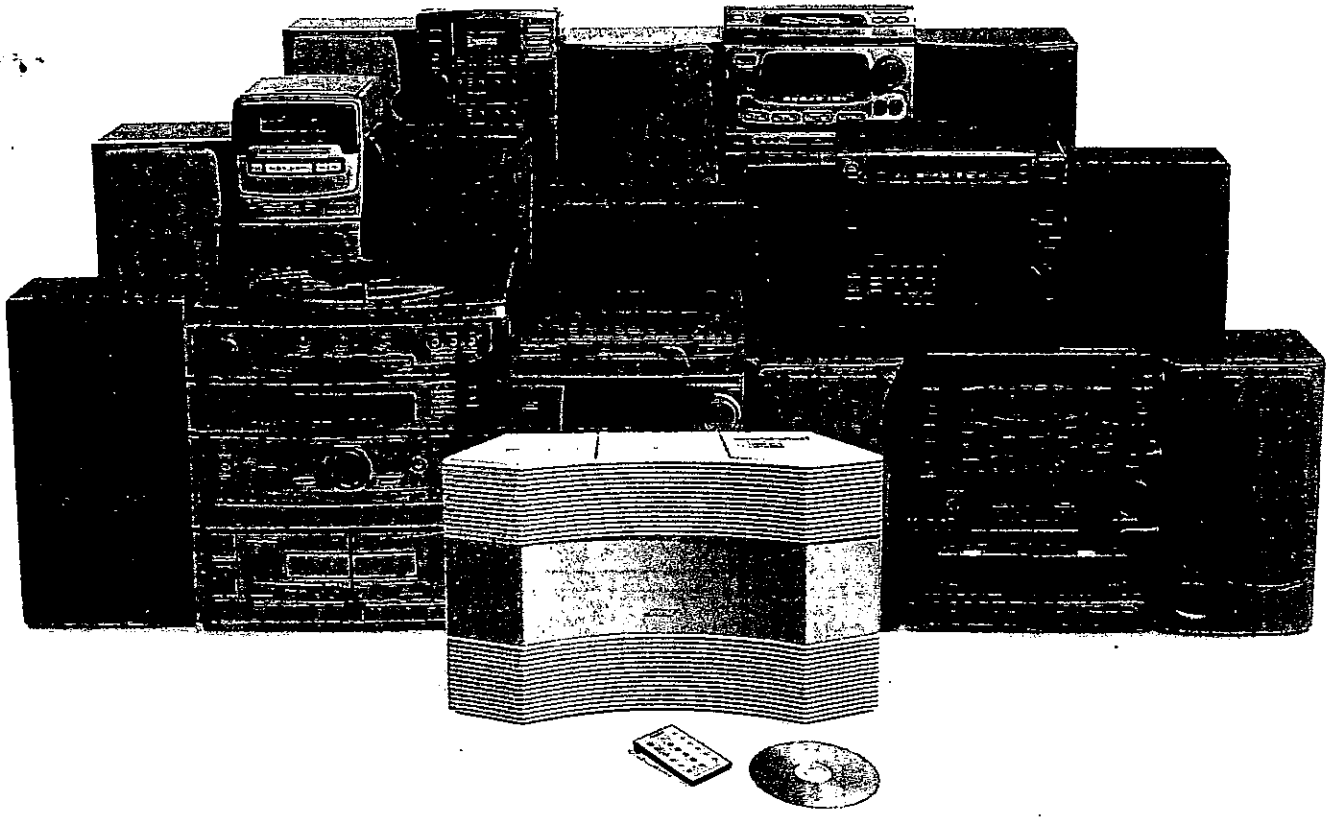
USA WEEKEND

# The Bold and the Beautiful

A gritty new role in *Monster's Ball* may be just what Halle Berry needs to sho picture-perfect image and convince Hollywood she's ready for Oscar.

*CSI*'S WILLIAM PETERSEN • TEENS: ENTER OUR SONG-LYRICS CONTEST • PEP UP

New Haven Register



# If you think it looks different, wait until you hear it.

## Bose® Acoustic Wave® music stem. A sound difference.

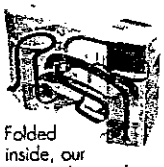
a single button on this acclaimed, all-in-ısic system – a system the size of a brief-ou'll hear "big, bold sound" that places it forefront of compact music systems," ing to the *Chicago Tribune*.

ı fact, the sound is so rich and lifelike ople even compare it to much larger, xpensive component systems. No matter ind of music you enjoy, the Acoustic music system brings it alive the way it *:ant* to be heard.

ll of which is quite remarkable when you :r this simple, one-piece stereo system es just 10.5"H x 18"W x 6.5"D. It fits just ınywhere, whether at home or in the And, with a choice of colors – Platinum ɔr Graphite Gray – it fits any décor.

## Different inside, too.

y to this sound is our patented *ıide speaker* technology inside. And only Bose has it. Just as a flute strengthens a breath of air to fill an entire concert hall, the waveguide produces room-filling sound from a small enclosure. It's a revolutionary concept that won its team of Bose engineers the prestigious "Inventor of the Year" award.



Folded inside, our patented seven-foot waveguide enriches sound.

## Easy-to-use features.

The system is technologically advanced, yet remarkably easy to use. The CD player, AM/FM tuner, and three speakers are all built in, so you'll have no wires or external speakers to hook up. Simply plug it in and press PLAY. There's even a handy credit card-sized remote.

## Satisfaction guaranteed.

The Acoustic Wave® music system is available directly from Bose, the most respected name in sound. Choose our installment plan and make 12 low interest-free monthly payments. Call today and learn how you can listen to the system in your home for 30 days, satisfaction guaranteed. Order by March 31, 2002 and get a free Pedestal with inputs for your TV, VCR, cassette deck, and one other music source. Th Pedestal is a $149.95 value that allows you to just how different a stereo this small can sou

**For a FREE Pedestal order by March 31, 2002.**

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Or mail to: Bose Corporation, Dept. CDD-G5257, The Mountain, Framingham, MA 01701-9168.

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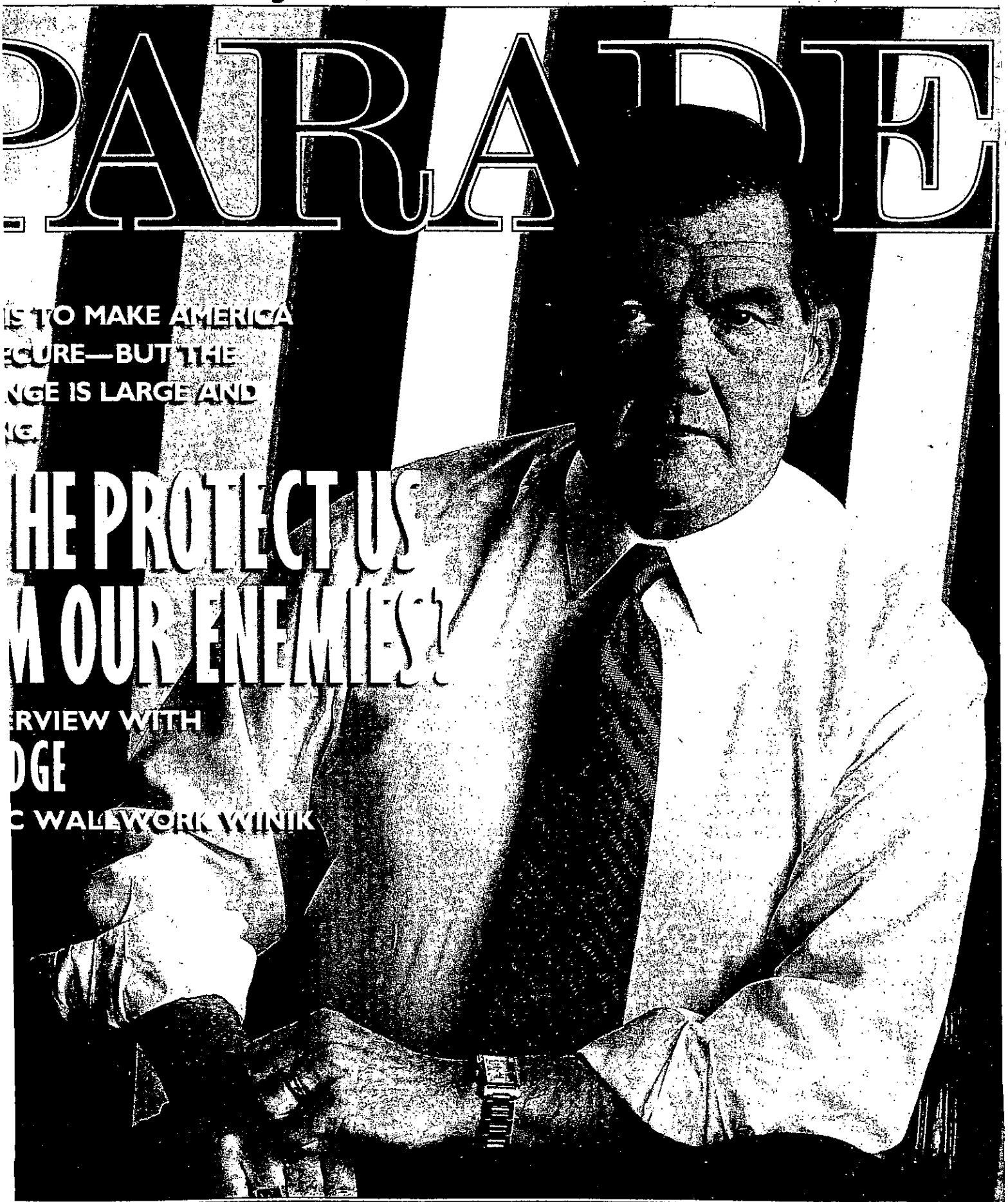
Better sound through research®

ıe Corporation. Patent rights issued and/or pending. The Acoustic Wave® music system design is also a trademark of Bose Corporation. Installment payment plan and free Pedestal offer not to be combined with any other applied to previous purchases. Payment plan available on credit card orders only and subject to change without notice. Quote: Rich Warren, *Chicago Tribune*, 9/20/96.

MILWAUKEE
JOURNAL SENTINEL

SUNDAY, JANUARY 27, 2002

# PARADE



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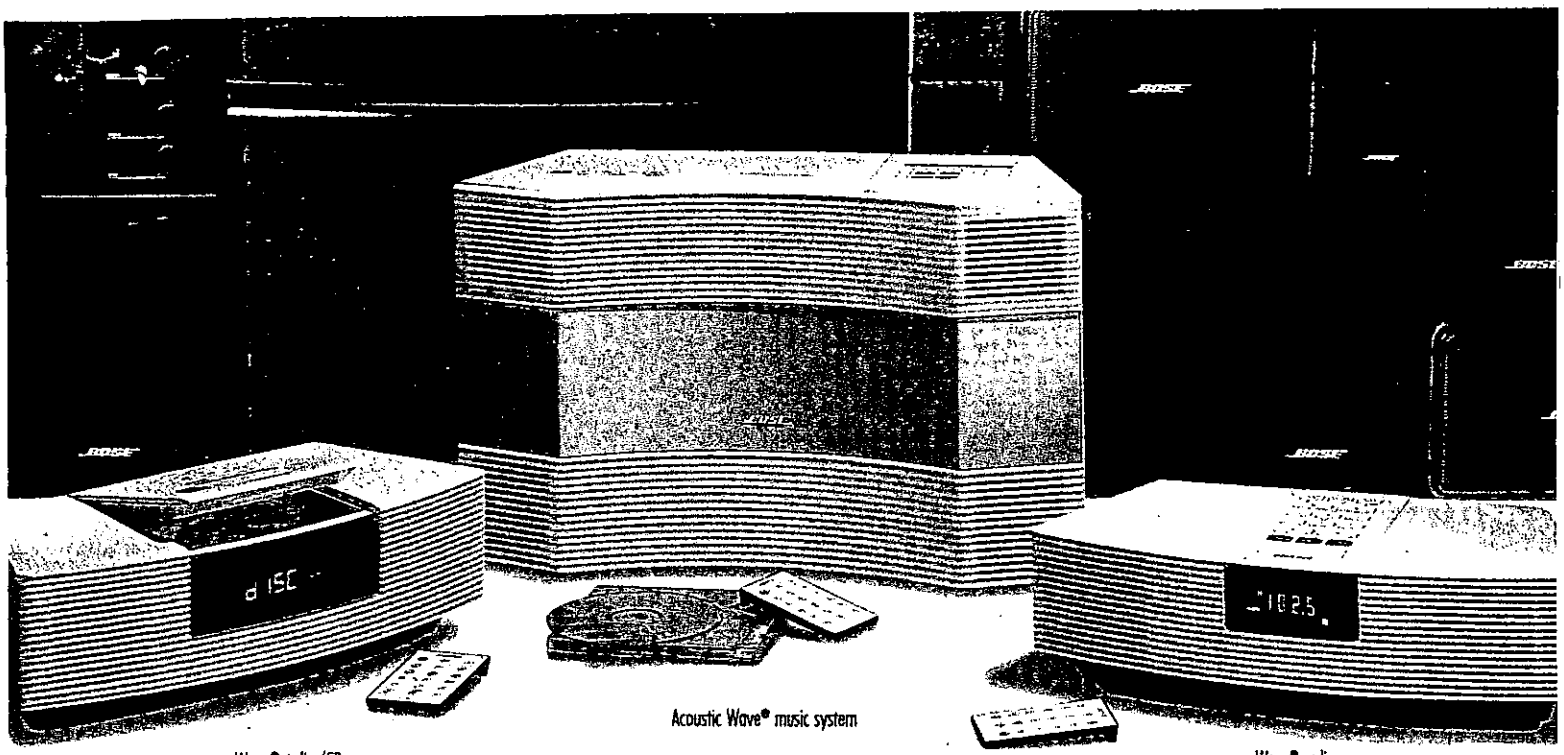
NSIDE: PARADE's All-America High School Football Team



Wave® radio/CD

Acoustic Wave® music system

Wave® radio

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## Even smaller systems for even smaller spaces.

Wish you had great sounding music in your bedroom or office? Try the **Bose Wave® radio**, with or without the built-in CD player. It utilizes a smaller version of our acoustic waveguide speaker technology to give you sparkling high notes, full bass, and a clarity that's remarkable for something its size. The *Oregonian* said that the Wave® radio/CD "remains one of those little unexplained miracles of acoustic physics." Our original Wave® radio is designed just as impressively. Other features include dual alarms, a credit card-sized remote control, and six AM and six FM station presets.

## Call and make 12 low interest-free payments.

Take advantage of our payment plan and make **12 low interest-free monthly payments.** Choose the Acoustic Wave® music system, our premium wave-guide product, and we'll send you a Bose Ped
with inputs for your TV, VCR, cassette deck
one other music source –
absolutely free. (The Pedestal is a $149.95 value.) And no matter which waveguide product you choose, our 30-day risk-free in-home trial guarantees your satisfaction.

Order the Acc
Wave® Syster
March 31, 200
Get a Free Pe

So let Bose put an acoustic waveguide proc
front of you. And hear all that stands behind

## Call today, 1-800-741-2073, ext. C786

*All three products are available in your choice of Graphite Gray or Platinum Whi*

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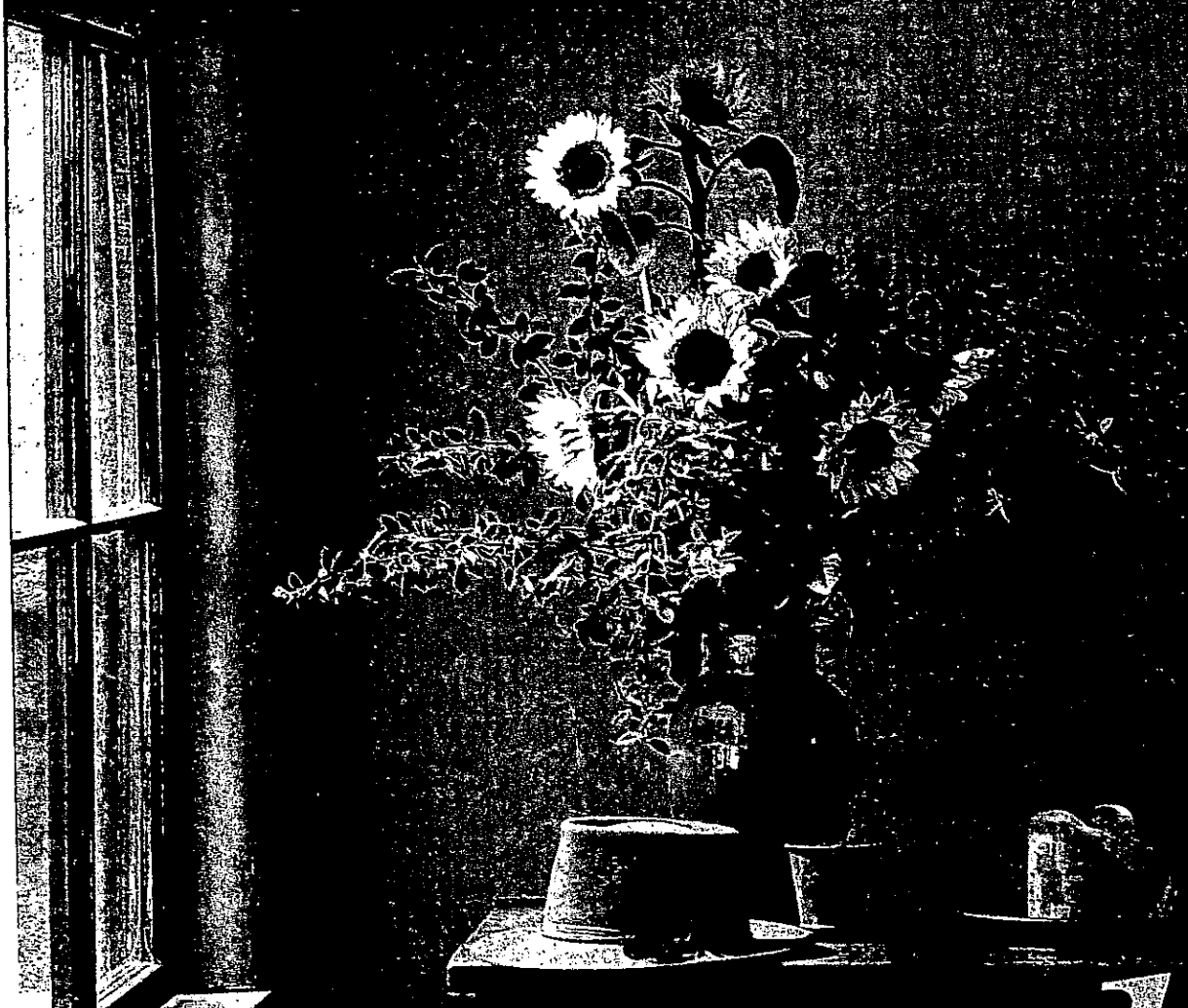

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to a rainbow of bright decorating idea
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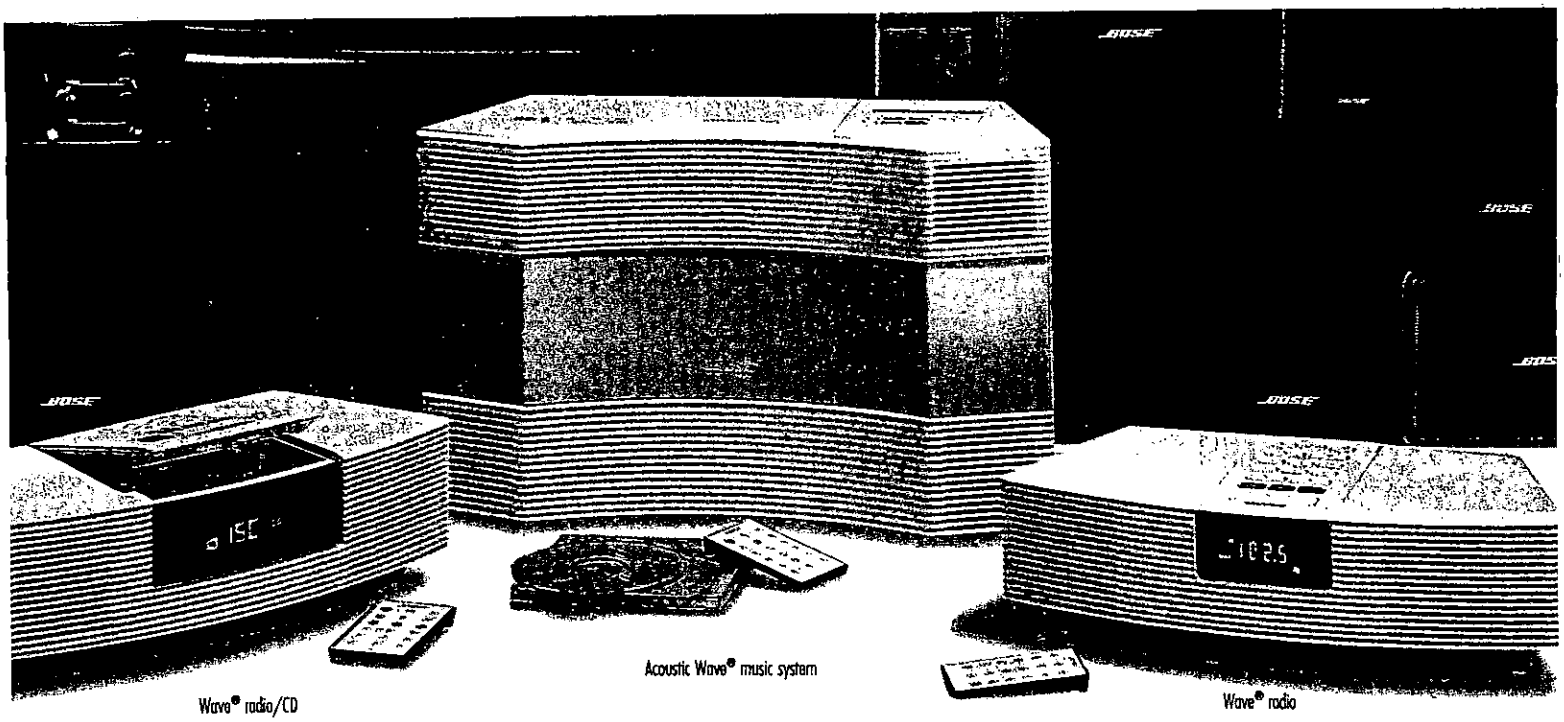


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## Call and make 12 interest-free payments.

Take advantage of our payment plan and make **12 interest-free monthly payments.*** And no matter which waveguide product you choose, our 30-day risk-free in-home trial guarantees your satisfaction.

So let Bose put an acoustic waveguide product in front of you. And hear all that stands behind them.

**Order now for Free Shipping.**

## Call today, 1-800-655-2673, ext. C1259.

*All three products are available in your choice of Graphite Gray or Platinum White.*

For information on all our products:
**www.bose.com/c1259**

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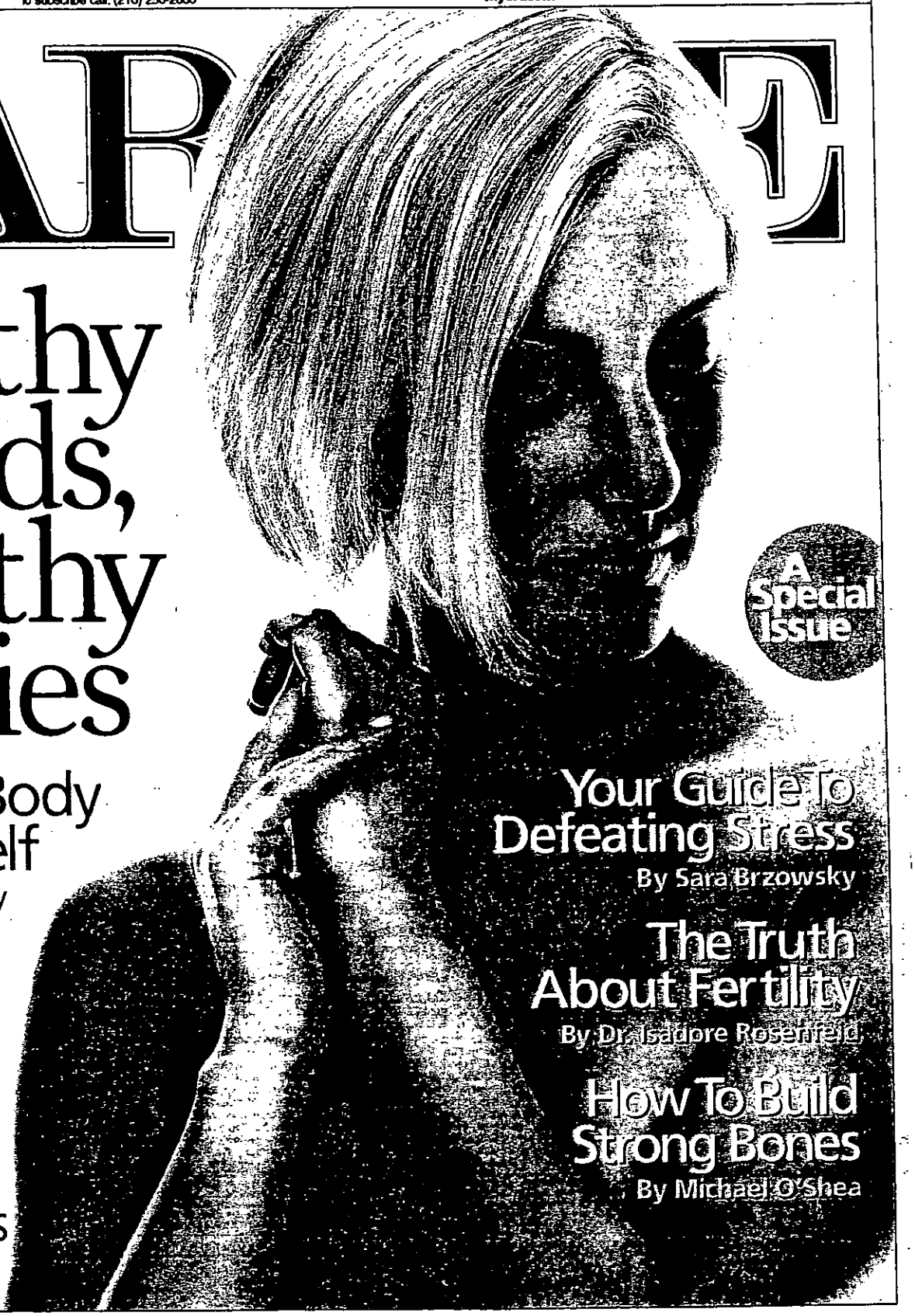
SUNDAY, OCTOBER 12, 2003

# PAR E



# Healthy Minds, Healthy Bodies

A Special Issue

## When The Body Attacks Itself

Women are particularly vulnerable to autoimmune disorders, but the pace of medical discoveries is accelerating.

## Living Well With A Chronic Illness

## Your Guide To Defeating Stress

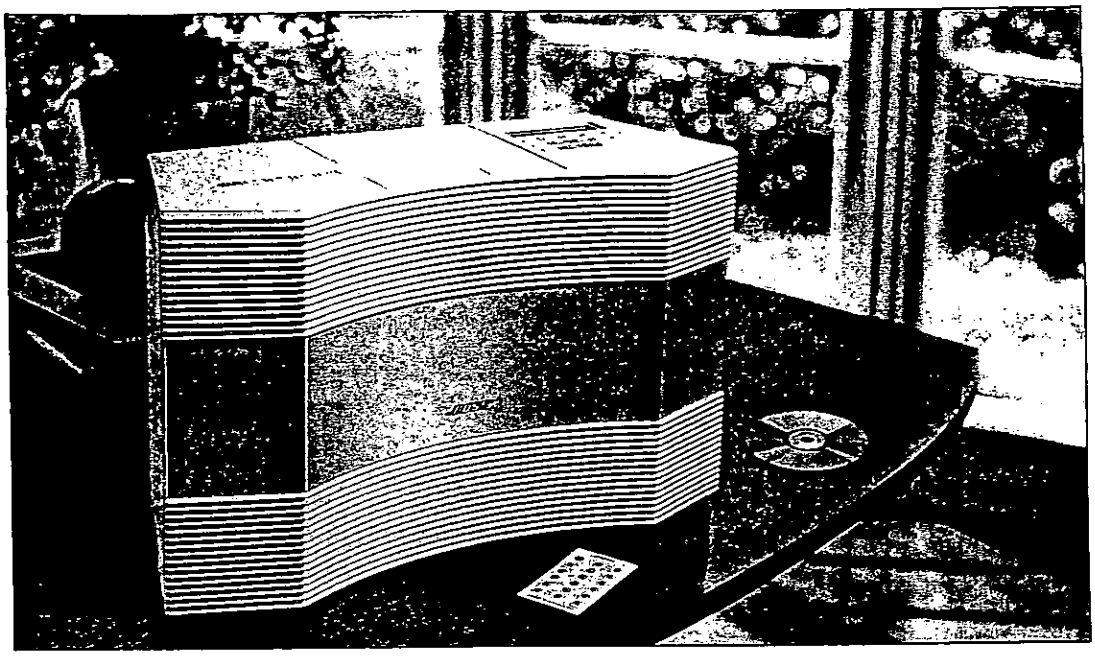
By Sara Brzowsky

## The Truth About Fertility

By Dr. Isadore Rosenfeld

## How To Build Strong Bones

By Michael O'Shea



# It seems small. Until you turn it on.

## The Bose® Acoustic Wave® music system. The biggest thing about it is the sound.

It measures just 10¾"H × 18"W × 7¾"D and fits on an end table. But turn it on, and you'll hear rich, lifelike, room-filling sound. In fact, the *Chicago Tribune* said the Acoustic Wave® music system produces "big, bold sound" that places it "at the forefront of compact music systems." No other system this size produces the same deep lows and natural sound.

The key to this sound is our patented wave-guide speaker technology. Just as a flute strengthens a breath of air to fill a concert hall, the waveguide produces room-filling sound from a small enclosure. It's no wonder the waveguide won its team of Bose engineers the prestigious "Inventor of the Year" award.

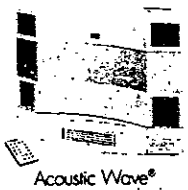
Folded inside, our patented seven-foot waveguide enriches sound.

## Easy-to-use features.

As small as it is, the Acoustic Wave® music system is big on features. A handy credit card-sized remote gives you control from your favorite chair. Plus, the CD player, AM/FM radio and three speakers are all built in, so you'll have no confusing wires or external speakers to hook up. And our new 5-CD Changer – designed for use with the Acoustic Wave® music system – lets you enjoy hours of uninterrupted music while also allowing you to easily connect your system to a TV, VCR and DVD player. So you can enjoy Bose-quality sound with everything you listen to or watch.

## Call to learn about our 30-day in-home trial.

The Acoustic Wave® music system is available directly from Bose, the most respected name in sound. Call today and listen to the system in your home for 30 days, satisfaction guaranteed. If you're not completely satisfied, simply return it for a full refund of the purchase price. Order now and shipping is free. Plus, if you order the Acoustic Wave® music system with our versatile, easy-to-use 5-CD Changer, you'll receive a free Bose Wave® radio – a $349 value. Call by December 31, 2003 for no-interest financing until January 2005.*



Acoustic Wave® music system with our new 5-CD Changer

The Acoustic Wave® music system may look small, but just wait until you turn it on.

**Free Bose Wave® radio**
when you order the Acoustic Wave® music system and 5-CD Changer by Dec. 31, 2003.

Enjoy the Wave® radio's award-winning sound in the bedroom, the kitchen, the office – and more.

## 1-800-884-2073, ext. G6023.

For information on all our products:
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EVERY SUNDAY IN THE STAR TRIBUNE.

# USA WEEKEND

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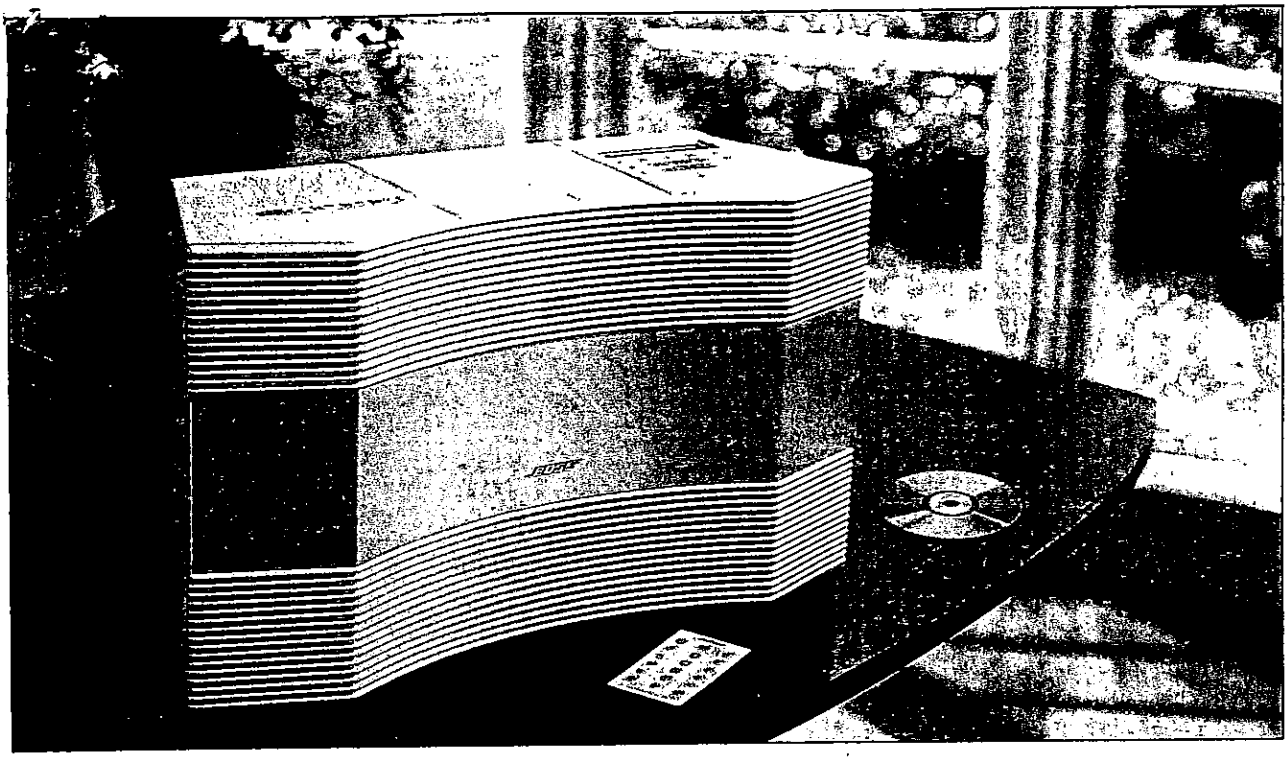
**EXCLUSIVE: FIRST LOOK AT A SCENE FROM *SHREK 2***

WES CRAVEN ON THE SCARIEST FILMS EVER

18 things you didn't know about this season's biggest releases

WHO'S HOT IN SUMMER MOVIES '04



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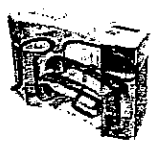

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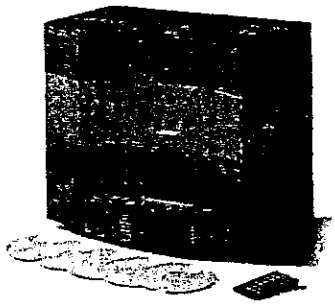
## Call to learn about our 30-day in-home trial.

The Acoustic Wave® music system is available directly from Bose, the most respected name in sound. Experience its lifelike performance with our versatile, easy-to-use 5-CD Changer in your home for 30 days, satisfaction guaranteed. Order the Acoustic Wave® system together with our 5-CD Changer and **save $150.** Be sure to ask about our **financing options** when you call.

The Acoustic Wave® music system may look small, but just wait until you turn it on.



SAVE $150 when you order the Acoustic Wave® music system with our 5-CD Changer by June 30, 2004.

*Call Today*

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**ext. G6524.**

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The Herald

www.herald.com

SUNDAY, MAY 16, 2004

# PARADE

Ron His Horse Is Thunder and young Lakota Indians at Wounded Knee, S.D., where many of their ancestors were massacred.

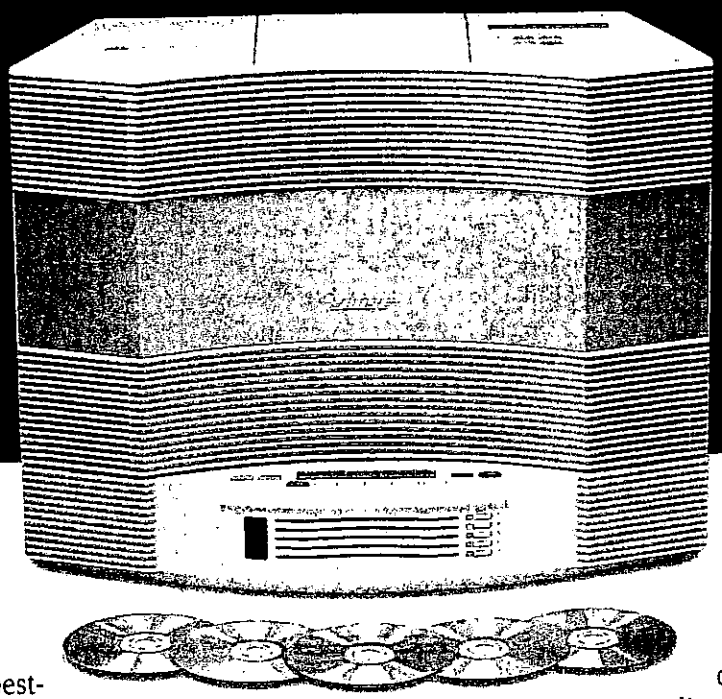
The great-great-great-grandson of Sitting Bull embraces education to lead a new generation:

# Why We Must Return To Wounded Knee

An Interview By Kevin Fedarko

A Road Trip • Grilling Beef With Sheila Lukins • In Step With... Mark Harmon

# Same award-winning performance. Now available with a 5-CD Changer.



: introduced the Acoustic usic system, audio critic ıompson called it "simply sounding compact stereo captivity." *Sound & Vision* ıat it delivers "possibly the best-d sound many people have ever ɜy offering the sound of a big, complicated stereo ɔut from an all-in-one music system hardly the size of a the Acoustic Wave® music system set a new industry standard. did we make this award-winning system even better? By ɔ owners and developing the CD changer they asked for. l specifically for the Acoustic Wave® music system, our ıger allows you to enjoy hours of music. You can even use ct other audio sources to your system – transforming it into audio center for movies, music and more.

## ifelike sound – without interruption.

ıte 5-CD Changer lets you savor the Acoustic Wave® music system's award-winning sound for hours on end. Load your five favorite CDs and press Play. You'll hear your music come to life with crystal-clear highs and deep, enveloping lows that fill the room.

Patented acoustic waveguide speaker is what allows the Acoustic Wave® music system to deliver cious, lifelike performance. And our 5-CD Changer lets you room-filling sound without ever having to stop the music CDs.

## ɜyond music – without complication.

Changer also lets you connect your Acoustic Wave® system ınal audio sources and switch among them at the ı button. Connect it to your TV, VCR, DVD player or - and enjoy Bose® quality sound from everything you listen ı.

The Acoustic Wave® music syst and 5-CD Changer were both desig for complete ease of operation. Th are no speakers to connect and confusing dials to adjust. Every feat operates with intuitive simplicity. And credit card-sized remote control lets you oper the system and all CD-changer functions with ease.

## Try them for yourself, risk free.

Experience the Acoustic Wave® music system and our versat easy-to-use 5-CD Changer in your home for 30 days, satisfaction guaranteed. Call today and **save $150** when you order the Acoustic Wave® system together with our 5-CD Changer. Be sure to ask about our **financing options** when you call.

SAVE $150 when you order the Acoustic Wave® music system with our 5-CD Change by June 30, 2004.

The Acoustic Wave® music system and 5-CD Changer are availa from Bose, the most respected name in sound.

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ıration. Patent rights issued and/or pending. The Acoustic Wave® music system design is also a registered trademark of Bose Corporation. Financing and reduced price on 5-CD Changer package not to be combined with any other of purchases, and subject to change without notice. Risk free refers to 30-day trial only. Delivery is subject to product availability. Quotes are reprinted with permission: Wayne Thompson, *Oregonian*, 8/15/89; Julian Hirsch, *Sound & Vision*.

USA WEEKEND

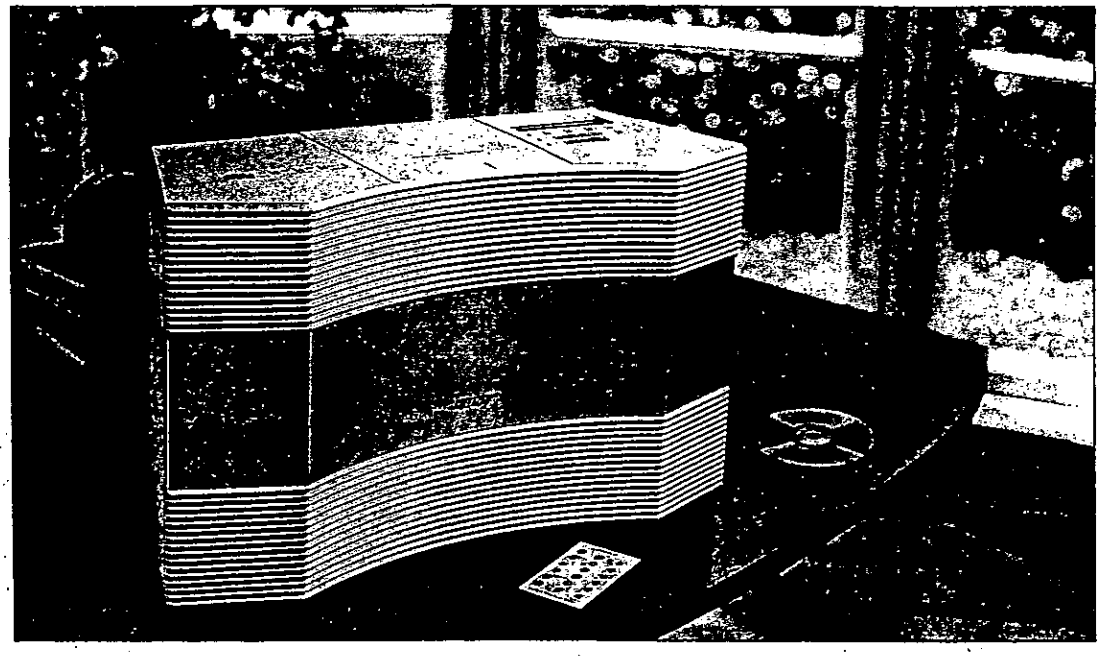
FEBRUARY 27-29, 2004
usaweekend.com

INSIDE: SAVE ARGENTINA'S PENGUINS

USA WEEKEND's Lorrie Lynch gives you an exclusive look behind all the glitter and glamour at the Academy Awards.

# WHO'S NEWS GOES TO THE OSCARS

The Eagle-Tribune



# It seems small. Until you turn it on.

## The Bose® Acoustic Wave® music system. The biggest thing about it is the sound.

It measures just 10¾"H × 18"W × 7¾"D and fits on an end table. But turn it on, and you'll hear rich, lifelike, room-filling sound. In fact, the *Chicago Tribune* said the Acoustic Wave® music system produces "big, bold sound" that places it "at the forefront of compact music systems." No other system this size produces the same deep lows and natural sound.

The key to this sound is our patented waveguide speaker technology. Just as a flute strengthens a breath of air to fill a concert hall, the waveguide produces room-filling sound from a small enclosure. It's no wonder the waveguide won its team of Bose engineers the prestigious "Inventor of the Year" award.

Folded inside, our patented seven-foot waveguide enriches sound.

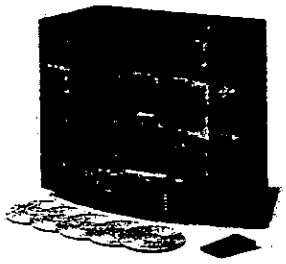
## Easy-to-use features.

As small as it is, the Acoustic Wave® music system is big on features. A handy credit card-sized remote gives you control from your favorite chair. Plus, the CD player, AM/FM radio and three speakers are all built in, so you'll have no confusing wires or external speakers to hook up. And our new 5-CD Changer – designed for use with the Acoustic Wave® music system – lets you enjoy hours of uninterrupted music while also allowing you to easily connect your system to a TV, VCR and DVD player. So you can enjoy Bose quality sound with everything you listen to or watch.

## Call to learn about our 30-day in-home trial.

The Acoustic Wave® music system is available directly from Bose, the most respected name in sound. Call today and experience the Acoustic Wave® music system and our versatile, easy-to-use 5-CD Changer in your home for 30 days, satisfaction guaranteed. If you're not completely satisfied, simply return your purchase for a full refund. Order by March 31, 2004 and **shipping is free.** When you call, be sure to ask about our **financing options.**

The Acoustic Wave® music system may look small, but just wait until you turn it on.



**NEW 5-CD CHANGER**
**Load up to five of your favorite CDs and enjoy uninterrupted music.**

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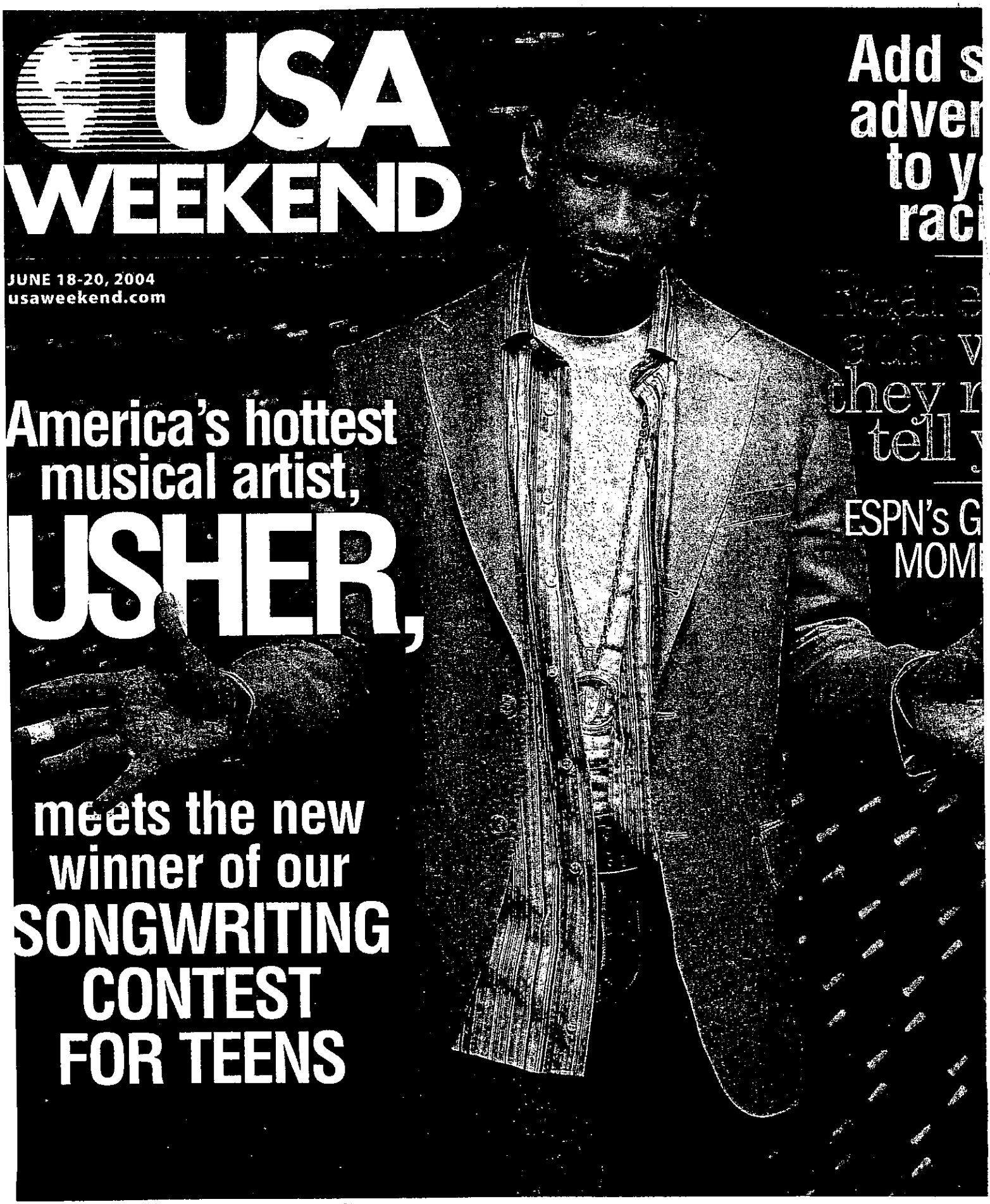
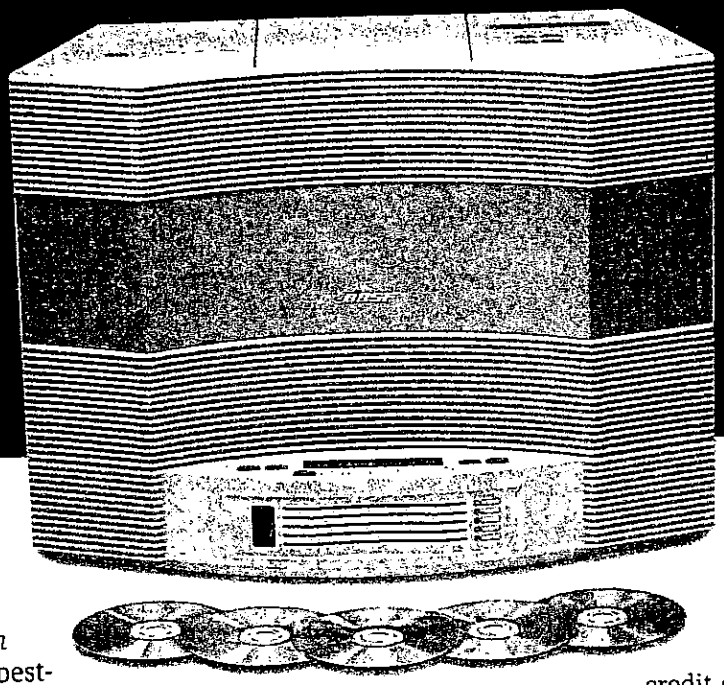
EVERY SUNDAY IN THE STAR TRIBUNE.



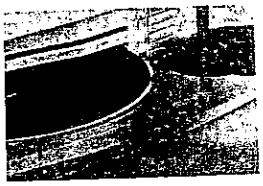
# Same award-winning performance. Now available with a 5-CD Changer.



en we introduced the Acoustic ve® music system, audio critic yne Thompson called it "simply best-sounding compact stereo em in captivity." *Sound & Vision* orted that it delivers "possibly the best-roduced sound many people have ever ard." By offering the sound of a big, complicated stereo em – but from an all-in-one music system hardly the size of a fcase – the Acoustic Wave® music system set a new industry standard. So how did we make this award-winning system even better? By ening to owners and developing the CD changer they asked for. gineered specifically for the Acoustic Wave® music system, our D Changer allows you to enjoy hours of music. You can even use connect other audio sources to your system – transforming it into ersatile audio center for movies, music and more.

## Lifelike sound – without interruption.

r separate 5-CD Changer lets you savor the Acoustic Wave® music system's award-winning sound for hours on end. Load your five favorite CDs and press Play. You'll hear your music come to life with crystal-clear highs and deep, enveloping lows that fill the room.



Patented acoustic waveguide speaker chnology is what allows the Acoustic Wave® music system to deliver ch a spacious, lifelike performance. And our 5-CD Changer lets you joy that room-filling sound without ever having to stop the music change CDs.

## Beyond music – without complication.

ur 5-CD Changer also lets you connect your Acoustic Wave® system additional audio sources and switch among them at the ess of a button. Connect it to your TV, VCR, DVD player or mputer – and enjoy Bose® quality sound from everything you listen or watch.

The Acoustic Wave® mus and 5-CD Changer were both for complete ease of operati are no speakers to connec confusing dials to adjust. Eve operates with intuitive simplicit credit card-sized remote control lets y the system and all CD-changer functions with ease.

## Try them for yourself, risk free.

Experience the Acoustic Wave® music system and our easy-to-use 5-CD Changer in your home for 30 days, satisfaction guaranteed. Call today and **save $150** when you order the Acoustic Wave® system together with our 5-CD Changer. Be sure to ask about our **financing options** when you call.

SAVE $150 when y the Acoustic Wave system with our 5-CD by June 30, 20

The Acoustic Wave® music system and 5-CD Changer a from Bose, the most respected name in sound.

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# PARADE

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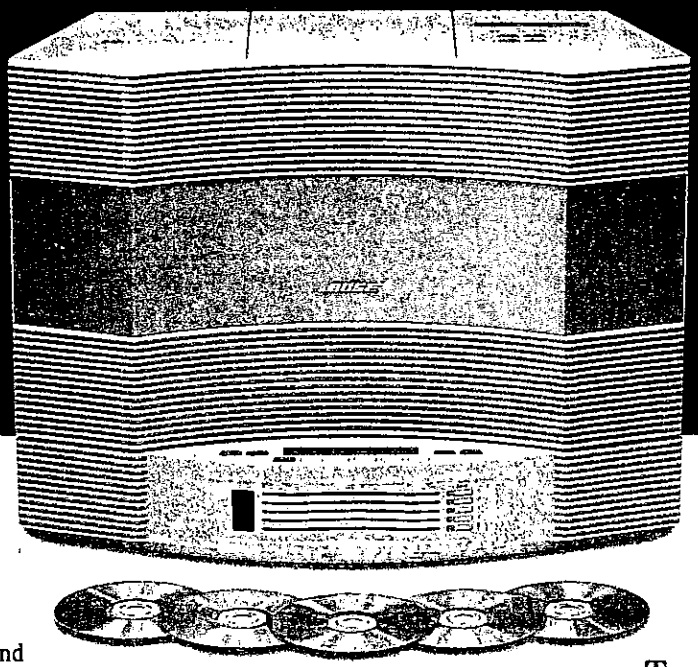
An Interview
By Ben
Fong-Torres

# Live For oday"

d Child Abuse This Election Year • Back-To-School Health Tips • Actress Sophia Bush

# Same award-winning performance. Now available with a 5-CD Changer.



Shown with optional 5-CD Changer

luced the Acoustic Wave® music ritic Wayne Thompson called it est-sounding compact stereo vity." *Sound & Vision* reported ossibly the best-reproduced sound ve ever heard." By offering the sound aplicated stereo system – but from an system hardly the size of a briefcase – the Bose® Acoustic Wave® a new industry standard.

we make this award-winning system even better? By listening to eloping the CD changer they asked for. Engineered specifically for the music system, our separate 5-CD Changer allows you to enjoy hours can even use it to connect other audio sources to your system – nto a versatile audio center for movies, music and more.

## like sound – without interruption.

Our 5-CD Changer lets you savor the Acoustic Wave® music system's award-winning sound for hours on end. Load your five favorite CDs and press Play. You'll hear your music come to life with crystal clear highs and deep, enveloping lows that fill the room.

Patented acoustic waveguide speaker nich won the "Invention of the Year" award – is what allows the music system to deliver such a spacious, lifelike performance. And er lets you enjoy that room-filling sound without ever having to stop the CDs.

## ond music – without complication.

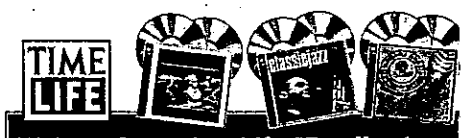
ger also lets you connect your Acoustic Wave® system to additional d switch among them at the press of a button. Connect it to your TV, r or computer – and enjoy Bose quality sound from everything you n.

Wave® music system and 5-CD Changer were both designed for operation. An AM/FM radio, CD player and three speakers are all built into the Acoustic Wave® music system, so there are no confusing wires to hook up or dials to adjust. And the credit card-sized remote control lets you operate the system and all CD-changer functions with ease.

## Try them for yourself, risk free.

Experience the Acoustic Wave® music system and our versatile, easy-to-use 5-CD Changer in the comfort of your own home for 30 days. If you're not completely satisfied, you may return your purchase for a full refund. Order now, and receive three top-selling Time-Life multi-CD collections free – yours to enjoy with your new Acoustic Wave® music system. When you call, be sure to ask about our **12-month no-interest payment plan.***

The Acoustic Wave® music system and 5-CD Changer are available from Bose, the most respected name in sound.




**FREE – Three Time-Life CD collections when you order by August 28, 2004.**

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tomer credit card, subject to credit approval. The Bose Preferred Customer credit card is offered and administered by Household Bank (SB), N.A. This is a Same As Cash offer. If the balance on these purchases is paid in full before the expiration of the 12-month promotion ept current, accrued Finance Charges will not be imposed on these purchases. If the balance on these purchases is not paid in full, Finance Charges will be assessed from the purchase date at the variable Standard Rate APR of Prime Rate + 12.5 percentage points (19.8 not kept current, the variable Default Rate APR of Prime Rate + 16.5 percentage points (23.8% as of 5/1/04) will be applied to all balances on your account. Minimum Standard APR 19.8%. Minimum Default APR 23.8%. Minimum monthly payments are required. Minimu in rules apply to the allocation of payments and Finance Charges on your promotional purchase if you make more than one purchase on your Bose Preferred Customer credit card. Call 1-888-367-4310 or review your cardholder agreement for information. ©2004 Bos ued and/or pending. The Acoustic Wave® music system design is also a registered trademark of Bose Corporation. Financing and Time-Life CD collection offer not to be combined with any other offer or applied to previous purchases, and subject to change without notice. Ris y. Delivery is subject to product availability. Quotes are reprinted with permission: Wayne Thompson, *Oregonian*, 8/15/89; Julian Hirsch, *Sound & Vision*, 3/85.

Sanaja
EXHIBIT NO. 11
M.J. MANZI 8/18/06

BOSE News Release

Bose Corporation
The Mountain
Framingham, Massachusetts 01701-9168

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For Immediate Release

DR. BOSE UNVEILS REVOLUTIONARY NEW RADIO

Framingham, MA -- Dr. Amar G. Bose, named Inventor of the Year for the development of waveguide technology and the Acoustic Wave® Music System, has personally announced his company's latest breakthrough: the Wave® radio.

The result of a new concept and a new technology, the Wave radio delivers sound quality so extraordinary it can't be compared to conventional radios.

Listening to the radio will take on a new meaning thanks to this product. The music, information, talk and news that people can only get from radio broadcasts can now be enjoyed at a new level of audio performance but with the same utilitarian ease-of-use as conventional radios.

Linking a special configuration of Bose's unique waveguide with a top quality radio receiver, the Wave radio generates sound far

(more)

Bose v. Goldwave
Opp. 91165449 Ex. 11

more spectacular than its compact size, or the sum of its component parts, would seem to make possible.

"The Wave radio is among the products we are most proud of," Dr. Bose said. "It is one of the most significant developments in the history of radio."

In a remarkable statement he added, "I believe that the performance of the Wave radio is an even larger departure from that of conventional radios than the performance of the original Bose 901 speaker was from conventional loudspeakers." (Introduced in 1968, the highly unusual and now-legendary Bose 901 speaker received more superlative critical acclaim than any stereo speaker before -- or since.)

The Wave radio is the fulfillment of an often-stated Bose Corporation goal: to make products that combine high technology with simplicity and small size, creating superior sound systems that are easy to use and accessible to all consumers.

Measuring just 4.5" high by 14" wide by 8" deep, the Wave radio boasts a subtle yet distinctive shape and design that is a pleasure to look at, yet unobtrusive to any decor. Very simple touch controls make it the ideal musical companion for non-technical radio listeners of any age. At the same time,

(more)

sophisticated inputs and outputs are incorporated, expanding the possible uses of the Wave radio for more advanced users. The unit weighs only seven pounds.

Despite its small size, the Wave radio provides full, rich sound to fill most home listening rooms. The breakthrough in sound quality comes from the 34" single ended waveguide inside the unit. Proprietary Bose technology also insures that excellent reproduction of music and speech will be heard no matter what volume level the radio is set at. Only Bose has waveguide technology, developed by Dr. Bose and his colleague Dr. William Short.

The Wave radio features AM and FM stereo radio and a dual alarm clock. It offers 12 radio presets, mute, scan and automatic sleep features, as well as a battery back-up in case of a power failure. Listeners can fall asleep to one station, and awake to another -- as gradually as they like with a special feature that starts at low volume and automatically builds to the preferred setting. All functions can be regulated by a credit card sized remote control included with the Wave radio.

A compact disc player or a cassette recorder can be directly plugged into the Wave radio to provide alternative sources of music. Also, television sets can be plugged into the Wave radio

(more)

to significantly improve the quality of the TV sound. The Wave radio can also become the heart of a full high fidelity system by simply connecting to it any Bose powered loudspeakers.

The price of the Bose Wave Radio is $349 and it is available directly from Bose Corporation by calling 1-800-358-BOSE (2673).

# # #

BOSE

# News Release

Bose Corporation
The Mountain
Framingham, MA 01701-9168

**Contact:** Bose Corporation
Carolyn Cinotti
508-766-7781
Carolyn_cinotti@bose.com

EXHIBIT NO. 12
M.J. MANZ 8/18/06

For Immediate Release

## BREAKTHROUGH FROM BOSE: THE WAVE RADIO

Framingham, MA -- All over America, people have re-invented the way they listen to the radio, thanks to the Wave® radio from Bose.

The result of a new concept and a new technology, the Wave radio delivers sound quality so extraordinary it can't be compared to conventional radios -- or to ordinary stereo systems.

Linking a special configuration of Bose's unique waveguide with a top quality radio receiver, the Wave radio generates sound far more spectacular than its compact size, or the sum of its component parts, would seem to make possible. It is practically a complete stereo system in miniature bringing beautiful music to any spot in the house.

Made in America, the Wave radio is the fulfillment of an often-stated Bose Corporation goal: to make products that combine high technology with simplicity and small size, creating superior sound systems that are easy to use and accessible to all consumers.

Measuring just 4.5" high by 14" wide by 8" deep, the Wave radio boasts a subtle, distinctive shape and design that is a pleasure to look at,

(more)

yet unobtrusive to any decor. Very simple touch controls make it the ideal musical companion for non-technical radio listeners of any age. At the same time, sophisticated inputs and outputs are incorporated, expanding the possible uses of the Wave radio for more advanced users. The unit weighs only seven pounds.

"The Wave radio is among the products we are most proud of," said Dr. Amar G. Bose, company founder and director of research. "It is one of the most significant developments in the history of radio."

Dr. Bose, a professor of electrical engineering at the Massachusetts Institute of Technology, was named Inventor of the Year for the development of waveguide technology and the Acoustic Wave® music system.

Despite its small size, the Wave radio provides full, rich sound to fill most home listening rooms. The breakthrough in sound quality comes from the 34" single ended waveguide inside the unit. Proprietary Bose technology also insures that excellent reproduction of music and speech will be heard no matter what volume level the radio is set at. Only Bose has waveguide technology, developed by Dr. Bose and his colleague Dr. William Short.

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(more)

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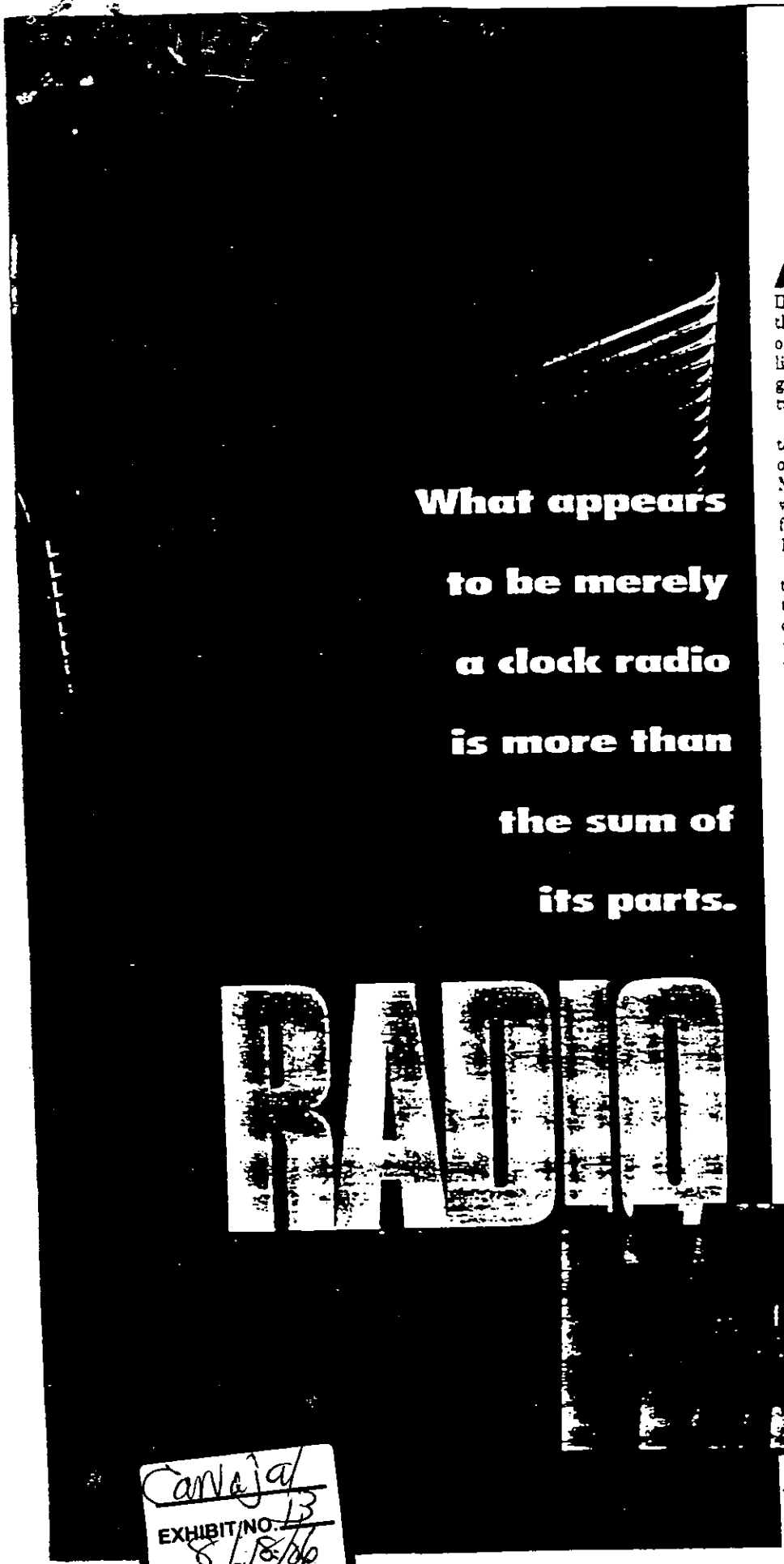
A compact disc player, a cassette recorder, or computer can be directly plugged into the Wave radio to provide alternative sources of music. Television sets can be plugged into the Wave radio to significantly improve the quality of the TV sound. The Wave radio can also become the heart of a full high fidelity system by simply connecting to it any Bose powered loudspeakers.

The Bose Wave radio is available in pearl white or graphite gray. It costs $349.

The Wave radio is sold directly from Bose via a toll-free number, 1-800-919-BOSE (2673). The Wave can be heard and purchased at Bose factory stores throughout the United States, and at the new Bose showcase store in New Jersey's famous Short Hills Mall.

# # #



**What appears to be merely a clock radio is more than the sum of its parts.**

# RADIO WAVES

Amar Bose had a dream: a tabletop radio that belies its size by reproducing music realistically.

That was 50 years ago, when Bose was a teenager repairing radios during World War II. "What excited me was the possibility that one day you could put something on the table and it would really sound like high fidelity," says Bose, a tall, thin, gray-haired man whose speech is punctuated by vigorous gestures.

The years that passed saw progress toward realizing his dream. Bose went on to receive a doctorate from the Massachusetts Institute of Technology, where he has been a distinguished professor of electrical engineering since 1956. In 1964, he formed the Bose Corp.

In the 1960s, Bose began perfecting the principles of acoustic waveguide technology—using a tube or chamber to carry sound waves for sound enhancement. After more than 12 years and millions of research dollars, the effort saw fruition in the Acoustic Wave Music System, a high-performance all-in-one-box stereo system, and in the Acoustic Wave Cannon—a 12-foot loudspeaker most recently used in the 1992 Winter Olympics in Albertville, France. In 1987, this folded acoustic waveguide technology won Bose the prestigious Inventor of the Year Award given by the Intellectual Property Owners organization in Washington, D.C.

Now, in 1993, Bose's newest version of waveguide technology appears in the Wave Radio, a bedside tabletop AM/FM clock unit with dual alarms. It is the smallest incarnation of his invention to date, weighing a mere seven pounds and measuring 4.5 by 14 by 8 inches. "I've never been more proud of any product we've introduced," says Bose.

The sound that issues from this little stereo radio is startling, apparently free of major peaks and dips in the frequency spectrum and with crisp transients

PHOTOGRAPHS BY JAMES CARNEY

BY MARCELLE M. SOVIERO

that make a triangle sound like a triangle and not like a cowbell. The solid bass extends down to 70 hertz, comparable to the performance of much larger systems. This superior sound quality, says Bose, comes from "an interaction of waves in the device." In fact, the radio's performance is grounded in a complex and arcane mix of electrical engineering, acoustics, and mathematical theory. "The math alone could fill a wall," he says.

The Wave Radio is built around two 2.5-inch-diameter speakers. One of them (the left-hand speaker, as you face the unit) feeds a 34-inch-long waveguide—a labyrinthine chamber that folds to fit inside the cabinet. This chamber must be perfectly sealed, and the precision of its dimensions is critical. Coupling the speaker to the waveguide makes it possible to generate bass frequencies of considerable power. (Both left- and right-channel bass signals are fed to the duct.) Key to the success of the system is a special circuit design that allows the speaker's impedance to be varied electronically to match the physical characteristics of sound waves inside the waveguide.

The waveguide snakes through the radio and ends just to the right of the right-hand speaker. Both the ducted speaker and the port radiate bass. Both speakers handle frequencies above 200 hertz, which carry stereo information.

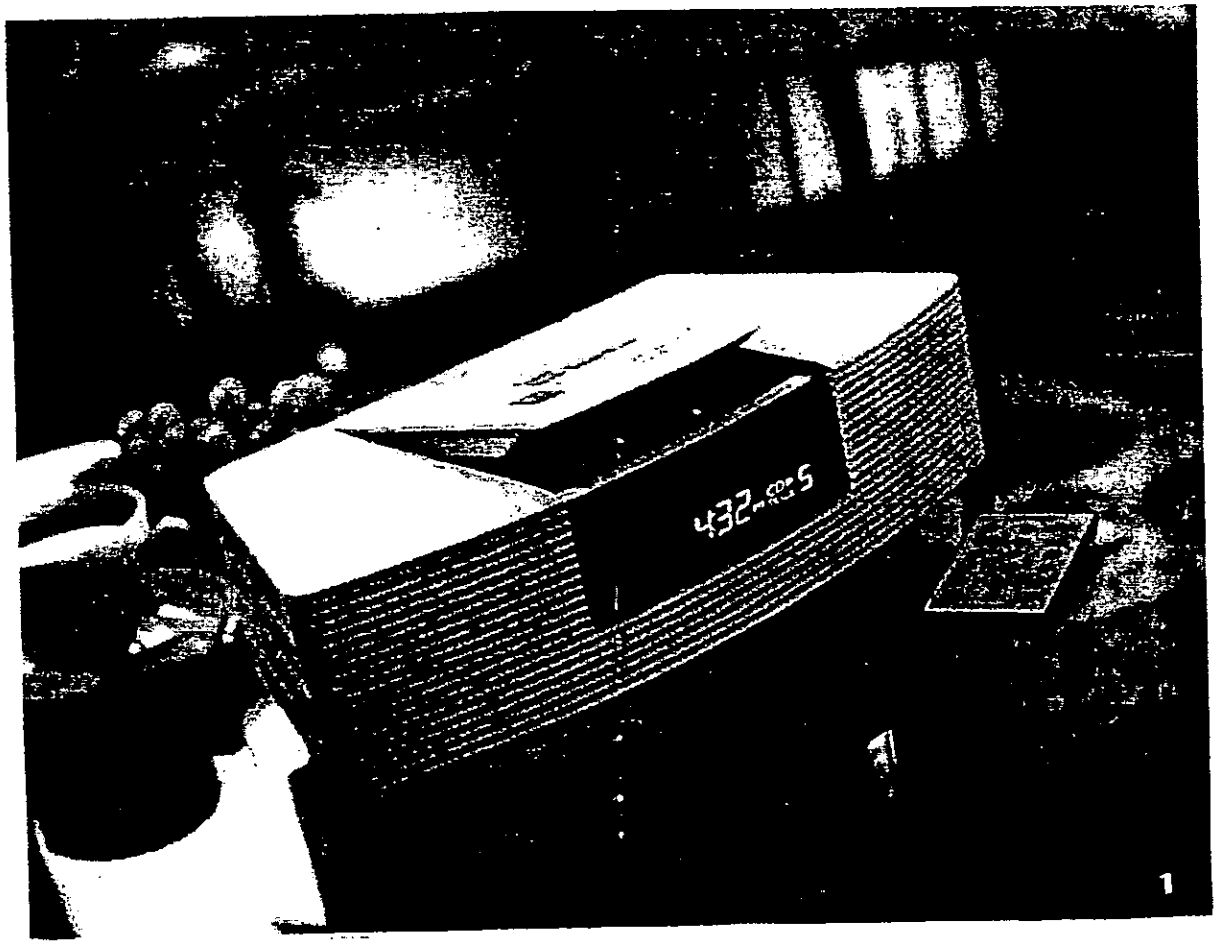
Two of the chief differences between the technology used in the Bose Acoustic Wave stereo introduced in 1985 and that used in the Wave Radio involve the positioning of the loudspeaker and the length of the waveguide. The speaker in the Acoustic Wave is located so that one-third of the tube is behind the speaker and two-thirds are in front of it. In the Wave Radio, the speaker is nestled at one end of the waveguide, a less efficient position, but the only one possible in a device of this size. The Acoustic Wave houses 80 inches of waveguide; the Wave Radio cabinet enfolds 34 inches of ductwork. The longer waveguide in the Acoustic Wave system makes it possible to reach deeper into the bass, to perhaps 40 hertz.

Listening tests are impressive for either system. While the Radio Wave produces extraordinary sound for such a small device, it is still no match for a full-fledged audio system—as Bose himself recognizes. But the $349 clock radio can be connected to any external system and can be fed by a CD player or a tape source. "It can run a complete stereo system," says Bose. "We do not make a finer tuner than the one that's in here."

BETTER HOMES & GARDENS
HOME PRODUCTS GUIDE
DES MOINES, IA
SEMI-ANNUAL 450,000
NOVEMBER 1999



1 The compact Wave Radio/CD player (about $500) fills a room with the sound of live music. Control all functions using a credit card-size remote or top-mount touch controls. A special feature lets you fall asleep to one station and awake to another, which starts at low volume and gradually builds to wake you gently.
**Bose Corp., Dept. HPG; 800/919-2673**

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San Francisco Chronicle

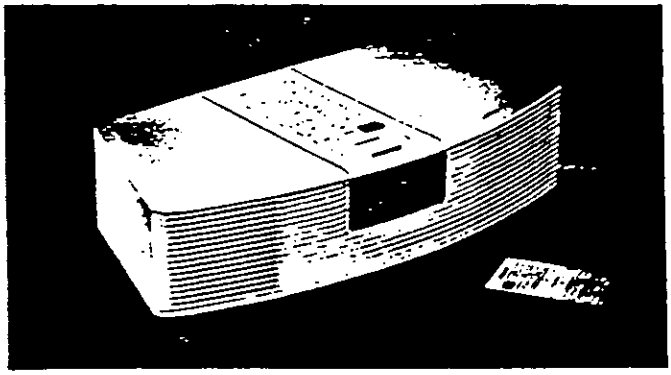
# Bose Waves in a New Day for Clock Radios

## HOME ENTERTAINMENT

*Harry Somerfield*

Discovering a well-designed product really makes my day. Recently, I was introduced to one that made my week...no, my month. It's a new clock radio from Bose, the speaker people, and for its size it is a wonderful-sounding device.

On the surface the Bose Wave is just a terrific-sounding clock radio, measuring 4½ by 14 by 8 inches, and weighing seven pounds. But it's much more than just a radio to wake up to. It's a miniature audio system, perfect for bedrooms, kitchens, studio apartments and dorm rooms. Its great sound is made possible by an acoustic waveguide.



**THE WAVE:** Superior sound in a clock radio from Bose

The acoustic waveguide is the result of Bose research demonstrating that a small speaker will produce big-speaker sound when mounted at the end of a long tube. But because it's awkward and cumbersome to place a long tube on a shelf, Bose has folded its into a mazelike series of twists and turns so that it takes up very little space. In the Bose Wave radio, a 34-inch-long waveguide serpentine is molded into a plastic case that makes up the radio's chassis.

### Extra Features

The Wave is a self-contained audio system with an FM/AM radio, stereo amplifier, speakers, wireless remote control and inputs for one external component such as a CD player, audiotape cassette machine or even the stereo audio from a TV set. Its excellent sound quality must be heard to be believed. Those who require even better sound can use the Wave's output jacks to connect a pair of powered speakers – such as Bose's little AM-5s.

But the Wave also is a fully-featured clock radio with easy-to-read, ½-inch-tall fluorescent numerals, two alarms, "snooze" and "sleep" features plus a few others not available on any other clock radio.

Until the Wave, I never found a clock radio totally to my liking. Most clock radios make a loud click when the preset wake-up time is reached. That click usually wakes me up a second or two before the radio comes on at its preset volume level. The Wave starts up silently, and the sound gradually rises to its preprogrammed volume level, as though someone were slowly turning up the volume knob.

Our clock radio sits on a shelf three feet from our bed to make it easy for both of us to see the clock and hear the music. If I want to hit the snooze button, I have to drag myself out of bed to do so. The Wave's credit-card size remote control, however, eliminates the need to leave the comfort of my bed. The remote duplicates all of the Wave's set-top controls, including volume, snooze and sleep functions and radio-station selection via preset buttons (six for FM, six for AM).

The Wave's fluorescent display panel can be preset to a preferred brightness level and dims to a lower-light level (also user-chosen) when the room lights are turned off. Here's one clock display that won't keep you awake by being too bright.

### Alarm, Station Choices

There are two separate alarms so that you and your significant other can be awakened at different times. You may each choose a different radio station for wake-up, or a pleasant buzzer, which comes on quietly and rises to a preset volume level like the radio.

The "sleep" section can be preset to leave the radio on for a designated length of time before the volume control is slowly lowered to zero. The radio station used for "sleep" can be different than the one chosen for "wake up."

Three penlight batteries, installed in the bottom of the Wave, guarantee that you'll be awakened at the proper time – even if there is a power failure during the night.

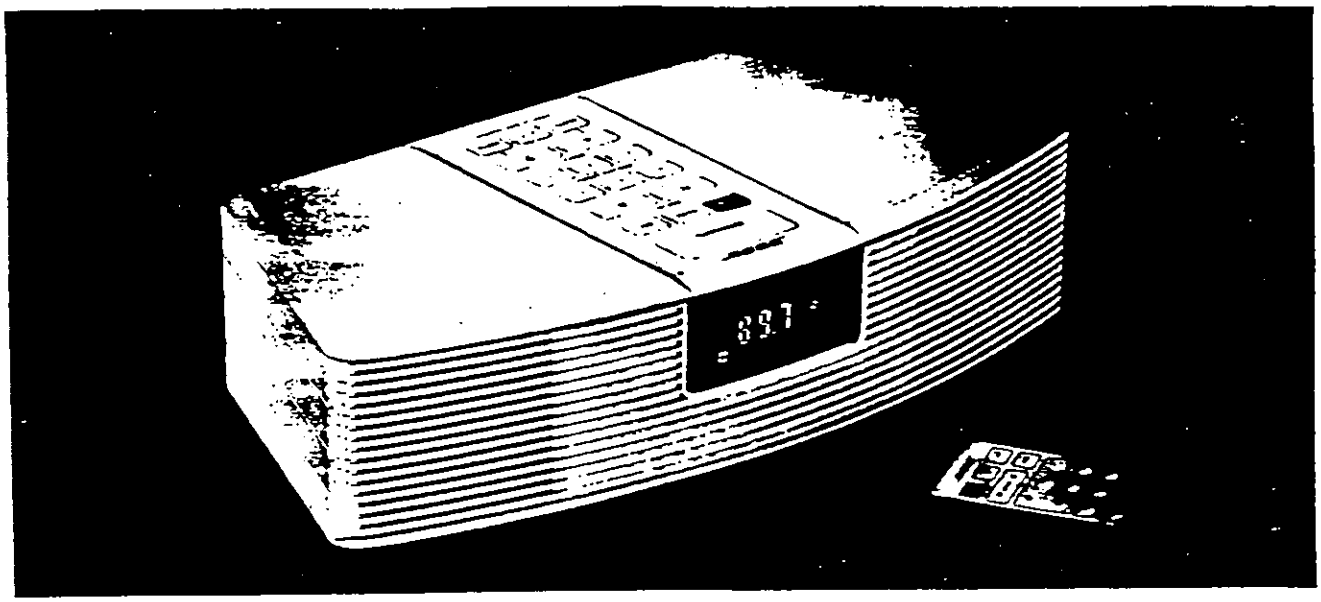
The Bose Wave radio is not sold in stores. It is only available directly from Bose and sells for $349.

*Harry Somerfield is a San Francisco syndicated columnist and home entertainment equipment consultant.*

### RESOURCES

For more information on the Wave clock radio or to order a unit for a no-obligation, 14-day, in-your-home trial, call Bose at (800) 358-2673.

Chicago Tribune



The Wave clock radio includes a keypad that adjusts sound and brightness.

# Bose is making waves

## Clock radio will keep you awake just fooling with it

### Video/stereo

Rich Warren

When Dr. Amar Bose announced that his company's new clock radio would sell for $350, I gasped. Who would pay that for a clock radio? Now that I've lived with it for a week, all I can say is: "Dr. Bose, my check's in the mail."

Bose officially labels this clock radio "The Bose Wave Radio." Calling it a clock radio is like calling the QE2 luxury liner a boat. The Bose Wave Radio has a digital clock and it will wake you up in the morning, but that's where its similarity to other clock radios ends.

The Wave radio reproduces superb high fidelity stereo sound from FM radio stations, as well as conventional AM. If you listen with your eyes closed it sounds like a small stereo component system. Yet the stylish Wave neatly fits on the headboard and takes barely more space than the average clock radio.

Bose's patented waveguide technology makes smooth, deep bass possible from a tiny speaker in a small enclosure. A 34-inch hollow tube of precise dimensions, which Bose calls a waveguide, forms a labyrinth inside the enclosure that acoustically amplifies the bass. The technology originally debuted in the Bose Acoustic Wave Music System, which is nearly three times the size and price of the Wave.

The Wave incorporates all the conveniences of a stereo receiver, such as six FM and six AM presets for your favorite radio stations and a credit card-size remote control. This permits placing the Wave anywhere in the room and still using it as a clock radio. There's an auxiliary input if you want to connect a cassette or CD player. For all its features, you don't even need to read the well-written instruction manual.

My friend Warren (no relation) found fault with every clock radio I reviewed. He would settle for no less than a clock radio that permitted falling asleep to one station and awakening to a different one. Warren, put your check to Bose in the mail.

You can also adjust the volume without turning on the radio if your spouse is asleep. A numeric read-out displays the level. There are two alarms, one for you and one for the other person in bed. Touching a couple of buttons varies the brightness of the display. It automatically dims as you turn the lights down. The Wave offers the option of a.m., p.m. or a 24-hour clock display.

There is a flaw. Buy the Wave, and you'll never have an excuse for being late to work again. Three AA batteries power the clock for up to a week.

Bose decided that no store could do justice to the unique Wave, so it is only available directly from Bose, by calling 1-800-358-BOSE (2673). You receive a two-week no obligation trial period, but after a few days you won't want to go to bed or wake up without the Wave radio.

**1-800-358-BOSE**

(1-800-358-2673)



BOSE

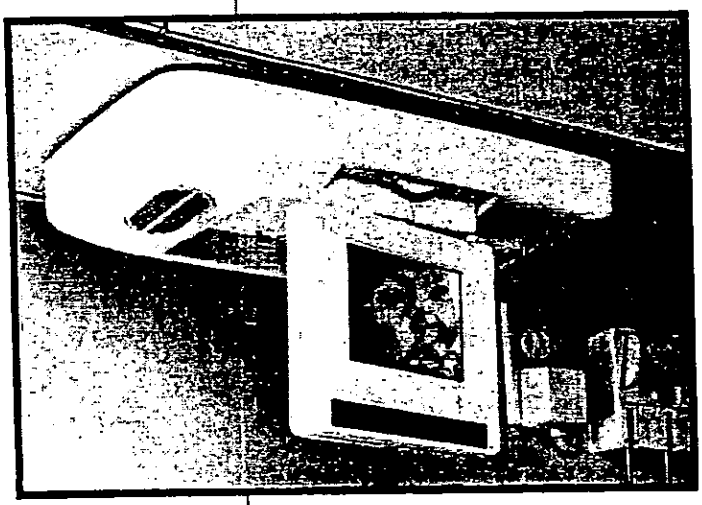
Better sound through research.

*"He's making a list and checking it twice. He's going to find out who's been naughty or nice..."*

# It's an Audio/Video Wonderland!

by Dennis P. Barker

It's that time of the year again. For those of you who have been good, *Audio Video Interiors* has gathered all sorts of "goodies" that would whet the appetite of any audio/video enthusiast. We've amassed products from small hand-held devices to more traditional home theater gear. So if you like electronic gadgets and gismos (and we know you do), pass this list on to the person who gave you that dancing Chia Pet last year. We guarantee you'll like these gifts better.

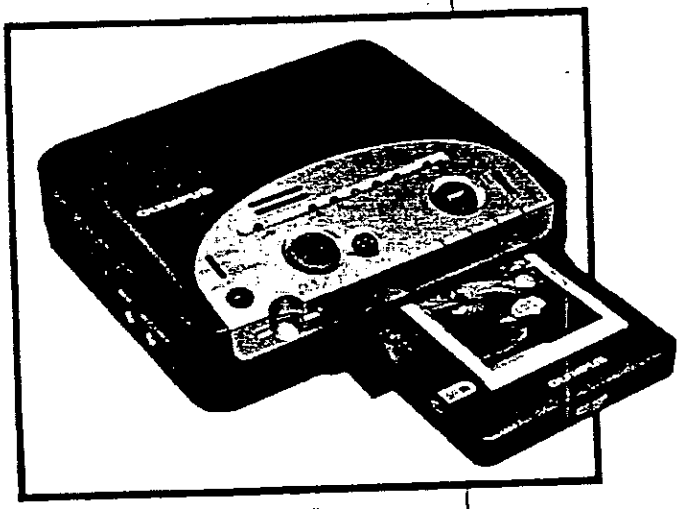


## ■ A New TV Mini Series

Audiovox has entered the Mini TV market with a product designed for small quarters like the kitchen, boat, or RV. Their Drop-Down Under Counter TV features a 5-inch color LCD swivel-mount screen with a pixel resolution of 600 x 234, and is priced at $400. This model includes a cable-ready tuner capable of receiving auto programmable 181-channels. Unlike many other 5-inch color LCD TVs, this model sports 2 A/V inputs so that a VCR and a DVD player, for example, may be attached. There is one audio output. Convenience features include on-screen displays and a small white remote with videocassette player function capability. Besides standard AC power, it has a 12-volt DC input jack. An optional wireless remote video camera ($200) is available so that you can monitor different areas of the house like the baby's room, front door, etc.

***Audiovox Corp.***
*50 Marcus Blvd., Hauppauge, NY 11788 • (516) 233-3300*

## TV Photo Op

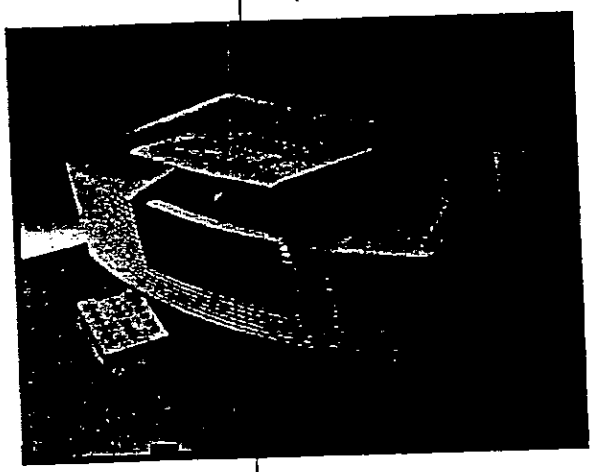


Olympus P-330 Instant Home Photo Printer uses your TV to view, crop and print images and allows for filmless photo viewing or printing through a TV set, directly from a camera or a computer. By using SmartMedia cards, you don't have to use printing cables, and this Photo Printer saves you from having to go to the Photo Store to get prints made. The P-330 true photo dye-sublimation printer has five major uses. It is an instant home entertainment printer. It enables viewing images on the TV for cropping and printing up to 30 copies of photos in four sizes of up to 16 different images at once. It is also a video frame grabber/printer; for printing frames from any camcorder or VHS/DVD video signal and is a dedicated photo printer connecting to virtually all-common computers (either PC or Mac). The P-330 can print any computer generated image, including downloads from the Internet and images edited on a computer. It is also a SmartMedia card reader, which allows any SmartMedia memory cards from any digital camera to be inserted directly into the printer for quick and easy downloading of images directly to your computer via the parallel port. Lastly, it is a dedicated printer for Olympus digital cameras. List price is $449

***Olympus Corp.***
*Two Corporate Center Drive, Melville, NY 11747-3157 • (516) 884-5000*

## Ride the Wave

The Wave Radio by Bose redefined the tabletop radio by showing everyone that a small countertop radio could actually sound good via what Bose calls its proprietary "waveguide technology." In essence, the radio is housed in a specially designed enclosure utilizing Bose's diminutive speaker drivers. Measuring just a quarter of an inch taller than its predecessor (4 3/8 inches high x 14 wide x 8 1/2 deep), the Wave Radio is priced at $499 and features a top-mounted full-featured single-play CD player. All features can be accessed via a 12-button credit card-sized remote or the controls situated on top of the CD player's lid. The system also features an AM/FM stereo radio with 12 station presets, dual alarm clock, mute, station seek, and battery back-up in case of power failure. Listeners can fall asleep to one station and wake-up to another. And for those who hate getting up in the morning, the alarm has a nifty feature that gradually increases the sound volume from low levels to the user's preferred setting. The large center-mounted display's brightness can also be adjusted. The back panel sports several audio connections so that cassette decks, computers and televisions can be plugged into The Wave Radio/CD to improve their sound quality. By connecting The Wave Radio/CD to any Bose powered loudspeakers, it becomes the control center for a mini Hi-Fi system.



***Bose Corp.***
*The Mountain, Framingham, MA 01701 • (800) 919-2673*

SAN FRANCISCO CHRONICLE
SAN FRANCISCO, CA
THURSDAY 495,286
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# Santa Goes HIGH TECH

By *Carolyn Said*
CHRONICLE TECHNOLOGY EDITOR

"Holiday electronics" used to mean a blender or cordless drill – utilitarian devices that wouldn't make anyone's pulse race.

But as technology becomes faster, smaller and cheaper – a $3 greeting card that plays "Jingle Bells" contains more computing power than existed on the planet 50 years ago – gadgets have gotten sexier, smarter and more fun. The most coveted presents this holiday season are likely to have more chips than a Toll House cookie.

Americans are expected to spend almost $100 billion on TVs, stereos, VCRs, PCs and other electronic gizmos this year, with 38 percent of that in the final three months, according to the Consumer Electronics Association.

To help you plow through the digital jungle, we've picked the top products in hot categories – PCs, digital cameras and camcorders, DVD players, music players (CD, MiniDisc and MP3), personal digital assistants, Webcams and CD-rewritable drives – plus tips on what to look for in each category.

If you're shopping for the younger generation, you can read about whether "smart toys" are really a smart buy and which video game console might get your teenager to crack a smile.

We hope you'll find something here to help your loved ones stay connected, informed and entertained.

## Newest Gadgets Offer Plenty For Both Techies, Technophobes

By *Becky Waring*
SPECIAL TO THE CHRONICLE

Each year, high tech reaches further and wider than before. Beyond the PC, the digital revolution is transforming devices as venerable as the radio, the telephone and the children's microscope. At the same time, technology is continuing to generate new product categories – from set-top boxes that automatically record your favorite TV shows on a hard disk to "information appliances" that open up the world of e-mail to those who don't want a PC.

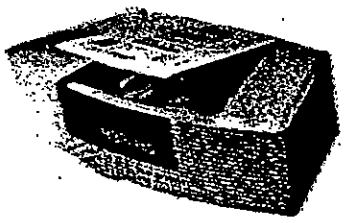
Whether you're shopping for a hard-core wire head or a dyed-in-the-wool computerphobe, you ought to find something of interest in the following potpourri of cool contraptions, handily ordered by price.

■ **AIWA FR-C151 Portable Radio/Flashlight, $49, *www.aiwa.***

's gadget should be in ever
thquake survival ki
also perfect f
iness. I

■ **Bose Acoustic Wave Radio/CD, $499, *www.bose.com***

Amar Bose is another famed speaker designer, and his expertise in fitting big sound into small spaces is put to the test in the Acoustic Wave, a classic that has won countless awards. The original unit was a radio only; now a CD player has been added by popular demand. An auxiliary input jack lets you run the sound from a TV, VCR or cassette player through the system, and it comes with a credit-card-size remote control. The ultimate bedroom, kitchen or office radio for that very special person, available in platinum white or graphite gray. You can bet it's on their wish list.



The popular Bose Acoustic Wave radio.

■ **Philips Personal TV Receiver with TiVo, $499 (4 hours best quality/14 hours good quality) and $999 (9 hours best quality/30 hours good quality), *www.philipsusa.com***

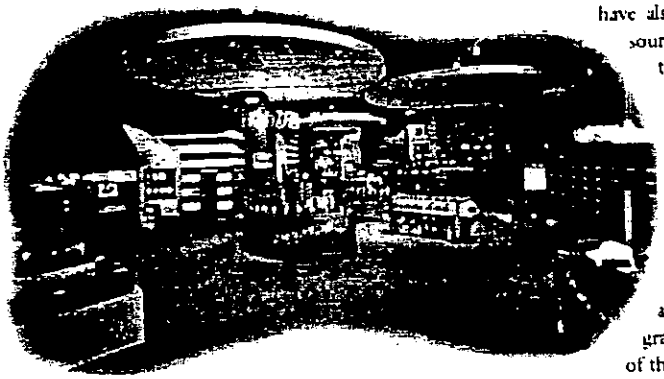
The sports fan in your family will truly appreciate the Personal TV's ity to pause, rewind and ever tion live TV. This m ished by usin l VCR

# Getting Down To Business

## Boston is a veritable breeding ground for big business

*by Seneca Clark*

We live in a consumer's world. New businesses rise up around us all of the time, but rarely do we take notice of how and where these companies started and who is behind the scenes making it all happen. Major companies whose names stand out in the crowd sprouted up right here in Boston. I never realized that so many now international bigwigs have gotten their footing here on my stomping grounds!



**The newest electronics equipment on the market is at Tweeter, etc.**

### LET US ENTERTAIN YOU

The Bose Corporation has infiltrated many of our lives with superior sound quality. Dr. Amar G. Bose was a graduate student at the Massachusetts Institute of Technology when he began his extensive research in psychoacoustics, the study of the human perception of sound and problems of communication. Bose found the inspiration to develop his own speaker design when he purchased a stereo with lackluster results in terms of sound reproduction. It was during this time that he patented the first products in his line of new audio technologies. In 1964, under the encouragement of MIT, Bose founded the Bose Corporation and hired his first employee, Sherwin Greenblatt, also an MIT student. Today, Dr. Bose is the technical director and chairman of the corporation (as well as an MIT professor of electrical engineering), while Greenblatt holds the post of company president.

Bose's latest accolades for product lines include the award-winning Wave® radio and Acoustic Wave® music systems. These easy-to-use and compact stereos are 14 inches at their widest dimension, weigh 7.4 pounds and deliver the same sound quality and volume as many large sound systems. To top it off, they are surprisingly affordable. The Lifestyle® music systems have also made a splash in the sound world. This allows listeners to use a touch screen remote from anywhere in the house to control audio and visual equipment. In addition, Bose has teamed up with automobile companies by the likes of Audi, Mercedes and GMC to install top-grade sound systems in many of the upscale car models.

Today, Bose speakers are the best-selling not only in the nation, but also worldwide, and the privately held corporation has annual sales of over $950 million.

If you're interested in the Bose systems, what better place to check them out than at **Tweeter, etc.**? Yet another Boston-built business, Tweeter, etc., is the nation's premier specialty consumer electronics retailer. Started by Chairman Sandy Bloomberg in 1972, the company that began solely in Massachusetts has expanded to become the parent company to several specialty dealers in 28 markets nationwide. Though not all of the stores carry the Tweeter name, they follow the same policies for excellence. An intensive five-and-a-half week training course is required of all of the company's 2000 employees, providing them with in-depth product knowledge and top-notch c tomer service. Staff is required to rem up-to-date on new technology.

An Automatic Protection Policy instated at Tweeter, which immedia mails its customers a check for the diff ence if another store advertises a produc a lower cost within 30 days of purch These policies have helped the compan earn titles such as "Consumer Electron Retailer of the Year" in 1996, 1997 and 19 by *AudioVisual International*, "1999 Re Leader" by *TWICE* magazine and Association for Corporate Growt Emerging Company Award.

The company has made an effort to pr vide live music for the Boston publ Tweeter, etc., purchased a 19,900 capac performance center, now called t Tweeter Center. Hundreds of perfo mances bring music, culture and eco omic growth to the area each year.

With significant growth over the pa five years, Tweeter, etc., has gone publ and has, in many regions, become a hous hold name. With 84 stores in 14 state Bloomberg, along with President and Chi Executive Officer Jeff Stone, has created business that had a revenue of $283.3 mi lion in 1999 (**page 48**).

### BEAN COUNTERS

It was in Quincy in 1950 that Bi Rosenberg put up the first sign that rea **Dunkin' Donuts**. Of course, it didn't a take place just like that.... In 1946 Rosenberg was a 17-year-old with a entrepreneurial spirit. Being that the out skirts of Boston were heavily populated b factories at the time, he saw that an oppor tunity lay in delivering meals and coffe break snacks. The idea was a hit, and b 1948, Rosenberg had started the "Ope Kettle," the doughnut shop he later renamed Dunkin' Donuts. By the time Rosenberg reached the age of 25, the 100th shop had opened.

It wasn't long before the company wen public and started airing television com-

mercials, including the famed "Time to Make the Donuts" pitch, starring Fred the Baker. Long before large-scale coffee companies came along with specialty flavors, Dunkin' Donuts was selling freshly brewed blends from around the world.

Today, people recognize the name and the trademark colors the world over. Dunkin' Donuts serves up its best-sellers in astronomical numbers. Each day, the company sells four million doughnuts and 1.5 million cups of coffee as well as four million bagels each week. There are now, in the company's 50th year, over 5000 Dunkin' Donuts shops in 40 countries. They are, by far, the largest retailer of coffee, doughnuts and bagels in the world (page 62).

## BOTTOMS UP

If you haven't tried Nantucket Nectars, I suggest that you run out and get a bottle. Tom First and Tom Scott are the co-owners and presidents of this juice company that originated on Nantucket in 1989. Friends since their freshman year at Brown University, First and Scott moved to Nantucket after graduation. The entrepreneurs started with a business they called Allserve, a boat they would take out to yachts in the harbor and deliver newspapers, coffee and other goods to visitors. The business took off quickly, and First and Scott opened the Allserve General Store, thus surviving their first season on Nantucket.

As summer rolled into brisker months, the demand for Allserve lessened, and on a cold island night, Nantucket Nectars was born. With nothing more than a blender, some fresh fruit and First's memory of a delicious peach nectar he'd found in Spain, the two Toms began concocting....

Nantucket Nectars has expanded far beyond the reach of the small Massachusetts island. Today, the company has markets in over 30 states, as well as in Canada, Europe, Korea, and South and Central America.

This accomplishment is due, in a large part, to the standards that First and Scott have set for their company. They call it the Quality Juice Evolution Solution, and it ensures that every bottle of juice is of top quality and taste. Nantucket Nectars contains only real fruit juice, and each purple cap has a little tidbit about Nantucket or about the company—for instance, "Tom Scott has crooked fingers and Tom First has a large nose." That's perhaps not terribly useful information to you, but it's entertaining and it certainly has gotten Tom and Tom far!

## WELL READ AND WELL SAID

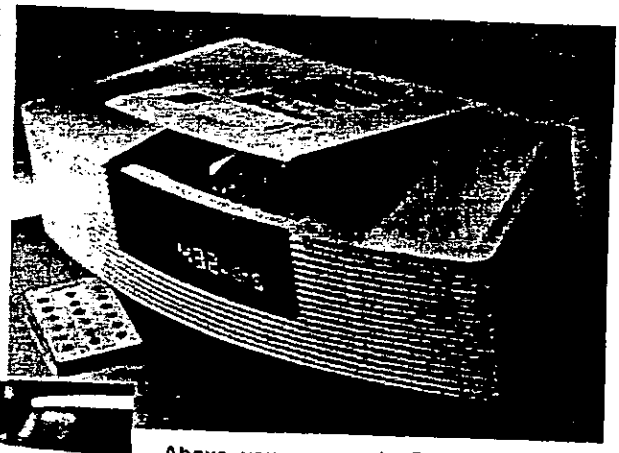
Nearly a century of literary history has flooded from within the walls of the Harvard University Press, but legend has it that printing took place here long before the official opening in 1913. Harvard's first president, Henry Dunster, began printing in 1643. Since the name was established under the first director, C.C. Lane, the Harvard University Press has achieved greatness.

The press has often drawn from its nearest and greatest resource, Harvard University, to publish academic lectures and works of distinguished speakers, professors and scholars—for example, Willi Apel's Harvard *Dictionary of Music*.


Since the opening of the press, the company has been overseen by several directors, has fallen into bouts of trouble and bounced back even stronger, and has enjoyed the triumphs of countless prestigious awards, including Pulitzer Prizes and National Book Awards. Celebrated authors, such as Toni Morrison, W.E.B. DuBois and Walter Jackson Bates, are all familiar names at the press. Nearly 500 volumes of Greek and Latin texts with English translations are published by the company.

Today, the Harvard University Press prints worldwide. You can find many of the gems printed by the press at the Harvard University Press Display Room at 1350 Massachusetts Avenue in Harvard Square.

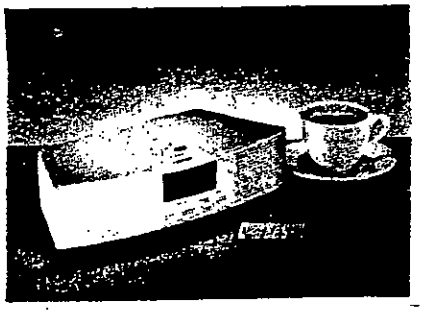
If you've ever listened to National Public Radio, you may very well recognize the names Click and Clack–the Tappet Brothers, or at least know the voices of the two brothers who will, in thick Boston accents, try to tell you what's wrong with your "cah." *Car Talk* is the name of the show, and it started off by pure chance when the program director at Boston's WBUR Radio (then a college radio station), called Tom and Ray Magliozzi in 1977 and asked them to do a call-in talk show about cars. Tom went. One show went over well, and he was asked back.



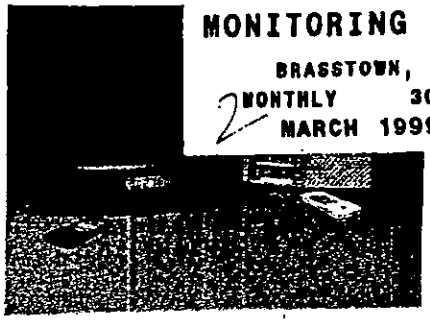
**Above, you can use the Bose Wave® radio to tune in to Click and Clack (left).**

When he arrived at the studio, nobody was there...the program director had been fired! Tom convinced Ray to join him on the air, and so began the show. Somewhere down the road, the names Click and Clack came about, and the team made their way, slowly and much to their bewilderment, to a nationally broadcast show.

These witty and wise men from East Cambridge hold a captive audience across the country today. But this is not the only medium in which the MIT graduates work these days. They also write a newspaper column twice a week that appears in over 200 newspapers nationwide. Click and Clack have received acclaimed awards like the Peabody Award for broadcasting, and have made appearances on *The Tonight Show with Jay Leno*, *The David Letterman Show*, and the *CBS Evening News*. The Tappet brothers have added up their thick accents, strong senses of humor and their knowledge of car mechanics to equal success in Boston and far beyond. So if you haven't heard them already, tune in!



MONITORING TIMES
BRASSTOWN, NC
MONTHLY 30,000
MARCH 1999



# The Bose vs. Zenith Challenge

**By Ken Reitz**

On the surface it would seem unfair to pit a stereo system against a table radio, but, a glance at the two pictures above demands it. These two products appear to have so much in common that it's surely a mistake that one costs five times more than the other. It's the vaunted Bose Wave and the Zenith look-alike challenger. How do they stack up individually and how do they compare against each other?

## The Bose Weighs In

You would have to be Amish not to have been bombarded by TV and print ads trumpeting the extraordinary sound of the Bose Wave radio. It's depicted as transforming a room into a concert hall and rising up into a looming entertainment presence by simply turning it on. Can this diminutive radio, with its little 2.5-inch speakers actually deliver room-filling sound? The answer is: It had better, because at $350 most buyers wouldn't tolerate anything less!

The Wave is another brainchild of famed MIT professor Amar G. Bose whose obsession with audio fidelity led him to research the "science of sound" and the formation of the multi-million dollar corporation which bears his name. Introduced in 1993, it astounded audiophiles and set a new standard for the nearly forgotten table radio.

The Wave utilizes patented Acoustic Wave speaker technology (a 34-inch tuned wave guide to channel the audio); presets for six AM and six FM radio stations; a credit card-sized, full function infrared remote control; adjustable sleep timer; and two typical clock radio features you've come to love — battery back-up and snooze control.

Realizing that most consumers don't know what to do with typical stereo receiver functions such as equalization, tone control, and balance, Bose has dispensed with them entirely. Instead, automatic signal processing and active electronic equalization are performed by special circuitry in the radio while you thumb through the *Wall Street Journal*. The result: perfectly balanced audio for your untrained ears.

## The Zenith Challenger

The Zenith Z213 so closely resembles the Bose Wave as to cause a lawyer to twitch excitedly. Its dimensions are virtually the same as the Bose; it has a nearly identical topside control keyboard and virtually identical functions and features. Without turning the radio on, the most obvious difference is the price. At about $65 retail, the Zenith comes in at a savings of about $285.

Among the convenient features shared by the two are: a CD/Aux input jack; adjustable 90 minute sleep timer; full function remote control; wake to music or alarm; ascending wake-up audio; easy-to-read front panel digital display; battery backup, and an alarm that works even if the power is off.

Despite the price tag, the Zenith actually has more features than the Bose. With 10 AM and 10 FM radio station presets, the Zenith also tunes the VHF-TV audio band (with 10 presets) and the seven NOAA Weather Radio frequencies that, throughout North America, tune into instant weather information from the National Weather Service.

## Hearing the Difference

To test these radios I plugged a compact disc (CD) player into the auxiliary input of each and loaded it with classical, rock, jazz and pop CDs. I set the CD player to "spiral play" to rotate the music formats and, using the remote controls, switched between the Bose and Zenith for a side-by-side comparison.

The Wave delivers a depth and clarity of audio unmatched in any product this small. It even successfully challenges stereos many times its size, weight and cost. Not that the Zenith sounded bad; on the contrary, it delivers such excellent audio that I could convince no one of its inexpensive price tag.

While the Bose delivered the lows, even at fairly minimal volume, that the Zenith simply couldn't, the Zenith did handle the mid-range and highs, even at nearly full volume. Only when pressed to fill a 20-by-20-foot room was there distortion from the Zenith's 3-inch speakers. The magical Bose went to the volume limit, filling the room to the pain threshold of my ears without distortion.

The Bose excelled in other areas as well. Equipped with a built-in "F" connector, it can be easily connected to an outside antenna, a must in rural areas. The Zenith uses a 29-inch wire antenna which is dangled behind the radio. Consumers are cautioned against attaching an external antenna (there's no provision to do so), but I found it necessary in my location to achieve decent reception of weak stations. I did this by taking 1/4-inch of insulation off the antenna lead and attaching a plastic-covered alligator clip which I could then insert into any 75 ohm coax antenna cable attaching the clip to the center conductor. Reception, as expected, was greatly improved.

## Conclusions

Both radios work best in an urban or suburban environment where signals are strongest. The Zenith has the edge over the Bose with its extra tuning capabilities, though to use the NOAA Weather Radio feature you'll need to be within 20 miles of the transmitter. The TV channel tuning feature is limited as well since it receives only channels 2-13. Popular UHF-TV stations in your area cannot be tuned in.

The Bose wins the reception event. While both tune in 100 kHz increments, the Bose is far more selective. Strong stations .1 MHz apart are easily separated. It's also considerably more sensitive. Stations receivable on the Zenith only with an external antenna are received without any antenna connection on the Bose.

The Bose Wave is the perfect table radio which lives up to its own hype; it's essential listening for the financially endowed. The Zenith Z213 is a great table radio, which, combined with a cheap personal CD player is all a person would need for a portable sound system for a small apartment or dorm room.

Available in "pearl white or graphite gray" and made in the USA, the Wave radio is sold directly from Bose via a toll-free number (800) 919-BOSE, or on the web at www.bose.com. The Zenith Z213 is available in white or black, is made in [illegible] and [illegible] in [illegible]

BILLINGS GAZETTE
BILLINGS, MT
TUESDAY 55,127
AUG 10 1999

# Wave radio is all it's cracked up to be

By JONATHAN TAKIFF
Knight Ridder Newspapers

**The Gizmo:** Bose Wave Radio/CD. $499. Available from Bose at 800-919-BOSE (2673).

**Why we care:** Improving on the wildly successful, direct-marketed Wave Radio, Bose's newest "user-friendly" sound system combines the best features of a clock alarm and a micro-sized, room-filling radio/CD stereo. Its white plastic case is small enough (4-3/8 inches high, 14 inches wide, 8-1/2 inches deep) to fit on night tables, and blends in with any decor.

**How did they do it:** Twenty-five engineers spent 18 months fine-tuning this entertaining package and especially Bose's "wave guide" speaker technology. This computer-modeled baffle funnels sound through a specially coiled tube to produce prodigious amounts of bass-rich sound from 3-inch drivers and a diminutive enclosure.

The CD player is center-mounted and top-loading, to minimize space demands and buffer the CD from speaker vibrations. The clock display also has been carefully isolated, so as not to cause interference when the radio is on.

**Test drive:** We were amazed by the warmth and "oomph" of the sound from this tiny box. The Wave Radio/CD really fills a room with sound — best when you've placed the music-maker near a wall and position yourself a few feet away from it.

The silky-smooth, somewhat forward presentation seems best-suited for classical and soft pop music. Treble-lovin' rock and jazz freaks might find the Bose's performance a mite lacking in high-end bite. No controls are available to crank up the treble, even if you wanted to. An automatic bass-contour circuit boosts bottom-end frequencies at low volumes, without ever getting too "boomy." Radio reception proved excellent on FM and decent on AM. CDs tracked just fine.

Setting the time and dual alarm clock (and six radio pre-sets) is a snap. The time/function display is big enough to be seen from a distance, and automatically dims when you turn out the lights.

I was disappointed that no headphone jack is included. However, audio output jacks let you get around that by connecting a wireless headphone transmitter.

The bottom line: Five-hundred dollars buys a lot of stereo system these days, but this baby Bose is a breed apart. Less is more!

# He's Dreaming of a HIGH-TECH Christmas:

## Home electronics columnist bundles his top 10 picks for holiday giving

DETROIT NEWS AND FREE PRESS
DETROIT, MI
SATURDAY 866,831
DEC 18 1999

By Lawrence B. Johnson
*The Detroit News*

It's amazing the rush of power you get just by putting on a red velour suit with fluffy white trim and choosing 10 of the best electronics gifts of the year. I hold the happiness of millions in the palm of my white-gloved hand.

But seriously, do you have any idea what a challenge it would be to pack an entire home theater system — including a giant-screen television — into a miniature sleigh? And then expect the whole deal to be carried aloft by eight tiny reindeer? Forget it.

That's why you won't find a lot of big stuff on my Top 10 list of electronic toys. Covering the world in one night is all a matter of space and weight. I broke a runner on my sleigh last year trying to schlep a subwoofer to a guy in Southfield.

In fact, I'd be very happy if you'd help with the deliveries. You'll notice I've mentioned several places where you can pick up the goods. It's not an exhaustive list, but it's a start.

By the way, these recommendations come with only one guarantee: that they will make hearts warm and eyes bright even in the bleak midwinter.

Now I have to find one of my reindeer, the Italian one with the red nose who's always singing. Rodolfo.

---

### Bose Wave Radio

Yes, Virginia, there is a man named Amar Bose, and the pricey AM/FM radio his company makes is better than anything else like it in the world. There, Santa has just answered two of the most frequently asked questions we get here at the North Pole. OK, so the $349 Bose demands for the Wave Radio wouldn't get you one door handle on a Ferrari. It's still a lot per pound for a table-model radio — but maybe not for one that sounds like a super-compact hi-fi system. Santa is conflicted about this one, Virginia. OK, OK, bottom line: You want to do something *really* nice for someone who enjoys listening to the radio but doesn't have much space, do the Wave. Very pretty in ivory, very sexy in graphite. Did Santa say that? Available at the Bose stores at Birch Run and the Somerset Collection North in Troy.

BURRELLE'S
75 EAST NORTHFIELD ROAD / LIVINGSTON / NEW JERSEY 07039
(973) 992-6600 / (800)631-1160

RADIO CLIPS

DATE October 21, 2000
TIME 10:05-11:00 AM PT
NETWORK National Public Radio
PROGRAM Car Talk

ACCOUNT NUMBER 34/9342
AUDIENCE N/A

Click Tappett, co-host:

Hi, we're back, and you're listening to "Car Talk" with us...

Clack Tappett, co-host:

Hey, you may be back. I ain't back.

Click Tappett: ...with us Click and Clack, the Tappett brothers. And we're here to discuss cars, car repair, and of the new puzzler from the wonderful world of home appliances.

Clack Tappett: The home appliance slash algebraic.

Click Tappett: This really isn't a home appliance. This is a real-life thing that happened to me.

Clack Tappett: Yeah?

Click Tappett: And it took me awhile to figure it out, and I hope it takes our listeners even longer.

Some weeks ago, I was convinced by my younger son that we needed a new CD player for our sound system. The one we had, according to him, wasn't good enough. So we go out to the local store that sells these things, and we buy a replacement for the--the perfectly good one we had.

Clack Tappett: Can I have the old one?

Click Tappett: I'm getting to that. So we buy this thing, which--which takes three CDs instead of the one that--so, you know, you load three, and it has a remote control and all of that.

So we install the thing, and, of course, it works beautifully. And I'm about to call my brother and offer for sale to him...

Clack Tappett: For sale?

Click Tappett: ...the old one for a mere three or four hundred dollars.

Clack Tappett: I should mention that all my--all the electronics that I have are hand-me-downs from my brother.

Click Tappett: Well, I've decided to break the mold and sell them to you. And I--then I had a brainstorm. I said, 'Wait a minute. In my kitchen, I have one of these fancy radios...'

Clack Tappett: A Bose Wave radio, yeah.

Click Tappett: A Bose Wave radio that I was too cheap to get the CD player, but now I have a CD player...

Clack Tappett: Yeah?

Click Tappett: ...and a Bose Wave radio, and I had the patch cords, so I figure I'll just take the thing from the living room and put it in the kitchen.

Clack Tappett: And did you wife say 'patches? We don't need no stinking patches!'

Click Tappett: No, I--I do that.

Clack Tappett: Yeah.

Click Tappett: And I plug the thing in, and I put my favorite CD in the thing and I....

Clack Tappett: Gordon Lightfoot.

Click Tappett: No, my current favorite CD.

Clack Tappett: Jimmy Buffett. Don Williams.

Click Tappett: No. I don't remember the name of the artist, but the song is "I Go, I Go."

Clack Tappett: "I Go, I Go." Yes, yes.

Click Tappett: And I put the thing in, and I crank the volume up and much to my disappointment the thing is skipping all over the place.

Clack Tappett: Oh.

Click Tappett: And, of course, it took twenty-five minutes to play the song because it kept skipping. It went back to the beginning. So I said, 'Oh, bummer. There must be something wrong with that CD.' So I...

Clack Tappett: Your son told you it was no good.

Click Tappett: So I threw another CD in the thing, and it plays perfectly. Now, I'm convinced there's something wrong with my "I Go, I Go" CD. So I go ahead and I put it into the new CD player. It's perfect. I say 'Hmm, nothing wrong with that.' And then I did--I performed a couple of adjustments on the old CD player. I dropped it a couple of times. The time-honored method: you

bang it, you drop it, you kick it...

Clack Tappett: Yeah. You take the plugs out, and you put them back in.

Click Tappett: I do that, and I--again, I put my "I Go, I Go" CD in, and it skips all over the place. And I put my Tish Inahosa in, and it's perfect. And I said, 'There's got to be something wrong with this CD, but there isn't anything wrong with it.' There's got to be something wrong with my CD player, but there isn't anything wrong with it. And I said, 'How could moving the thing fifty feet from the living room to the kitchen possibly have disturbed this thing and made it malfunction? And the answer is: It did. But not in the way you think.

Clack Tappett: Oh, that's a hint, isn't it?

Click Tappett: Yeah.

Clack Tappett: In the way that you think.

Click Tappett: And all the information is there.

Clack Tappett: And then some.

Click Tappett: And--and--and--that you need and then a lot more than you really need to know at all.

Clack Tappett: We knew that.

Click Tappett: Yeah. So if you think you know the answer, write it on a postcard or program it into a special edition PalmPilot 7 with an eight megabites of memory, anodized aluminum body and a two hundred megahertz processor and send it to: Puzzler Tower, Car Talk Plaza, Box 3500 Harvard Square, Cambridge...

Clack Tappett: Our Fair City.

Click Tappett: ...Mass. 02238. Of course, you can e-mail your answer from the Car Talk section of cars.com.

BURRELLE'S
75 EAST NORTHFIELD ROAD / LIVINGSTON / NEW JERSEY 07039
(973) 992-6600 / (800)631-1160

RADIO CLIPS

DATE March 23, 1999 ACCOUNT NUMBER 34/9342
TIME 5:00-9:00 AM
STATION WBEN 930 AM
LOCATION Buffalo, N.Y.
PROGRAM Good Morning Show

ABRIDGED TRANSCRIPT

Tim Wenger, co-host:

I came with merchandise again. We have two hundred dollar gift certificates later this hour to award for Ames furniture.

Bill Lacy, co-host:

That's two hundred dollars.

Wenger: Yes, and also we'll register someone to win a Bose Wave radio. They'll just have to tell us what Sandy Beach talked about yesterday afternoon.

Lacy: Hmm. Those Bose--Bose radios are terrific.

Wenger: They're gorgeous.

Lacy: Yeah, they're great radios. Look, I'm telling you they look good, but they sound good, too.

Wenger: You're ineligible to win, though.

Lacy: Kind of like you. You look good and you sound good. Are you sure I'm not eligible? You sure?

Wenger: I'm positive.

Lacy: You're really--you're really good-looking and--and s--you really sound good.

* * *

Wenger: And all this week, we're qualifying folks to win a Bose Wave radio, the Acoustic Wave system--incredible radios, and all you need to do is be the caller right now and tell me what Sandy Beach talked about yesterday afternoon. What was his main subject of discussion yesterday afternoon, and we'll take the fifteenth caller at 644-9875. And the winner will be announced on Sandy's show a week from yesterday--on Monday.

Lacy: That's nice. That's a nice prize. Those are great radios.

Wenger: They sure are.

RADIO CLIPS

* * *

(Please note: Asterisks indicate that portions of broadcast were omitted from the transcript because they are not relevant to your keyword.)

# Owner And Press Reports On The Bose® Wave® Radio


EXHIBIT NO. 14
M.J. MANZI 8/18/06

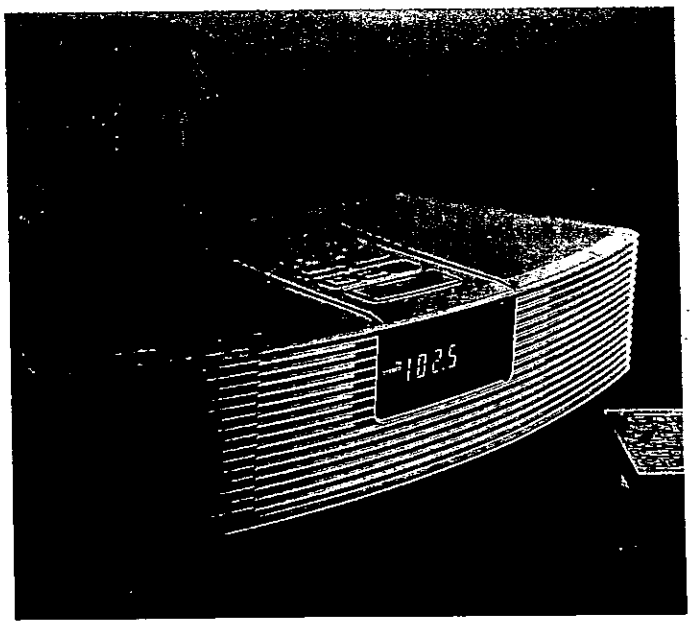
*"Wonderful! Performs as advertised – and more!"*

Bose v. Goldwave
Opp. 91165449 Ex. 14

BOSE®

# Smart Money

## Wave of the Future




*A far cry from its tinny forebears, this clock radio turns your bedroom into a concert hall.*

By JIM HOLT

THE CLOCK RADIO is a hateful device: an instrument of pain masquerading as a source of entertainment and information. Typically it emits a tinny, shallow sound that is as unsensuous as the wood-grained plastic appliance itself. In short, the clock radio is pleasure-denying in every respect—which is why I have never had one around the house. Until now.

It all started when curiosity got the better of me. I had been noticing those ubiquitous ads for the Bose Wave Radio. They depicted a pristine white object, of modest clock-radio dimensions, which supposedly gave forth a sound as big and deep and clean and rich as that produced by your living-room stereo, if not by an actual hundred-piece orchestra. *Such* hype, I thought. The laws of physics simply wouldn't permit it. And check out that price: $349. For a clock radio!

But then I wondered: Those technonerds at Bose have shown themselves to be clever over the years; maybe they had found a way to violate the laws of physics. So, in the spirit of scientific inquiry, I called the 800 number (800-358-2673) and ordered a Wave—secure in the knowledge that I could return it within two weeks for a full refund, as the ads promised.

A few days later, a surprisingly compact package arrived. Removing the 7-pound radio, about twice the size of a cigar box, I noted that it had a pleasingly solid feel. Whatever its sonic merits turned out to be, its elegantly curving, sculptural form was certainly easy on the eyes. I plugged it in and tuned it to a classical-music station that happened to be playing a Mahler symphony. *Whoaah!* Suddenly my apartment was bristling with cellos, double basses, clarinets and kettledrums, all in full cry.

Okay, I'm exaggerating just a little. (Who can resist becoming part of the hype?) But the fact is, this tabletop clock radio was generating bass frequencies that made my (far from cheap) stereo component system, with its pair of sizable speakers, sound like a castrato.

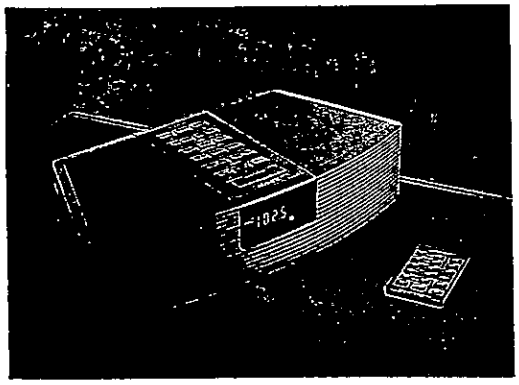
What's the trick? Well, something doesn't have to be enormous to produce a big sound. A long tube can achieve the same effect—think of an organ pipe. If you put a tiny speaker at the end of a tube, it can impersonate a big speaker. The catch is getting the tube to fit into a clock radio. To do that, you have to fold it up. And not just any old way, but in a manner determined by some rather hairy mathematical equations.

So it helps that Amar Bose, the founder of the eponymous corporation that developed the Wave Radio, is also a professor of electrical engineering at MIT. Suffice it to say that inside the radio is a 34-inch labyrinth that the sound waves must snake through before they're allowed to escape. And when they finally do, they're pretty huge.

While the Wave's reception is no better than its immediate precursors, it does have a credit-card-size remote control. This gadget—when you can find it—enables you to mute out all those commercial jingles, tests of the Emergency Broadcasting System, overinformative announcers, Jim Lebenthal's municipal-bond ads.

Why do you need a remote if the Wave is sitting on your night table? Well, if you are like me, it won't be. Sure, this radio is equipped with every imaginable alarm-clock feature. You can fall asleep to one station and wake to another—at different volumes, no less. There are twin alarm functions, so you and your significant other can rise at different times. There is a "snooze" button for those who like playing that most elementary form of self-deception.

But the Wave is too good for the bedroom. It doesn't really want to be a loathsome clock radio, especially a $349 one. It wants to be in the living room, where it can show off its expansive personality and handsome looks. That's where mine is. With my CD player plugged into its auxiliary jack (you can also plug in a tape deck, or even your TV), it acts as a complete audio system. Reveille has never sounded so good. The only problem now is that I have to run all the way into the living room every morning to hit the damn snooze button.



Hearing Is Believing.

Fourteen years of Bose® research and fifteen-million dollars were required to create the patented technology behind the sound of the Bose Wave® radio, the most highly reviewed radio regardless of size or price.

But, the relevance of the research rests solely upon the satisfaction of the people hearing the results.

And that's what this book is all about.

For more information, or to hear the Bose Wave radio for yourself, call 1-800-444-BOSE.

Table of Contents:

♪

*What*

*The Owners*

*Are Saying...*

♪

Mr. Paul Harvey
The Bose Corporation
The Mountain
Farmingham, MA 01701-9618

February 25, 1996

Dear Paul,

We ordered the Wave Radio not quite a year ago, after listening to you tell about it on WJOL radio in Joliet, Illinois.

We really like it and it is everything you say it is and more-let me explain:
When I get home from work in the afternoon, I like to sit outside on our sundeck and read the evening newspaper. On this one particular day, early in the summer season, as soon as I sat down the teenager next door turned on his "boom box". He had that baby cranked up real loud playing some kind of rap (crap) music. Not only was it loud, but the lyrics were pretty raw (to me anyway).

I was going to go back into the house but suddenly had a bright idea! I went in and got my Bose Wave radio. I plugged it in outside on the deck and cranked it up to 95 on the digital read volume meter. I had it tuned to a country station and man it was really cookin-unbelievable!

I don't think it took 5 minutes for the neighbor kid to get the message. He turned his "boom box" off and I didn't hear a peep out of next foor for the rest of the afternoon, or the summer. Since my mission was accomplished, I unplugged my Wave and took it back in the house and what was really nice was that I didn't have to re-set anything on the wave. All the stations and even the time was still in the memory. Fantastic.

So thanks, Paul. If you hadn't told me about this product I would have been at the mercy of the neighbor kid with no way of fighting back!

Sincerely,

Chuck

Chuck Stebbins
23947 S. Cardinal DR
Channahon, IL 60410

Monica B. Auradou
P.O. Box 9216
St. Thomas, U.S.V.I. 00801
(809) 776-2958 hm.
(809) 776-2303 wk.

AMAR BOSE
Bose Corporation
The Mountain Road
Framingham, MA 01701

Dear Bose,

My name is Monica B. Auradou, (#W908) and call myself a 'lover of radios'. As a resident of St. Thomas, U.S. Virgin Islands, I have gone through the force of nature called 'Hurricane Maralyn'. My entire house collapsed, as did my avid collection of radios. (see photo)

As we cleared the rubble, we found the BOSE WAVE RADIO, red dirt encrusted and entangled beyond belief. I retrieved it and dried it out in the warm carribean sun, which was everwhere, since the roof had gone.

To my surprise, when we obtained a generator, I plugged it in and the Radio WORKED!!!

Well, when you go through a hurricane, and a radio is what you need, stuff is only stuff, BUT a BOSE RADIO is the stuff worth hearing.

Thank You Bose Radio for great engineering!!!

Sincerely,

Monica B. Auradou

950 E. Boulder Pass
Tucson, Az 85737
December 4, 1995

Bose Corporation
The Mountain
Framingham, Ma. 01701-9168

Att: Mr Steve Kingsbury

Dear Mr. Kingsbury.

Thanks for your invitation to attend the Bose Music Show in Tucson Arizona November 28 & 29th. We were out of town, however, we did attend your show last January 8, 1995 and ordered the Bose Radio, and are happy with the sound ever after. It is a great way to hear music in our "golden years".

We had our friends over several weeks ago for desert. (Nettie & Bill Stabler). They have quite an elaborate sound system taking up alot of space in their Arizona room. We were playing a classic music disk on our small Sonny disc player through the Bose Radio. It was in another room. They asked when we bough our stero system. I told them last January, but they said they never saw it on other visits. When I showed them where the music was coming from they could not believe it. I cut out your advertisement from Time magazine so they could order their Bose.

Hope this did not take up too much of your time but I thought you, Bose and Paul Harvey should and would like to know our appreciation of a great product

Sincerely
Norman L. Travitz

**BOSE®**
*Better sound through research®*

**IMPORTANT!**
Please refer to owner's manual for complete warranty information.

Thanks for taking the time to fill out this questionnaire! S8C01-01

1. 1. ☒ Mr. 2. ☐ Mrs. 3. ☐ Ms. 4. ☐ Miss

First Name: ROBIN
Initial: M
Last Name: LONG
City: [redacted]
State/Province: TX

**We value your comments. Please let us know how you are enjoying your new Bose® product.**

Comments: Great sound from a little box! I bought this, plugged it in and haven't turned it off yet.

My friend walked into my kitchen while the Bose was on and looked around for the "BIG" system. She was really surprised with the sound + the "small-ness" of the Bose.

If your comments were selected for use in radio (Paul Harvey or some other radio personality) or television broadcast, print, or other media, would you permit these comments to be used with reference to your name?

1. ☒ Yes 2. ☐ No

***When you have finished, please complete the product registration card!***

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1. 1. ☐ Mr. 2. ☒ Mrs. 3. ☐ Ms. 4. ☐ Miss

First Name: KIMBERLY
Initial: A
Last Name: GOOLSBY
City: [redacted]
State/Province: CA

**We value your comments. Please let us know how you are enjoying your new Bose® product.**

Comments: My bedroom is filled w/ Chamber music and I'm in the orchestra section! Amazing sound quality!

If your comments were selected for use in radio (Paul Harvey or some other radio personality) or television broadcast, print, or other media, would you permit these comments to be used with reference to your name?

1. ☒ Yes 2. ☐ No

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*Better sound through research®*

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1. 1. ☐ Mr. 2. ☐ Mrs. 3. ☐ Ms. 4. ☒ Miss

First Name: KATHLEEN
Initial: A.
Last Name: RADLINSKI
City: [redacted]
State/Province: MI

**We value your comments. Please let us know how you are enjoying your new Bose® product.**

Comments:

I'M TOTALLY IN AWE OF THE FANTASTIC SOUND - CLEAN, CLEAR, RICH. - FROM A SMALL PIECE OF EQUIPMENT!! NOT ONLY DOES IT SOUND GREAT IN THE ROOM IT IS, BUT AL OTHER ROOMS IN THE HOUSE, IT'S JUST AS CLEAR - GREAT SOUND. * I CAN'T GET THE SMILE OFF MY FACE. * THIS IS THE BEST PIECE OF RADIO EQUIP. I HAVE EVER BOUGHT! AND IT'S ONLY A RADIO?! THANK-YOU FOR A GREAT PRODUCT.

If your comments were selected for use in radio (Paul Harvey or some other radio personality) or television broadcast, print, or other media, would you permit these comments to be used with reference to your name?

1. ☒ Yes 2. ☐ No

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1. 1. ☒ Mr. 2. ☐ Mrs. 3. ☐ Ms. 4. ☐ Miss

First Name: DONALD
Initial: R
Last Name: BLANTON
City: [redacted]
State/Province: CA

**We value your comments. Please let us know how you are enjoying your new Bose® product.**

Comments:

This Bose Wave Radio is great. My wife is so happy to have all the big speakers and stereo equipment gone from the living room. Thanks Bose - now my wife can buy those pictures to hang on the bare living room walls.

If your comments were selected for use in radio (Paul Harvey or some other radio personality) or television broadcast, print, or other media, would you permit these comments to be used with reference to your name?

1. ☒ Yes 2. ☐ No

***When you have finished, please complete the product registration card!***

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1. 1. ☐ Mr. 2. ☐ Mrs. 3. ☒ Ms. 4. ☐ Miss

First Name: ARILENE
Initial: J
Last Name: BIRD
City: [redacted]
State/Province: NY

**We value your comments. Please let us know how you are enjoying your new Bose® product.**

Comments:
I DON'T HAVE TO GO TO THE OPERA IN NEW YORK CITY TO HEAR MY FAVORITE TENOR, PLACIDO DOMINGO. I JUST TURN ON MY BOSE WAVE RADIO AND FEEL LIKE I'M SITTING RIGHT IN THE FRONT ROW. FANTASTIC!

If your comments were selected for use in radio (Paul Harvey or some other radio personality) or television broadcast, print, or other media, would you permit these comments to be used with reference to your name?

1. ☒ Yes 2. ☐ No

***When you have finished, please complete the product registration card!***

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*Better sound through research®*

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Thanks for taking the time to fill out this questionnaire! S8C01-01

1. 1. ☐ Mr. 2. ☒ Mrs. 3. ☐ Ms. 4. ☐ Miss

First Name: Shirley
Initial: J
Last Name: Krzyzanowski
City: [redacted]
State/Province: IL

**We value your comments. Please let us know how you are enjoying your new Bose® product.**

Comments:
Our CD's have never sounded so beautiful. Instead of watching T.V during dinner, it's now great music. My husband even started us dancing around the living room the first day we received the radio. Thank you Paul Harvey!
Bob & Shirley Krzyzanowski

If your comments were selected for use in radio (Paul Harvey or some other radio personality) or television broadcast, print, or other media, would you permit these comments to be used with reference to your name?

1. ☒ Yes 2. ☐ No

***When you have finished, please complete the product registration card!***

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Thanks for taking the time to fill out this questionnaire! S8C01-01

1. 1. ☐ Mr. 2. ☒ Mrs. 3. ☐ Ms. 4. ☐ Miss

First Name: JUDITH
Initial:
Last Name: MAWLIS
City: [redacted]
State/Province: HI

**We value your comments. Please let us know how you are enjoying your new Bose® product.**

Comments:
The Sound is amazing — I no longer want to eat out — My cooking has improved — and I am always in a good mood. I think I'm in love (Don't tell my husband!)

If your comments were selected for use in radio (Paul Harvey or some other radio personality) or television broadcast, print, or other media, would you permit these comments to be used with reference to your name?

1. ☒ Yes 2. ☐ No

***When you have finished, please complete the product registration card!***

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*Better sound through research®*

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Thanks for taking the time to fill out this questionnaire! S8C01-01

1. 1. ☒ Mr. 2. ☐ Mrs. 3. ☐ Ms. 4. ☐ Miss

First Name: RICHARD
Initial: H
Last Name: VERGA
City: [redacted]
State/Province: NY

**We value your comments. Please let us know how you are enjoying your new Bose® product.**

Comments:
IF THIS RADIO WAS INVENTED A "FEW" YEARS EARLIER - IT WOULD HAVE BEEN ONE OF THE "WONDERS OF THE WORLD".

WHAT A RADIO

If your comments were selected for use in radio (Paul Harvey or some other radio personality) or television broadcast, print, or other media, would you permit these comments to be used with reference to your name?

1. ☒ Yes 2. ☐ No

***When you have finished, please complete the product registration card!***

**BOSE®**
*Better sound through research®*

**IMPORTANT!**
Please refer to owner's manual for complete warranty information.

Thanks for taking the time to fill out this questionnaire! S8C01-01

1. 1. ☒ Mr. 2. ☐ Mrs. 3. ☐ Ms. 4. ☐ Miss

First Name: JOHN
Initial: O
Last Name: FREDRICKSON
City: [redacted]
State/Province: CT

**We value your comments. Please let us know how you are enjoying your new Bose® product.**

Comments:

LOVE MY BOSE WAVE RADIO; EVEN MY SON, WHEN HE HEARD IT, SAID: "WOW"! HE DOESN'T PASS OUT "WOWS" LIGHTLY, I TELL YOU; IN FACT THAT WAS A FIRST.

If your comments were selected for use in radio (Paul Harvey or some other radio personality) or television broadcast, print, or other media, would you permit these comments to be used with reference to your name?

1. ☒ Yes 2. ☐ No

***When you have finished, please complete the product registration card!***

**BOSE®**
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Thanks for taking the time to fill out this questionnaire! S8C01-01

1. 1. ☒ Mr. 2. ☐ Mrs. 3. ☐ Ms. 4. ☐ Miss

First Name: THOMAS
Initial: H
Last Name: SHRIEVE
City: [redacted]
State/Province: VA

**We value your comments. Please let us know how you are enjoying your new Bose® product.**

Comments:

MY BOSE WAVE RADIO IS REMARKABLE. HOW SOUND THAT GOOD CAN COME FROM A UNIT THAT SMALL AMAZES ME! SINCE I HAVE HAD MY WAVE RADIO, I HAVE NOT TURNED ON MY STEREO. THE RADIO SOUND IS MUCH BETTER THAN THE STEREO WITH ALL ITS SPEAKERS.

If your comments were selected for use in radio (Paul Harvey or some other radio personality) or television broadcast, print, or other media, would you permit these comments to be used with reference to your name?

1. ☒ Yes 2. ☐ No

***When you have finished, please complete the product registration card!***

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Thanks for taking the time to fill out this questionnaire! S8C01-01

1. 1. ☐ Mr. 2. ☒ Mrs. 3. ☐ Ms. 4. ☐ Miss

First Name: JANICE Initial: A

Last Name: BURT

City: [redacted] State/Province: OR

**We value your comments. Please let us know how you are enjoying your new Bose® product.**

Comments:
Our new Bose radio is unbelievable. Its like having a full orchestra in our home - The base tones are out of this world!

If your comments were selected for use in radio (Paul Harvey or some other radio personality) or television broadcast, print, or other media, would you permit these comments to be used with reference to your name?

1. ☒ Yes 2. ☐ No

***When you have finished, please complete the product registration card!***

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**IMPORTANT!**
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Thanks for taking the time to fill out this questionnaire! S8C01-01

1. 1. ☒ Mr. 2. ☐ Mrs. 3. ☐ Ms. 4. ☐ Miss

First Name: DOMINIC Initial: L

Last Name: VERILLO

City: [redacted] State/Province: NJ

**We value your comments. Please let us know how you are enjoying your new Bose® product.**

Comments:
A great radio! It's difficult to believe your ears. So much sound from a relatively small radio.
Congratulations on developing a superb product.

If your comments were selected for use in radio (Paul Harvey or some other radio personality) or television broadcast, print, or other media, would you permit these comments to be used with reference to your name?

1. ☒ Yes 2. ☐ No

***When you have finished, please complete the product registration card!***

**BOSE®**
*Better sound through research®*

**IMPORTANT!**
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Thanks for taking the time to fill out this questionnaire! S8C01-01

1. 1. [ ] Mr. 2. [✓] Mrs. 3. [ ] Ms. 4. [ ] Miss

First Name: DEBRA — Initial: A

Last Name: ELLIOTT

City: [redacted] — State/Province: VA

**We value your comments. Please let us know how you are enjoying your new Bose® product.**

Comments:

I have never written a letter (complaint or praise) to a company before. However, I have been so very pleased with my new Bose Acoustic Wave Radio that I decided to fill out this questionnaire. I have this radio in my office at work, and the sound is incredible! I have recently been promoted at work and have a very large new office. My colleagues at work come into my office not to congratulate me on my new surroundings, but to enjoy my radio! Thanks!

If your comments were selected for use in radio (Paul Harvey or some other radio personality) or television broadcast, print, or other media, would you permit these comments to be used with reference to your name?

1. [X] Yes 2. [ ] No

***When you have finished, please complete the product registration card!***

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**IMPORTANT!**
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Thanks for taking the time to fill out this questionnaire! S8C01-01

1. 1. [ ] Mr. 2. [✓] Mrs. 3. [ ] Ms. 4. [ ] Miss

First Name: Jerry — Initial: B

Last Name: Heyberer

City: [redacted] — State/Province: MI

**We value your comments. Please let us know how you are enjoying your new Bose® product.**

Comments:

From the very moment I turned on my Bose Wave Radio, I loved the sound. I heard sounds in the music I never heard before - the bass & piano sound just like they are in the room. It's great! Love it! It's everything I expected it to be!

If your comments were selected for use in radio (Paul Harvey or some other radio personality) or television broadcast, print, or other media, would you permit these comments to be used with reference to your name?

1. [X] Yes 2. [ ] No

***When you have finished, please complete the product registration card!***

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**IMPORTANT!**
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Thanks for taking the time to fill out this questionnaire! S8C01-01

1. 1. ☑ Mr. 2. ☐ Mrs. 3. ☐ Ms. 4. ☐ Miss

First Name: RAINIER Initial: C

Last Name: DEINTINIS

City: [redacted] State/Province: NJ

**We value your comments. Please let us know how you are enjoying your new Bose® product.**

Comments:
I was a professional musician in one of the world's leading symphony orchestras and have long sought a radio that came closest to duplicating the sound I heard while performing on stage. This radio answers that quest. My next step is to try and purchase the acoustic wave sound system.

If your comments were selected for use in radio (Paul Harvey or some other radio personality) or television broadcast, print, or other media, would you permit these comments to be used with reference to your name?

1. ☒ Yes 2. ☐ No

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**IMPORTANT!**
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Thanks for taking the time to fill out this questionnaire! S8C01-01

1. 1. ☑ Mr. 2. ☐ Mrs. 3. ☐ Ms. 4. ☐ Miss

First Name: GORDON Initial: P

Last Name: LANDRY

City: [redacted] State/Province: LA

**We value your comments. Please let us know how you are enjoying your new Bose® product.**

Comments:
I surprised my husband with the Wave radio for Christmas. He absolutely loves the Wave radio. We love music & sleep with the radio on, so we use our radio daily. We love its wonderful stereophonic sound. It is truly remarkable. We used to listen to a regular clock/radio. There is No comparison - the Bose Wave radio is simply wonderful to listen to. We would highly recommend to anyone looking to purchase a superior clock radio to purchase a Bose Wave radio. The sound quality + style is wonderful.

If your comments were selected for use in radio (Paul Harvey or some other radio personality) or television broadcast, print, or other media, would you permit these comments to be used with reference to your name?

1. ☒ Yes 2. ☐ No

***When you have finished, please complete the product registration card!***

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**IMPORTANT!**
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Thanks for taking the time to fill out this questionnaire! S8C01-01

1. 1. ☐ Mr. 2. ☑ Mrs. 3. ☐ Ms. 4. ☐ Miss

First Name: FLORENCE
Initial:
Last Name: BRIERE
City: [redacted]
State/Province: RI

**We value your comments. Please let us know how you are enjoying your new Bose® product.**

Comments:
It is the best sounding radio I ever listened to! The features I like most is that I was able to connect my CD player; that when the electrical power goes off I don't have to reset the clock and the remote control gives me access to pre-programed stations with ON and OFF buttons without moving from my chair! I love it!! Thank You for your wonderful product.

If your comments were selected for use in radio (Paul Harvey or some other radio personality) or television broadcast, print, or other media, would you permit these comments to be used with reference to your name?

1. ☒ Yes 2. ☐ No

***When you have finished, please complete the product registration card!***

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**IMPORTANT!**
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Thanks for taking the time to fill out this questionnaire! S8C01-01

1. 1. ☒ Mr. 2. ☐ Mrs. 3. ☐ Ms. 4. ☐ Miss

First Name: STEVEN
Initial: D
Last Name: MITCHELL
City: [redacted]
State/Province: NY

**We value your comments. Please let us know how you are enjoying your new Bose® product.**

Comments: About the Bose "Wave Radio."
The finest piece of audio equipment in our home! We have a "rack" stereo system with 2 foot high stereo speakers - and the Bose Wave Radio has a more real-life like sound. The clarity and depth of sound make the Bose Wave Radio our favorite receiver!

If your comments were selected for use in radio (Paul Harvey or some other radio personality) or television broadcast, print, or other media, would you permit these comments to be used with reference to your name?

1. ☒ Yes 2. ☐ No

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**IMPORTANT!**
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Thanks for taking the time to fill out this questionnaire! S8C01-01

1. 1. [X] Mr. 2. [ ] Mrs. 3. [ ] Ms. 4. [ ] Miss

First Name: JACK Initial: E

Last Name: MILLER

City: [redacted] State/Province: CA

**We value your comments. Please let us know how you are enjoying your new Bose® product.**

Comments:
a beautiful sound system for anywhere that I value highly. Am sorry I never got it when it first came out. It is a well made instrument that anyone would treasure. I also own four 901 Bose speakers that are used daily in the same room with my Steinway Grand. Being a pianist Bose is the best sound of all for my ears.

If your comments were selected for use in radio (Paul Harvey or some other radio personality) or television broadcast, print, or other media, would you permit these comments to be used with reference to your name?

1. [X] Yes 2. [ ] No

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**IMPORTANT!**
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Thanks for taking the time to fill out this questionnaire! S8C01-01

1. 1. [ ] Mr. 2. [X] Mrs. 3. [ ] Ms. 4. [ ] Miss

First Name: EVELYN Initial: [ ]

Last Name: BUCK

City: [redacted] State/Province: IN

**We value your comments. Please let us know how you are enjoying your new Bose® product.**

Comments:
Enjoyed radio listening most of my life, but when I heard the great sound of my Bose radio I realized I've been missing the worlds greatest sound of music, but not any more. My Bose radio is the most wonderful present I have received thanks to my son Don for this new experience in radio music listening
E.B.

If your comments were selected for use in radio (Paul Harvey or some other radio personality) or television broadcast, print, or other media, would you permit these comments to be used with reference to your name?

1. [X] Yes 2. [ ] No

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**IMPORTANT!**
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Thanks for taking the time to fill out this questionnaire! S8C01-01

1. 1. ☒ Mr. 2. ☐ Mrs. 3. ☐ Ms. 4. ☐ Miss

First Name: ROBERT Initial: H

Last Name: BROOKS

City: [redacted] State/Province: MN

**We value your comments. Please let us know how you are enjoying your new Bose® product.**

Comments:

I'VE MOVED TO A SMALLER HOME AFTER THE KIDS WENT AWAY TO COLLEGE. A LARGE STEREO SYSTEM WAS NOT AN OPTION. I LISTENED TO BOOK SHELF SYSTEMS. YOUR AD IN STEREO REVIEW CAUGHT MY EYE AND WITHIN FIVE DAYS I WAS LISTENING TO YOUR MARVELOUS RADIO. THE RADIO FITS IN MY APARTMENT, THE SOUND IS BEYOND MEASURE. THANK YOU

If your comments were selected for use in radio (Paul Harvey or some other radio personality) or television broadcast, print, or other media, would you permit these comments to be used with reference to your name?

1. ☒ Yes 2. ☐ No

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Thanks for taking the time to fill out this questionnaire! S8C01-01

1. 1. ☒ Mr. 2. ☐ Mrs. 3. ☐ Ms. 4. ☐ Miss

First Name: NORMAN Initial: D

Last Name: SCHINALLI

City: [redacted] State/Province: NY

**We value your comments. Please let us know how you are enjoying your new Bose® product.**

Comments:

I think the Wave Radio is a very significant breakthrough in radio design and technology. I have never heard music reproduced so faithfully in a system of comparable size or price. We keep it on almost constantly. I absolutely love it.

If your comments were selected for use in radio (Paul Harvey or some other radio personality) or television broadcast, print, or other media, would you permit these comments to be used with reference to your name?

1. ☒ Yes 2. ☐ No

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Thanks for taking the time to fill out this questionnaire! S8C01-01

1. 1. [X] Mr. 2. [ ] Mrs. 3. [ ] Ms. 4. [ ] Miss

First Name: STUART Initial: B

Last Name: ARMISTRONG

City: [redacted] State/Province: WI

**We value your comments. Please let us know how you are enjoying your new Bose® product.**

Comments:

HAVING BEEN A RADIO + TELEVISION ANNOUNCER FOR 17 YEARS, I AM EXTREMELY FUSSY ABOUT QUALITY SOUND AND RECEPTION. I FIND THIS COMPACT BOSE OUTDOES MY MUCH LARGER UNIT (WHICH I THOUGHT WAS GREAT) BY A GREAT DEAL. CONGRATULATIONS ON YOUR EXCELLENT PRODUCT

Stuart B Armstrong

If your comments were selected for use in radio (Paul Harvey or some other radio personality) or television broadcast, print, or other media, would you permit these comments to be used with reference to your name?

1. [X] Yes 2. [ ] No

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Thanks for taking the time to fill out this questionnaire! S8C01-01

1. 1. [ ] Mr. 2. [X] Mrs. 3. [ ] Ms. 4. [ ] Miss

First Name: Patricia Initial: M

Last Name: PERKINS

City: [redacted] State/Province: WI

**We value your comments. Please let us know how you are enjoying your new Bose® product.**

Comments:

We are very pleased that we decided to purchase the Wave Radio. We ordered on a Sunday and 4 days later it was at our front door. It took 5 minutes to set up and we were listening to a Radio that sounds absolutely wonderful

Thank You

Patricia M Perkins

If your comments were selected for use in radio (Paul Harvey or some other radio personality) or television broadcast, print, or other media, would you permit these comments to be used with reference to your name?

1. [X] Yes 2. [ ] No

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Thanks for taking the time to fill out this questionnaire! S8C01-01

1. 1. ☐ Mr. 2. ☒ Mrs. 3. ☐ Ms. 4. ☐ Miss

First Name: GWEN
Initial: D.
Last Name: McGARRY
City: [redacted]
State/Province: UT

**We value your comments. Please let us know how you are enjoying your new Bose® product.**

Comments:
We love our Bose Wave Radio. It makes our home a concert hall and we loving having Paul Harvey as a guest in our family room. Thanks for the technology that makes these wonderful things possible.
Sincerely
Dr & Mrs McGarry
Ephraim, Utah 84627

If your comments were selected for use in radio (Paul Harvey or some other radio personality) or television broadcast, print, or other media, would you permit these comments to be used with reference to your name?

1. ☒ Yes 2. ☐ No

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Thanks for taking the time to fill out this questionnaire! S8C01-01

1. 1. ☐ Mr. 2. ☒ Mrs. 3. ☐ Ms. 4. ☐ Miss

First Name: CLETTE
Initial:
Last Name: GOBA
City: [redacted]
State/Province: VA

**We value your comments. Please let us know how you are enjoying your new Bose® product.**

Comments:
I live 100 miles from my favorite classical music station & have not been able to get good reception. The clarity on the Bose Wave and the clear reception on all other stations truly amazed me. Needless to say, I'm very pleased.

I am awed at the great volume that comes out of such a tiny box!

If your comments were selected for use in radio (Paul Harvey or some other radio personality) or television broadcast, print, or other media, would you permit these comments to be used with reference to your name?

1. ☒ Yes 2. ☐ No

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1. 1. ☒ Mr. 2. ☐ Mrs. 3. ☐ Ms. 4. ☐ Miss

First Name: RICHARD Initial: P

Last Name: TAYLOR

City: [redacted] State/Province: CA

**We value your comments. Please let us know how you are enjoying your new Bose® product.**

Comments:

MY WIFE AND I BOTH ENJOY MUSIC AND ARE COMPLETELY SATISFIED WITH OUR PURCHASE OF THE BOSE WAVE RADIO.

THE QUALITY OF SOUND IS OUTSTANDING. IN OUR OPINION ALL OTHER RADIOS ARE OBSOLETE.

Richard P. Taylor

If your comments were selected for use in radio (Paul Harvey or some other radio personality) or television broadcast, print, or other media, would you permit these comments to be used with reference to your name?

1. ☒ Yes 2. ☐ No

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1. 1. ☐ Mr. 2. ☒ Mrs. 3. ☐ Ms. 4. ☐ Miss

First Name: SHERRY Initial: L

Last Name: BURCHLER

City: [redacted] State/Province: OH

**We value your comments. Please let us know how you are enjoying your new Bose® product.**

Comments:

We love the sound and we hooked it up to our stereo TV. WOW!

I heard comments about it from Paul Harvey.

Also my In-Laws purchased one so I could really hear what it sound like. We both were amazed at the quality. "Way to Go!"

If your comments were selected for use in radio (Paul Harvey or some other radio personality) or television broadcast, print, or other media, would you permit these comments to be used with reference to your name?

1. ☒ Yes 2. ☐ No

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1. 1. ☑ Mr. 2. ☐ Mrs. 3. ☐ Ms. 4. ☐ Miss

First Name: ALBERT
Initial: G
Last Name: ERD
City: [redacted]
State/Province: CA

**We value your comments. Please let us know how you are enjoying your new Bose® product.**

Comments:
"The Wave Radio" by Bose has exceeded my expectations by a factor of 10...
This miniature is indeed a Giant in performance!
The tone quality is superb and the attainable volume level with no discernable distortion, is awsome. The Wave Radio is a breathtaking Quantum leap in electronic technological advancement!
~Al Erd

If your comments were selected for use in radio (Paul Harvey or some other radio personality) or television broadcast, print, or other media, would you permit these comments to be used with reference to your name?

1. ☒ Yes 2. ☐ No

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1. 1. ☐ Mr. 2. ☒ Mrs. 3. ☐ Ms. 4. ☐ Miss

First Name: CHERYL
Initial: A
Last Name: KRYCHOWIAK
City: [redacted]
State/Province: WI

**We value your comments. Please let us know how you are enjoying your new Bose® product.**

Comments:
Superbly excellent sound!
If you have "perfect pitch" hearing like I do - you will not be disappointed.
If such great sound can come from such a small unit; my next purchase will be Bose speakers for my stereo.
Thank you for your research.
My music pleasures are enhanced dramatically because of you.
Mrs C. Krychowiak

If your comments were selected for use in radio (Paul Harvey or some other radio personality) or television broadcast, print, or other media, would you permit these comments to be used with reference to your name?

1. ☒ Yes 2. ☐ No

***When you have finished, please complete the product registration card!***

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Thanks for taking the time to fill out this questionnaire! S8C01-01

1. 1. ☑ Mr. 2. ☐ Mrs. 3. ☐ Ms. 4. ☐ Miss

First Name: SHELDON Initial: —

Last Name: FRIEDMAN

City: [redacted] State/Province: MY

**We value your comments. Please let us know how you are enjoying your new Bose® product.**

Comments:

WE ARE LUCKY THAT OUR OLD RADIO FINALLY DIED. WE ARE SO PLEASED WITH THE EXTRAORDINARY SOUND FROM OUR NEW WAVE RADIO, EVEN AM STATIONS, DIFFICULT TO GET IN OUR BUILDING, COME THROUGH CLEARLY WITHOUT DISTORTION OR INTERFERENCE. FM AND OUR CD RECORDS ARE BETTER THAN EVER (OUR OLD RADIO WAS TOP-OF-THE-LINE WHEN NEW BUT NEVER THIS GOOD) THANK YOU FOR A GOOD PRODUCT FOR A REASONABLE PRICE

If your comments were selected for use in radio (Paul Harvey or some other radio personality) or television broadcast, print, or other media, would you permit these comments to be used with reference to your name?

1. ☒ Yes 2. ☐ No

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1. 1. ☐ Mr. 2. ☑ Mrs. 3. ☐ Ms. 4. ☐ Miss

First Name: ADELAIDE Initial: A

Last Name: HAWKINS

City: [redacted] State/Province: MA

**We value your comments. Please let us know how you are enjoying your new Bose® product.**

Comments:

I immediately read the instructions so I would do everything right. It was easy, easy, easy... Even attached my CD player without calling an 800 # for "troubleshoot." The sound is everything it was advertised and more plus the compactness is such a relief from my former stereo. Bose is the way to go for the "90's" into the next millenium. A

If your comments were selected for use in radio (Paul Harvey or some other radio personality) or television broadcast, print, or other media, would you permit these comments to be used with reference to your name?

1. ☒ Yes 2. ☐ No

***When you have finished, please complete the product registration card!***

# PRESS REPORTS

♪

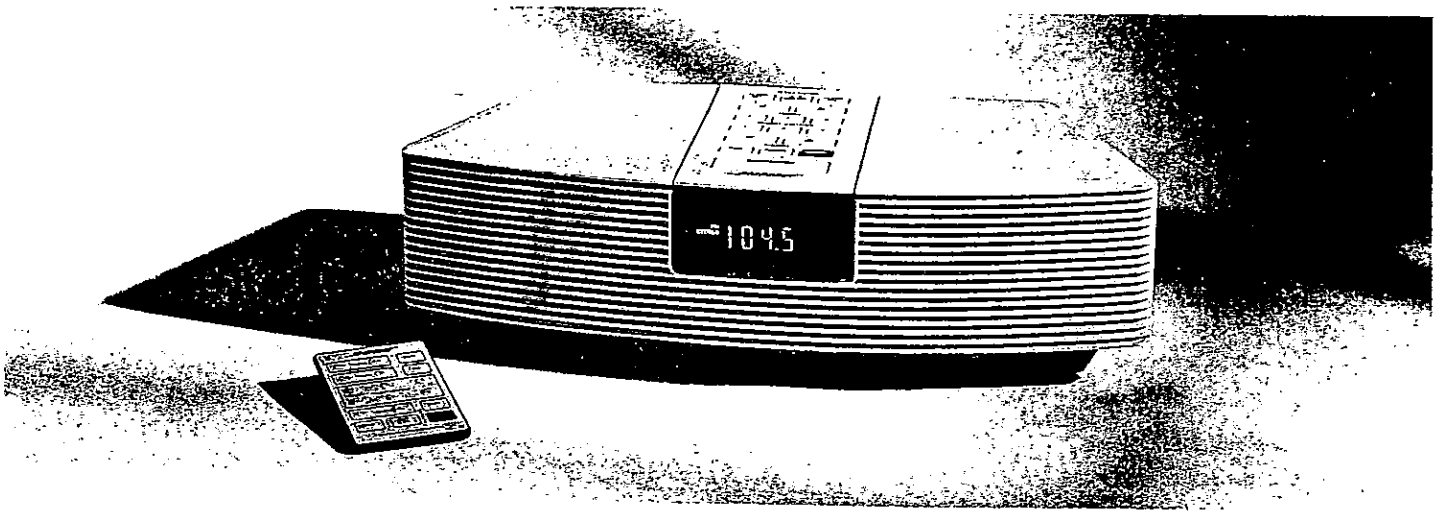
*What*

*The Press*

*Is Saying...*

♪

Courtesy of
Chicago Tribune




# Bose is making waves

## Clock radio will keep you awake just fooling with it

### Video/stereo

Rich Warren

When Dr. Amar Bose announced that his company's new clock radio would sell for $350, I gasped. Who would pay that for a clock radio? Now that I've lived with it for a week, all I can say is "Dr. Bose, my check's in the mail."

Bose officially labels this clock radio "The Bose Wave Radio." Calling it a clock radio is like calling the QE2 luxury liner a boat. The Bose Wave radio has a digital clock and it will wake you up in the morning, but that's where its similarity to other clock radios ends.

The Wave radio reproduces superb high fidelity stereo sound from FM radio stations, as well as conventional AM. If you listen with your eyes closed it sounds like a small stereo component system. Yet the stylish Wave neatly fits on the headboard and takes barely more space than the average clock radio.

Bose's patented waveguide technology makes smooth, deep bass possible from a tiny speaker in a small enclosure. A 34-inch hollow tube of precise dimensions, which Bose calls a waveguide, forms a labyrinth inside the enclosure that acoustically amplifies the bass. The technology originally debuted in the Bose Acoustic Wave Music System, which is nearly three times the size and price of the Wave.

The Wave incorporates all the convenience of a stereo receiver, such as six FM and six AM presets for your favorite radio stations and a credit card-size remote control. This permits placing the Wave anywhere in the room and still using it as a clock radio. There's an auxiliary input if you want to connect a cassette or CD player. For all its features, you don't even need to read the well-written instruction manual.

My friend Warren (no relation) found fault with every clock radio I reviewed. He would settle for no less than a clock radio that permitted falling asleep to one station and awakening to a different one. Warren, put your check to Bose in the mail.

You can also adjust the volume without turning on the radio if your spouse is asleep. A numeric read-out displays the level. There are two alarms, one for you and one for the other person in bed. Touching a couple of buttons varies the brightness of the display. It automatically dims as you turn the light down. The Wave offers the option of a.m., p.m. or a 24-hour clock display.

There is a flaw. Buy the Wave, and you'll never had an excuse for being late to work again. Three AA batteries power the clock for up to a week.

Bose decided that no store could do justice to the unique Wave, so it is only available directly from Bose, by calling 1-800-358-BOSE (2673). You receive a two-week no obligation trial period, but after a few days you won't want to go to bed or wake up without the Wave radio.

Courtesy of
San Francisco Chronicle

# Bose Waves in a New Day for Clock Radios

## HOME ENTERTAINMENT

*Harry Somerfield*

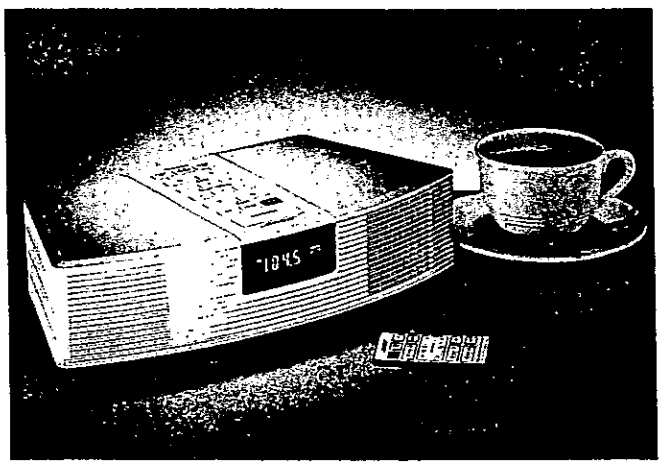
Discovering a well-designed product really makes my day. Recently, I was introduced to one that made my week...no, my month. It's a new clock radio from Bose, the speaker people, and for its size it is a wonderful-sounding device.

On the surface the Bose Wave is just a terrific-sounding clock radio, measuring 4½ by 14 by 8 inches, and weighing seven pounds. But it's much more than just a radio to wake up to. It's a miniature audio system, perfect for bedrooms, kitchens, studio apartments and dorm rooms. Its great sound is made possi- by an acoustic waveguide.

The acoustic waveguide is the result of Bose research demonstrating that a small speaker will produce big-speaker sound when mounted at the end of a long tube. But because it's awkward and cumbersome to place a long tube on a shelf, Bose has folded it into a maze like series of twists and turns so that it takes up very little space. In the Bose Wave radio, a 34-inch-long waveguide serpentine is molded into a plastic case that makes up the radio's chassis.

### Extra Features

The Wave is a self-contained audio system with an FM/AM radio, stereo amplifier, speakers, wireless remote control and inputs for one external component such as a CD player, audiotape cassette machine or even the stereo audio from a TV set. Its excellent sound quality must be heard to be believed. Those who require even better sound can use the Wave's output jacks to connect a pair of powered speakers—such as Bose's little AM-5s.



But the Wave also is a fully-featured clock radio with easy-to-read, ½-inch-tall fluorescent numerals, two alarms, "snooze" and "sleep" features plus a few others not available on any other clock radio.

Until the Wave, I never found a clock radio totally to my liking. Most clock radios make a loud click when the present wake-up time is reached. That click usually wakes me up a second or two before the radio comes on at its preset volume level. The Wave starts up silently, and the sound gradually rises to its preprogrammed volume level, as though someone were slowly turning up the volume knob.

Our clock radio sits on a shelf three feet from our bed to make it easy for both of us to see the clock and hear the music. If I want to hit the snooze button, I have to drag myself out of bed to do so. The Wave's credit-card size remote control, however, eliminates the need to leave the comfort of my bed. The remote duplicates all of the Wave's set-top controls, including volume, snooze and sleep functions and radio-station selection via present buttons (six for FM, six for AM).

The Wave's fluorescent display panel can be preset to a preferred brightness level and dims to a lower-light level (also user-chosen) when the room lights are turned off. Here's one clock display that won't keep you awake by being too bright.

### Alarm, Station Choices

There are two separate alarms so that you and your significant other can be awakened at different times. You may each choose a different radio station for wake-up.

Three penlight batteries, installed in the bottom of the Wave, guarantee that you'll be awakened at the proper time—even if there is a power failure during the night.

The Bose Wave radio is not sold in stores. It is only available directly from Bose and sells for $349.

*Harry Somerfield is a San Francisco syndicated columnist and home entertainment equipment consultant.*

**Resources**
For more information on the Wave clock radio or to order a unit for a no-obligation, 14-day, in-your-home trial, call Bose at (800) 358-2673.

**What appears to be merely a clock radio is more than the sum of its parts.**

# WAVES

BY MARCELLE M. SOVIERO

Amar Bose had a dream: a tabletop radio that belies its size by reproducing music realistically. That was 50 years ago, when Bose was a teenager repairing radios during World Ward II. "What excited me was the possibility that one day you could put something on the table and it would really sound like high fidelity," says Bose, a tall, thin, gray-haired man whose speech is punctuated by vigorous gestures.

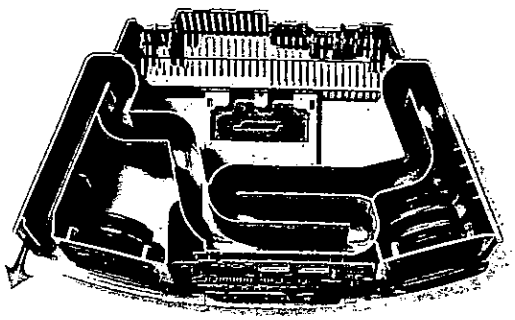
The years that passed saw progress toward realizing his dream. Bose went on to receive a doctorate from the Massachusetts Institute of Technology, where he has been a distinguished professor of electrical engineering since 1956. In 1964, he formed the Bose Corp.

In the 1960s, Bose began perfecting the principles of acoustic waveguide technology—using a tube or chamber to carry sound waves for sound enhancement. After more than 12 years and millions of research dollars, the effort saw fruition in the Acoustic Wave Music System, a high-performance all-in-one-box stereo system, and in the Acoustic Wave Cannon—a 12-foot loudspeaker most recently used in the 1992 Winter Olympics in Albertville, France. In 1987, this folded acoustic waveguide technology won Bose the prestigious Inventor of the Year Award given by the Intellectual Property Owners organization in Washington, D.C.

Now, in 1993, Bose's newest version of waveguide technology appears in the Wave Radio, a bedside tabletop AM/FM clock unit with dual alarms. It is the smallest incarnation of his invention to date, weighing a mere seven pounds and measuring 4.5 by 14 by 8 inches. "I've never been more proud of any product we've introduced," says Bose.

The sound that issues from this little stereo radio is startling, apparently free of major peaks and dips in the frequency spectrum and with crisp transients that make a triangle sound like a triangle and not like a cowbell. The solid bass extends down to 70 hertz, comparable to the performance of much larger systems. This superior sound quality, says Bose, comes from "an interaction of waves in the device." In fact, the radio's performance is grounded in a complex and arcane mix of electrical engineering, acoustics, and mathematical theory. "The math alone could fill a wall," he says.

The Wave Radio is built around two 2.5-inch-diameter speakers. One of them (the left-hand speaker, as you face the unit) feeds a 34-inch-long waveguide—a labyrinthine chamber that folds to fit inside the cabinet. This chamber must be perfectly sealed, and the precision of its dimensions is critical. Coupling the speaker to the waveguide makes it possible to generate bass frequencies of considerable power. (Both left- and right-channel bass signals are fed to the duct.) Key to the success of the system is a special circuit design that allows the speaker's impedance to be varied electronically to match the physical characteristics of sound waves inside the waveguide.



*The size and shape of the sinuous acoustic waveguide inside the Bose Wave Radio must conform to precise tolerances to ensure faithful bass response. The cavity must also be tightly sealed to prevent any loss of air.*

The waveguide snakes through the radio and ends just to the right of the right-hand speaker. Both the ducted speaker and the port radiate bass. Both speakers handle frequencies above 200 hertz, which carry stereo information.

Two of the chief differences between the technology used in the Bose Acoustic Wave stereo introduced in 1985 and that used in the Wave Radio involve the positioning of the loudspeaker and the length of the waveguide. The speaker in the Acoustic Wave is located so that one-third of the tube is behind the speaker and two-thirds are in front of it. In the Wave Radio, the speaker is nestled at one end of the waveguide, a less efficient position, but the only one possible in the device of this size. The Acoustic Wave houses 80 inches of waveguide; the Wave Radio cabinet enfolds 34 inches of ductwork. The longer waveguide in the Acoustic Wave system makes it possible to reach deeper into the bass, to perhaps 40 hertz.

Listening test are impressive for either system. While the Radio Wave produces extraordinary sound for such a small device, it is still no match for the full-fledged audio system—as Bose himself recognizes. But the $349 clock radio can be connected to any external system and can be fed by a CD player or a tape source. "It can run a complete stereo system," says Bose. "We do not make a finer tuner than the one that's in here."

# The Most Highly Reviewed Radio Regardless Of Size Or Price.

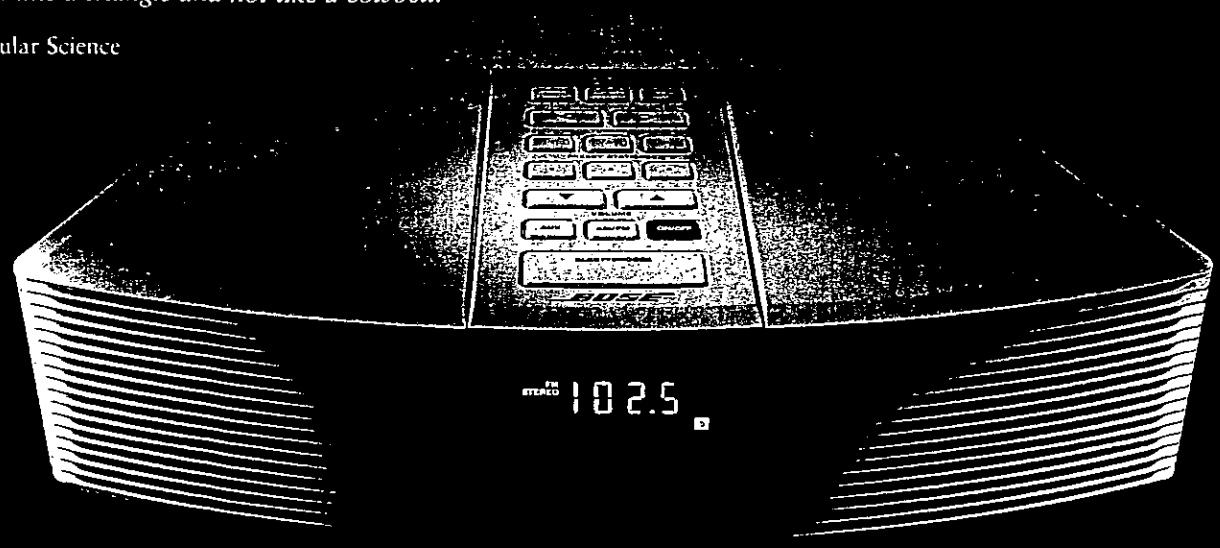
Named one of "The Best New Products" by Business Week.

*"The sound that issues from this little stereo radio is startling...with crisp transients that make a triangle sound like a triangle and not like a cowbell."*

– Popular Science

*"...ranks as one of the great engineering breakthroughs in the development of audio sound."*

– The Oregonian




*"If you listen with your eyes closed it sounds like a small stereo component system."*

– Chicago Tribune

*"I plugged it in and tuned it to a classical-music station... Suddenly my apartment was bristling with cellos, double basses, clarinets and kettledrums, all in full cry."*

– Smart Money

*"Its excellent sound quality must be heard to be believed."*

– San Francisco Chronicle

You can order the Wave® radio directly from Bose.
Just call 1-800-444-BOSE.

BOSE®
Better sound through research®

Bose® High Fidelity Audio Systems

BOSE

"If music is important in your life, sooner or later you will own a Bose® system."

BOSE®
Better sound through research®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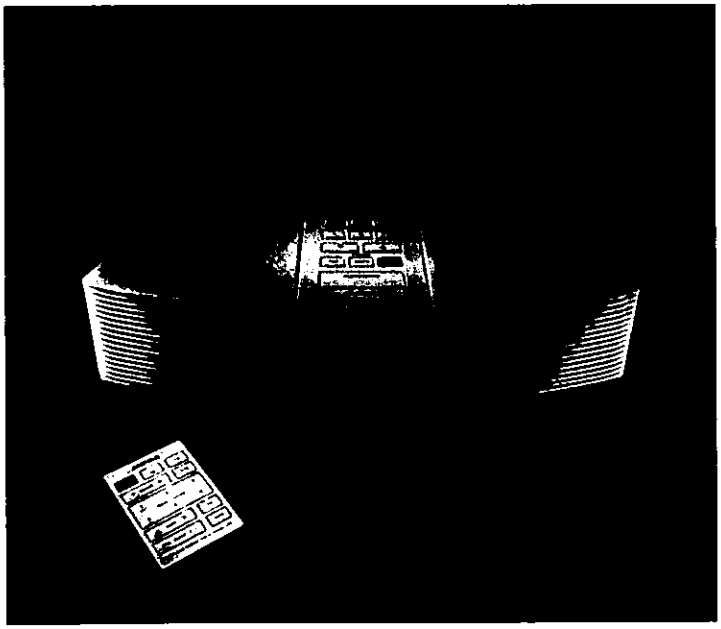


## Wave® radio.

Remarkable sound quality makes the Wave® radio one of the most significant advancements in radio since its invention. Every note is rich, full and remarkably lifelike.

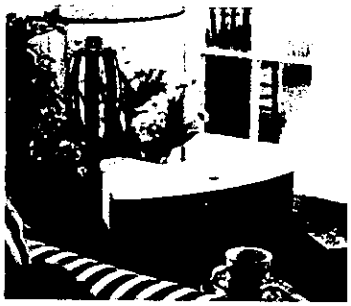
Our patented acoustic waveguide speaker technology is the primary source of this superb performance. That explains why no conventional radio can match its sound. And why it was chosen "Best of What's New" by *Popular Science* magazine.

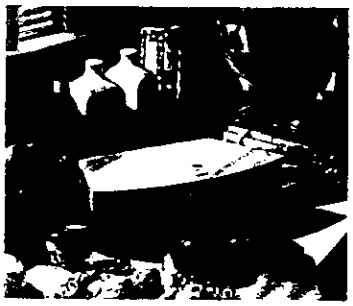
Listen with your eyes closed and you'll be astonished by its small size. You can fit the Wave radio easily into the living room, the bedroom, the kitchen or anywhere. Or connect it to your television or CD player, for even greater enjoyment of your favorite programs and music. Wherever you use it, count on

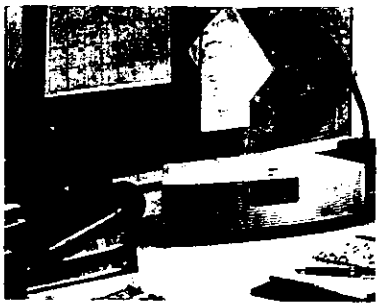
sound quality far beyond anything you've ever experienced from a conventional radio.

Versatility and simple controls also make the Wave® radio a pleasure to use. The credit card-sized remote control lets you turn it on or off from across the room. You can change the volume, preset AM and FM stations, then switch from one to another at the touch of a button. All without leaving your chair. Automatic shutoff lets you relax for late-night listening, and dual alarms can even wake you gently to music or a tone.

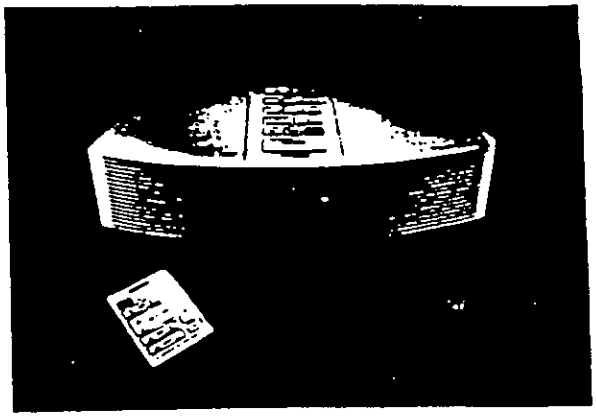
No matter how you use it, the Wave radio is sure to increase your listening pleasure. That's because it is simply the world's best sounding radio. For more information, call toll-free: 1-800-358-BOSE, ext. R50.







# The Wave radio. The difference is better sound.



## Winner!
## "Best Of What's New"
## – *Popular Science*

When you first hear the Wave radio, your eyes won't believe your ears. You'll discover that it's a real value at $349, with sound quality that conventional radios simply cannot match.

- Bose patented technology for more music enjoyment from FM; clearer news, talk, sports from AM
- Use as a kitchen radio, full function clock radio, office radio, or as your primary listening source
- Easy hook-up to TV or VCR for clearer, more lifelike television sound
- Credit card size remote control included at no extra cost
- A memorable gift for any music lover on your shopping list

## *Satisfaction Guarantee*

*Order the award-winning Wave radio. If you find yourself enjoying music more, keep it. If you are not completely satisfied, return it within 14 days for a full refund of the purchase price.*

Steve Kingsbury
Director, Bose Consumer Direct Division

Canavan
EXHIBIT NO. 15
8/18/06
M.J. MANZI

☑ Yes, I would like to try out the Wave radio. I understand that if I am not completely satisfied, I may return it within 14 days for a full refund of the purchase price.

Name _____
Please Print First Last Middle Init.

Address _____ Apt #

City _____ State _____ Zip _____

Day Phone ( ) _____ Eve Phone ( ) _____

| Please Send Me: | Quantity | Price |
|---|---|---|
| Wave radio with Remote Control | | $349 |
| Shipping & Handling ($15 per unit) | | |
| Sales Tax (All states except DE, MT, NH, OR) | | |
| Total: | | |

Payment Method:

Bose Easy Payment Credit Plan (Call to Apply)

☐ Check (Payable to Bose Corporation)
☐ Mastercard ☐ Visa
☐ American Express ☐ Discover

Cardholder's Name (Please Print) _____

Card # _____ Exp. _____

Signature _____

Mail using the enclosed postage-free envelope or address to:
Bose Corporation, Dept. CDD, The Mountain, Framingham, MA 01701-9168

## Call For Fastest Service!
## 1-800-358-BOSE (2673) Ext. R100



Bose v. Goldwave
Opp. 91165449 Ex. 15

BOSE
Better sound through research.

# Audio Authorities Speak Out About The Wave® Radio

### Popular Science

*"...the most beautiful sounding, ingeniously engineered bedside companion you'll ever have the pleasure of waking up to."*

Fred Abatemarco

*"The sound that issues from this little stereo radio is startling..."*

Marcelle M. Soviero

### Chicago Tribune

*"The Wave® radio reproduces superb high fidelity sound from FM radio stations, as well as conventional AM. If you listen with your eyes closed it sounds like a small stereo component system."*

Rich Warren

### The Christian Science Monitor

*"The Wave® radio offers better sound and more functions than other tabletop radios."*

Leslie Albrecht Popiel

### San Francisco Chronicle

*"But it's much more than just a radio to wake up to. It's a miniature audio system, perfect for bedrooms, kitchens, studio apartments and dorm rooms. ...Its excellent sound quality must be heard to be believed."*

Harry Somerfield

### Lexington Herald-Leader

*"Bose's new Wave® radio might put your home stereo to shame."*

Tom Carter

### Radio World

*"The sound fidelity–full and rich–was simply amazing... offers a genuine breakthrough in improved sound quality from a small, general-purpose table top radio."*

Frank Beacham

### Robb Report

*"Bose has done it again, this time cramming its high-fidelity Acoustic Waveguide technology into a tabletop... radio...can also function as a hi-fi system controller."*

### United Features Syndicate

*"...the result of fine craftsmanship. Its extended sound chamber delivers a depth of bass reproduction that seems unlikely for such a small loudspeaker."*

Howard Blumenthal

### Middlesex News

*"...a seven-pound unit with [built-in] palm-sized loud-speakers, a remote control the size of a credit card and big sound. It can be hooked up to a television, compact disc or tape player..."*

Lisa LaBanca

### The Oregonian

*"How the Bose Corp. gets such room-filling sound from such a little white box is an engineering chapter for the physics books. Suffice it to say that the Bose Wave® [radio] is destined to revolutionize the art of sleeping in."*

Wayne Thompson


## Winner! "Best Of What's New" Popular Science Magazine

1-800-358-BOSE Ext. R100
(1-800-358-2673)

BOSE®
Better sound through research.


The Bose® Wave® radio is the perfect gift for any music lover. But listen to it once, and you may not want to give it away.

After all, the Wave® radio can fill any home this holiday season with amazingly big, full stereo sound. Yet it's small enough to fit on an end table, on a kitchen counter — just about anywhere.

There really is nothing like the Wave® radio. Besides its unmatched sound, it has a unique array of features — a convenient remote control, pre-set station buttons, and many more. You can even plug in a CD or cassette player and enjoy your favorite pre-recorded music.

For more information, call or return this coupon. Or better yet, call to learn about our in-home trial and our satisfaction guarantee. For $349, the Bose Wave® radio will make your favorite music lover, who just might be you, very, very happy.

**Call 1-800-845-BOSE, ext. RP166.**

NAME (PLEASE PRINT)

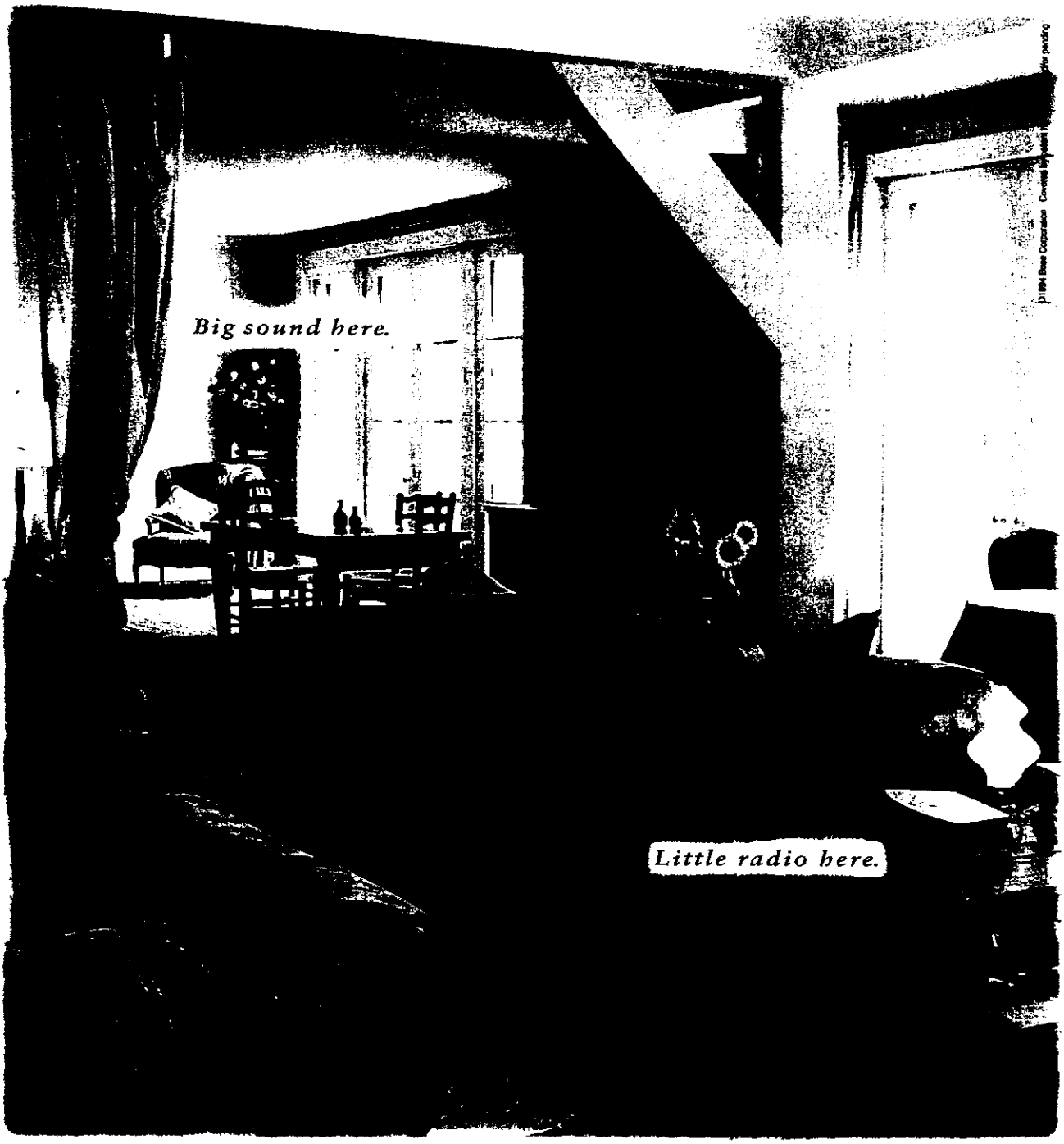
ADDRESS

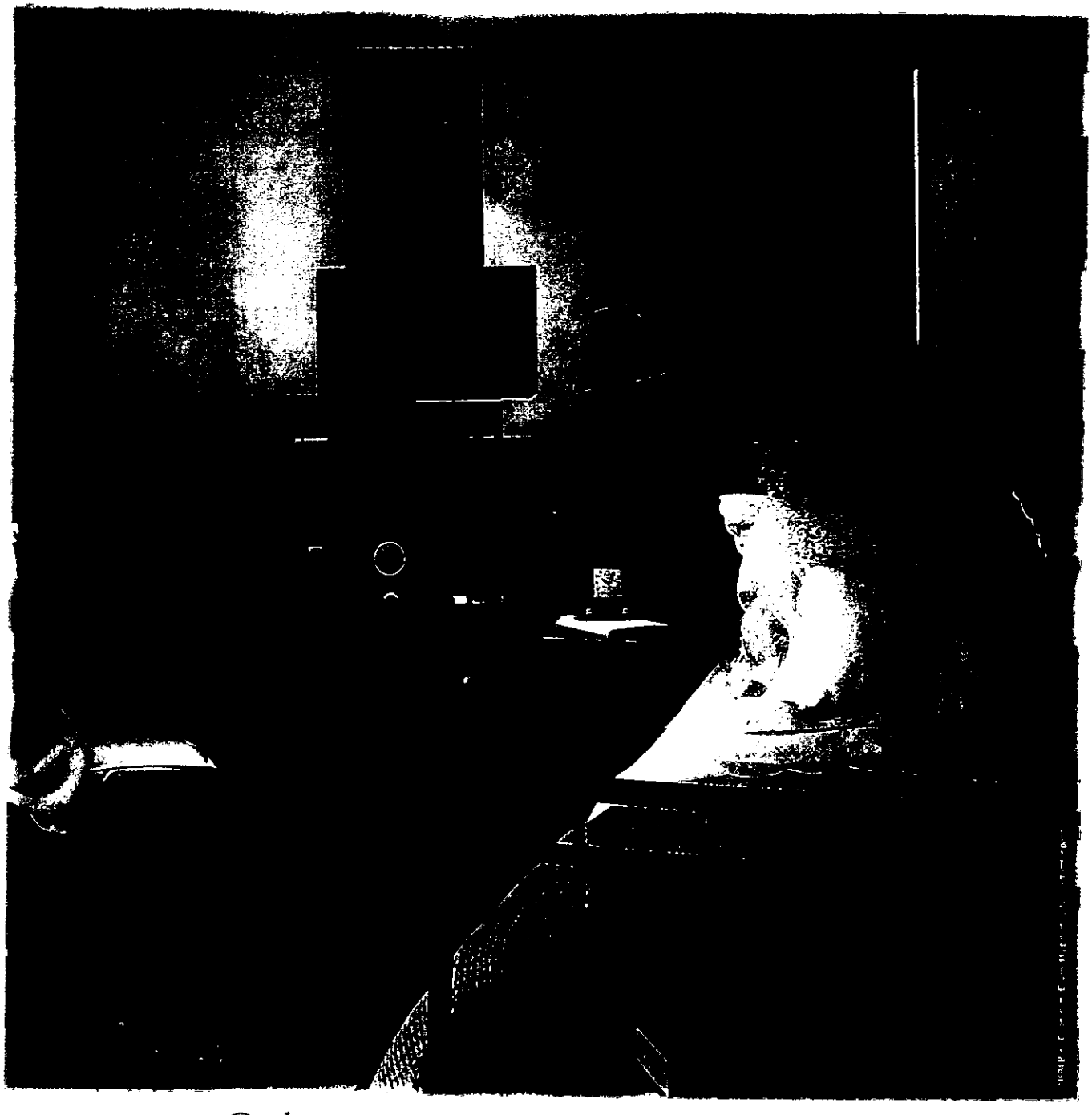
CITY STATE ZIP

TELEPHONE

Mail to: Bose Corporation, Dept. CDD-RP166, The Mountain, Framingham, MA 01701-9168.
Ask about FedEx delivery.

BOSE®
Better sound through research





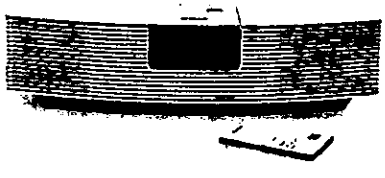
# Or better yet, get a Bose® Wave® radio.

Big stereos are nice. The problem is, big stereos are *big*. They just won't fit in all the places you'd like to hear them. Which is why we invented the Bose Wave® radio.

It's small enough to fit almost anywhere. Yet it produces a natural, lifelike sound you'd expect from a component stereo system. How? Inside the Wave® radio is a patented acoustic waveguide speaker technology not available in any other radio.

You won't find the array of convenient features anywhere else, either. There's a handy remote control. You can even connect a portable CD or cassette player.

But don't look for the Wave® radio in stores. It's only available directly from Bose.



For a free information kit, call or return the coupon below. Or, call to try out the Wave® radio for 14 days, satisfaction guaranteed. If you're not impressed, return it and we'll refund the $349 purchase price, no questions asked.

Call today. And get big stereo sound. Without the big stereo.

**Call 1-800-845-BOSE, ext. RP103A.**

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Mail to: Bose Corporation, Dept. CDD-RP103A, The Mountain, Framingham, MA 01701-9168.

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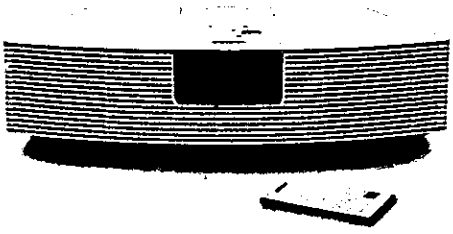
# A MAN WHO *loves* YOU *and* CLEANING.





{Few things sound as good as the Bose® Wave® radio.}

O.K. A man who cleans may be an oxymoron. But a great-sounding radio isn't.

The new Bose Wave® radio delivers big, room-filling sound like a fine stereo system—with one distinct advantage. The Wave® radio fits almost anywhere. An end table. A desk. A kitchen countertop.

How can a little radio sound so big? The key is a patented speaker technology not available in any other radio. You won't find the array of convenient features anywhere else, either. There's even a remote control.

Sound too good to be true? Then call now and we'll send you a free information kit. We'll even tell you how you can try out the Wave® radio for 14 days, satisfaction guaranteed. (If you're not impressed, return it and we'll refund the purchase price, no questions asked.)

The Wave® radio is only available directly from Bose. So call today. After all, few things sound this good. Very few.

**Call 1-800-845-BOSE, ext. R88.**

NAME

ADDRESS

CITY STATE ZIP

TELEPHONE

Mail to: Bose Corporation, Dept. CDD-R88, The Mountain, Framingham, MA 01701-9168.

BOSE®
Better sound through research®

## Take the Wave® radio home for 14 days. Satisfaction guaranteed.

Excuse me, but have you heard about the new Bose® Wave® radio? It's really quite surprising. How this little radio produces big, room-filling sound. Like a stereo component system. There's even a remote control. You won't find it in stores, though. It's only available directly from Bose. But then, we're not asking for a commitment here. Just call and ask for our free information kit. Or better yet, try out the Wave® radio for 14 days, satisfaction guaranteed. (If you're not impressed, return it and we'll refund the purchase price, no questions asked.) Call soon. It could be the start of a beautiful relationship. **1-800-845-BOSE, ext. R86A.**

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

TELEPHONE _____

Mail to: Bose Corporation, Dept. CDD-R86A,
The Mountain, Framingham, MA 01701-9168.

BOSE®
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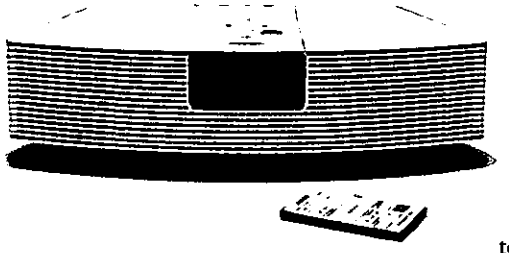
# Why you should pay $349 for this radio.

Obviously, it better not be just another radio. This one isn't. Quite simply, it produces sound that's more rich, natural and lifelike than you've ever heard from a radio. Many people think it actually sounds more like a stereo system. It's no exaggeration to say you have to hear it to believe it.

## Another Bose® breakthrough.

It's the Wave® radio from Bose. You've probably heard of us. We're one of the world's leading makers of audio equipment. A few years ago, we set ourselves the task of getting Bose-quality sound from a radio, and to do it, we used our patented acoustic waveguide speaker technology. It uses a long, intricately curved tube that amplifies and enriches sound, similar to the pipes in a pipe organ. The big, lifelike sound it produces is the reason the Wave® radio is worth $349.

The Wave® radio is small enough to fit anywhere yet still produces sound that lets you hear every note of the music the way it was meant to be heard. *Popular Science* was so

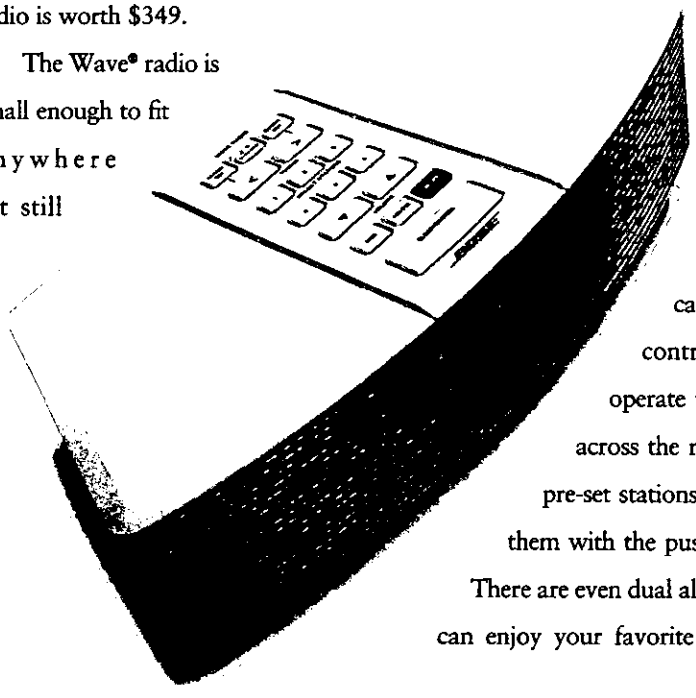


impressed that they named the Wave® radio "Best Of What's New."

Finally you can listen to music in your bedroom, your living room, your kitchen, any room without compromising sound quality. The Wave® radio really will increase the pleasure you get from listening.

## Great sound made easy.

We didn't just build great sound into the Wave® radio, we built in a set of convenient features no other radio gives you. With the credit card-sized remote control, you can operate the radio from across the room. You can pre-set stations and switch to them with the push of a button. There are even dual alarms. And you can enjoy your favorite music on the Wave® radio by connecting it to a portable CD or cassette player. Or enhance your television's sound by connecting it to your set or VCR.



## You have to hear it.

We don't expect you to take our word for how good the Wave® radio sounds. You really have to hear it to believe it. But don't rush to a store to hear it; the Wave® radio is only available directly from Bose. Use the toll-free number or the coupon to request more information. Or call to try out the Wave® radio in your home for fourteen days, satisfaction guaranteed. If you love it, keep it. If not, return it for a refund of the purchase price.

Call 1-800-845-BOSE, ext. R64A, or send us the coupon today.

You've had a lot of radios in your life — big radios, small radios, portable radios. It's time you owned the best-sounding radio — the Bose Wave® radio.

NAME

ADDRESS

CITY STATE ZIP

TELEPHONE

**Call 1-800-845-BOSE, ext. R64A.**

Or mail to: Bose Corporation, Dept. CDD-R64A, The Mountain, Framingham, MA 01701-9168.

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This is a radio.

BOSE

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The Mountain
Framingham, MA 01701-9168

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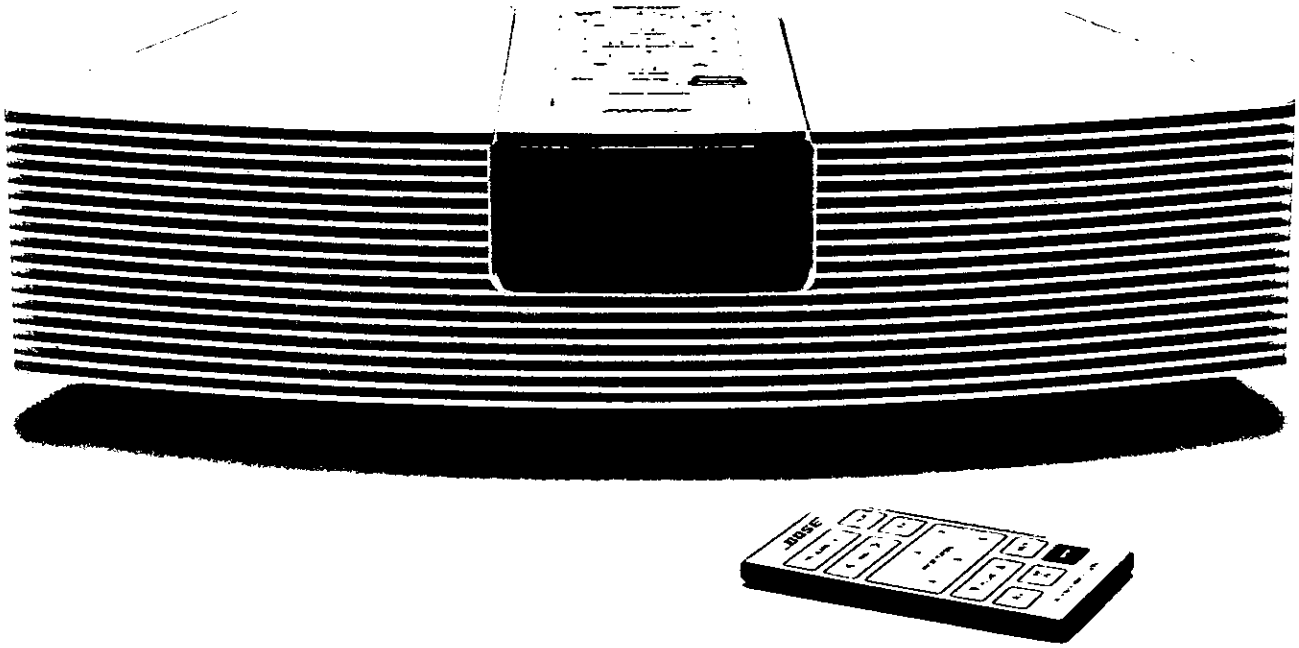
HOLLISTON, MA
01746

R827
Mr. John Q. Sample
Parrish, Wickersham & Partners
420 Boylston Street
Boston, MA 02116



# This isn't.

This is the Bose® Wave® radio. And it's quite different from any radio you've ever heard before.

The Wave® radio is based on a patented new technology that enables a compact unit to produce big, room-filling sound — comparable to an expensive stereo system. We think we've created the finest radio ever made. In fact, *Popular Science* magazine honored the Wave® radio with a "Best Of What's New" award.

Which means now you can bring music to any room of your home or office, without compromising sound quality.

The Wave® radio is not available in stores. It is only available directly from Bose at a price of $349. If the idea of owning the world's finest radio intrigues you, we would be pleased to send you a complimentary information kit.

For your copy, please call 1-800-358-BOSE, ext. RDMG. Call today. Because this is no ordinary radio. This is a Bose.

CALL 1-800-358-BOSE, EXT. RDMG.

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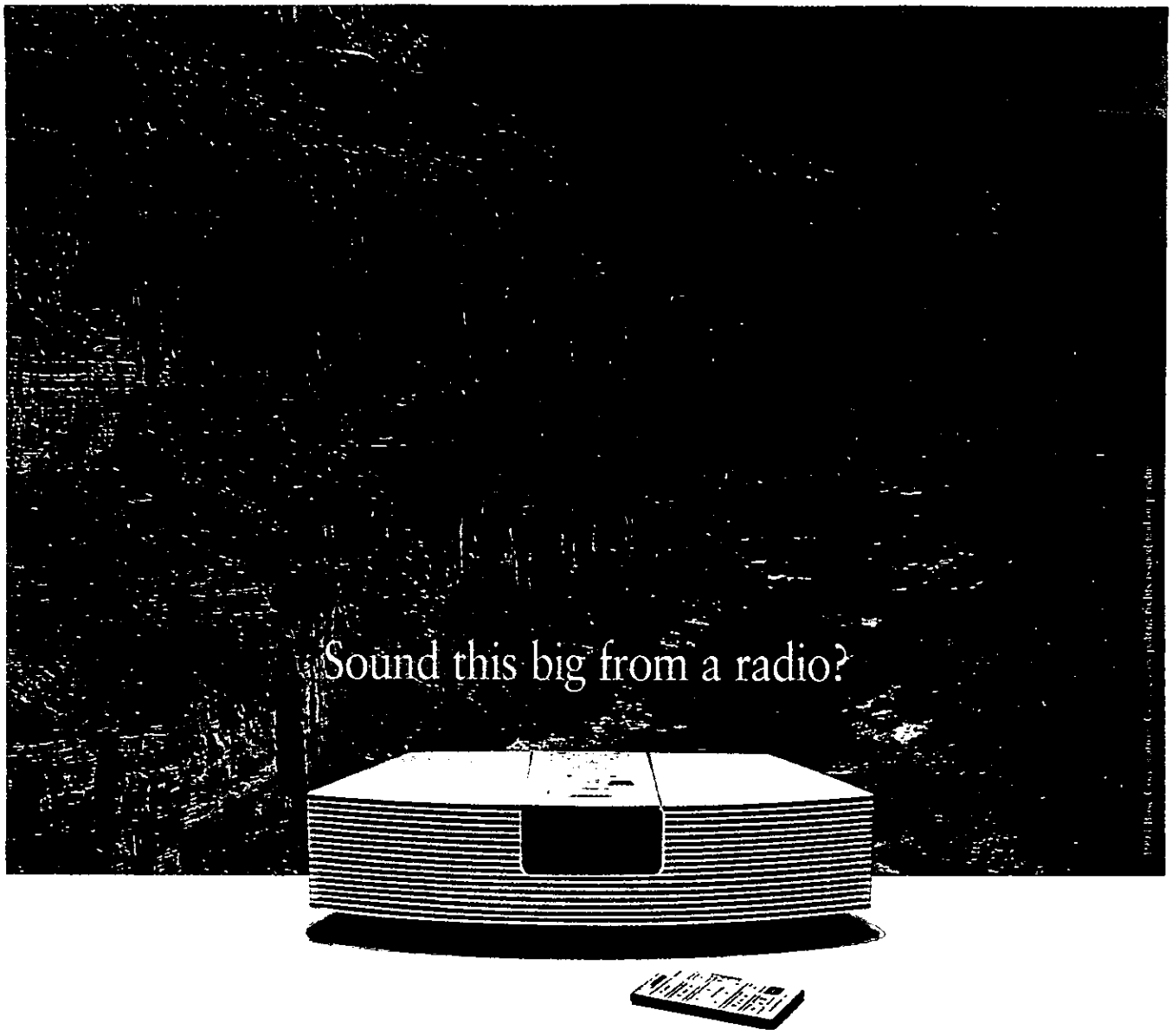



Not just big, but full, rich, and incredibly lifelike. You literally have to hear the Bose® Wave® radio to believe it. The secret of its extraordinary sound is the patented acoustic waveguide speaker. It amplifies and enriches, producing natural, lifelike sound from a radio small enough to fit anywhere.

The Wave® radio is designed for convenience as well as great sound. There's a handy remote control, pre-set buttons for your favorite stations, and many other features. You can even connect it to a portable CD or cassette player to enjoy your favorite music.

Don't look for the Wave® radio in stores; it's available directly from Bose. Simply call the toll-free number or send the coupon below to receive a complete information kit or to try out the Wave® radio in your home for fourteen days, satisfaction guaranteed. Otherwise, just return it for a full refund of the purchase price.

Only Bose offers all this advanced technology for just $349. Call 1-800-845-BOSE, ext. R45, or send the coupon today. And learn all about a small wonder.

BOSE®
Better sound through research.

NAME _____

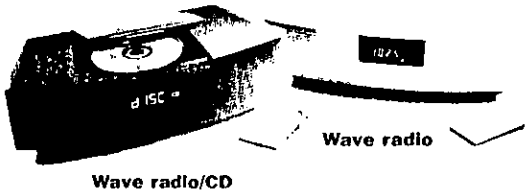
ADDRESS _____

CITY _____ STATE _____ ZIP _____ TELEPHONE _____

**Call 1-800-845-BOSE, ext. R45.**

Or mail to: Bose Corporation, Dept. CDD-R45, The Mountain, Framingham, MA 01701-9168.

# The remarkable Bose® Wave® radio/CD.




## 1-800-375-2073 ext. T4893

For information on all our products: **www.bose.com/t4893**

Please specify color when ordering:

**Wave radio/CD:** ☐ Platinum White or ☐ Graphite Gray

**Wave radio:** ☐ Platinum White or ☐ Graphite Gray

Name

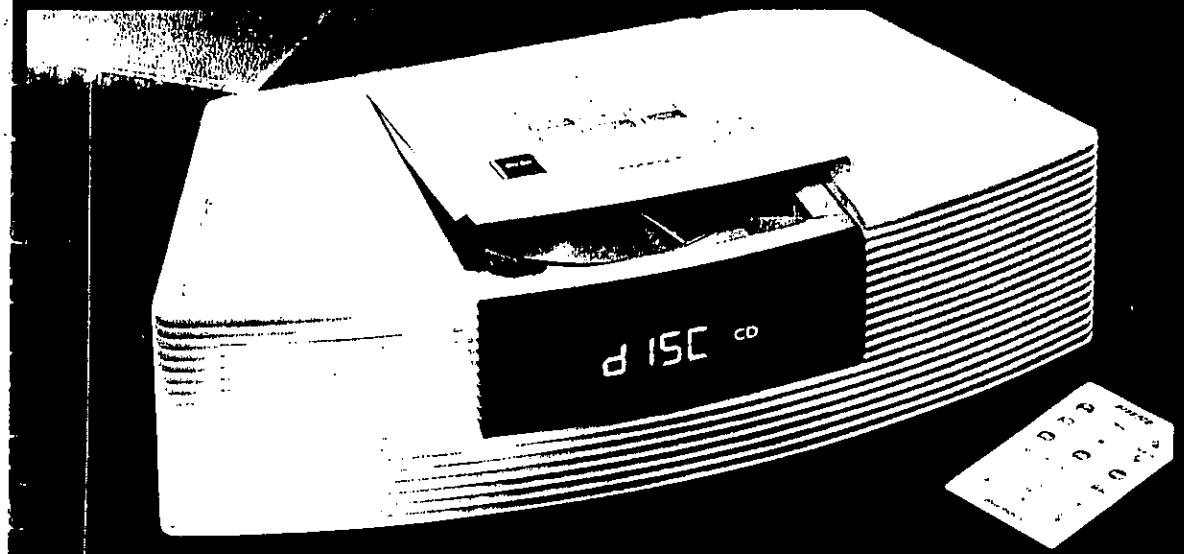
Address/City/State/Zip

Day Phone Evening Phone

Mail to: Bose Corporation, Dept. CDD-1480-U, The Mountain, Framingham, MA 01701-9168.

BOSE
Better sound through research.

# Encore.




**Here's another way to fill your home with Bose® quality sound.**

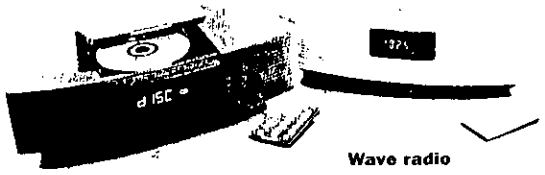
## Call 1-800-375-2073, ext. T4893

*See reverse for more details.*

# The remarkable Bose® Wave® radio/CD.

What did we do with a radio called "simply amazing" by *Radio World*? Improve it, of course. Only this time, add a CD player so now you can enjoy sparkling clarity and deep bass whether you're listening to the radio or a compact disc. No other radio can deliver the clean, natural, room-filling sound of the Bose Wave radio/CD and Bose Wave radio. That's because no other radio produces the full bass of our acoustic waveguide speaker. This patented technology was reengineered for the Wave radio/CD to make room for the CD player while adding just a quarter inch to its height. The Wave radio/CD is available directly from Bose, the most respected name in sound, and your satisfaction is guaranteed.

When you call, ask about our 30-day in-home trial, and our interest-free payment plan. And get ready to hear how we've revolutionized radio. Again.



Wave radio

Wave radio/CD

**1-800-375-2073**
**ext. T4893**

For information on all our products:
**www.bose.com/t4893**

Please specify color when ordering:

**Wave radio/CD:**
☐ Platinum White or ☐ Graphite Gray

**Wave radio:**
☐ Platinum White or ☐ Graphite Gray

Name

Address/City/State/Zip

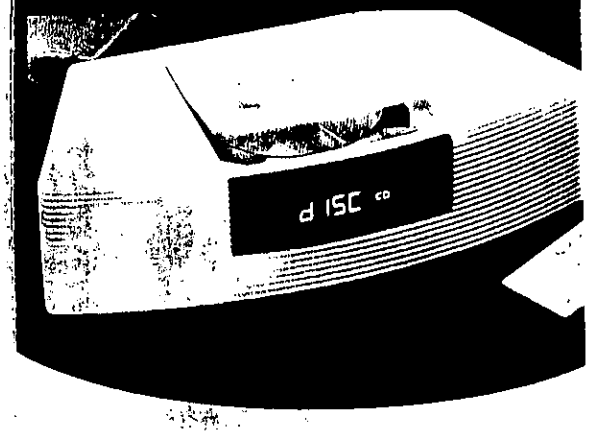
Day Phone Evening Phone

Mail to: Bose Corporation, Dept. CDD-T4893, The Mountain, Framingham, MA 01701-9168.

BOSE
Better sound through research.



# Bravo.



*"...one of those little unexplained miracles of acoustic physics..."*

— The Oregonian

*"Wherever and however you choose to use it, you're sure to like the sound..."*

— Popular Electronics Magazine

*"...I'm not aware of anything else quite like it at any price."*

— Stereo Review's Sound & Vision

The critics have raved. Now it's your turn. Call today for a risk-free in-home trial.

**1-800-375-2073**
**ext. T4893**

[illegible]

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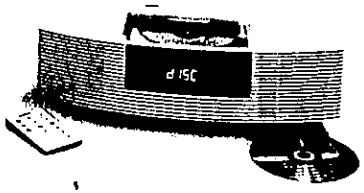
Better sound through research.

BOSE®
The Mountain
Framingham, MA 01701-9168

PRESORTED
STANDARD
U.S. POSTAGE
**PAID**
BOSE
CORPORATION



# Why Go Another Day Without Great Sound? Presenting the Bose® 6-Month Payment Plan.

Key-B9999
Mr. John Q. Sample
123 Main Street
Anytown, US 01234-6789

# Wow!

6-Month Payment Plan!

BOSE

## Act Now And Enjoy Free Shipping.

Dear Music Lover,

Here's exciting information about an interest-free payment plan that makes owning the Bose® Wave® radio/CD or Wave® radio very easy.

It's the BOSE 6-MONTH INSTALLMENT PAYMENT PLAN. And it means you can own the Wave® radio/CD or the Wave® radio with 6 interest-free monthly payments. We will also pay the shipping charges to send it to you – a $15 value. But to take advantage of this special free shipping offer, you must place your order by October 31, 2001.

The 6-MONTH INSTALLMENT PAYMENT PLAN gives you:

(1) NO INTEREST FROM BOSE FOR 6 MONTHS.

(2) 6 CONVENIENT PAYMENTS – Pay just $83.16* per month for the Wave® radio/CD, and $58.16* per month for the Wave® radio.

(3) NO APPLICATION FEE – No cost to apply for credit.

(4) NO PREPAYMENT PENALTY – Pay it off anytime. Just call one of our friendly representatives to make arrangements.

(5) SATISFACTION GUARANTEE – Try out the Wave® radio/CD, or Wave® radio, for 30 days. We think you'll be amazed by the sound. But if you're not completely satisfied, please call us. We'll arrange to pick it up, and we'll give you a full refund of the entire purchase price. We'll even pay for the return shipping.

I've enclosed an order form and product details. Ordering is as easy as 1-2-3. First, read through the information I've enclosed. Second, fill out the order form. And third, mail your order to Bose. Or, for faster service, call us toll free at 1-800-345-2073. Our courteous customer representatives will take your order and answer any questions you might have.

You may already know about the Wave® radio from Bose, the most respected name in sound. You may have received our literature and seen our ads in magazines or on TV. Perhaps you've also seen ads for the Wave® radio/CD. But to really appreciate the clear, room-filling sound, you should hear the Wave® radio/CD or the Wave® radio in your own home.

(over, please)

I want to let you decide if the Wave® radio/CD or the Wave® radio is right for you. I think you'll agree our customers are right when they say, "You have to hear it to believe it."

To help you decide, our SATISFACTION GUARANTEE lets you try the Wave® radio/CD or Wave® radio in your home risk free for 30 days. We'll deliver it to your door and even pay the shipping charge - a $15 value - when you order by October 31, 2001. After you hear the Wave® radio/CD or Wave® radio, make your decision. We think you'll love the rich, room-filling sound. But if for any reason you're not completely satisfied, call us. We'll arrange to pick it up, fully refund the purchase price, and even pay all the return shipping charges.

Don't miss out on this opportunity. The toll-free number is 1-800-345-2073. It's never been easier to enjoy great sound.

Pick up the phone, and call to enjoy the Wave® radio/CD or Wave® radio for 6 low monthly payments, with no interest charges from Bose®. We'll even pay the shipping charges to deliver the radio right to your door, with no obligation to you, when you order now. And you can put it to the best test...your test. It could change the way you listen to music.

Sincerely,

Steve Kingsbury

Steve Kingsbury
General Manager, Direct Marketing Group

P.S. Call to enjoy the Wave® radio/CD or Wave® radio with the Bose 6-Month Installment Payment Plan. To take advantage of our free shipping offer, order by October 31, 2001. Call toll free today, 1-800-345-2073.

*Installment payment plan available on credit card orders only. First payment to include applicable sales tax. Price and/or payment plan subject to change without notice. Installment payment plan and free shipping offer not to be combined with any other offer or applied to previous purchases.  JN20431

# Fantastic!

"Without a doubt the finest sound I've heard." — Rick Brunson, Hampton, SC
Bose® Wave® radio owner

BOSE
Better sound through research®

We guarantee your complete satisfaction. If you are not totally satisfied after trying the Bose® Wave® radio/CD or Wave® radio, return it within 30 days for a full refund. We'll even pay for the return shipping.

"You have to hear it to believe it."
Wave® radio owner

**Call now toll free**

1-800-345-2073

Ask about our risk-free, 30-day, in-home trial.
For information on all our products: www.bose.com/wows

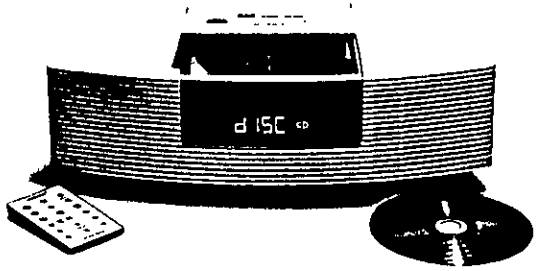
BOSE®
Better sound through research®

# Guarantee

There's Absolutely No Risk Involved.

BR-INQ-6 MC 9/01

# Enjoy Music More with the Bose® Wave® Radio/CD or Wave® Radio.



*"The sound fidelity — full and rich — was simply amazing..."*
Radio World *review of the Wave® radio*

*"...the system remains one of those little unexplained miracles of acoustic physics..."*
Oregonian *review of the Wave® radio/CD*

*"Unbelievable sound...and the remote control and other features add value to the unit..."*
Wave® radio owner

## Music sounds better.

The Bose Wave® radio/CD and the Wave® radio let you hear music the way it was meant to be heard. The moment you turn one of them on, you'll be impressed by the rich, full tones that fill your room. Every instrument sounds so lifelike, you might close your eyes and imagine yourself in Symphony Hall.

## You've never heard anything like it.

How can such clear, room-filling sound come from such a small unit? The answer is our patented acoustic waveguide speaker technology. Just as a flute strengthens a breath of air to fill an entire concert hall, the waveguide produces room-filling sound from a small enclosure. The result? Rich, full, stereo sound unlike any you've heard before – coming from a tabletop-sized radio. This technology is so advanced, its creators won the prestigious "Inventor of the Year" award. It's helped make Bose the most respected name in sound.

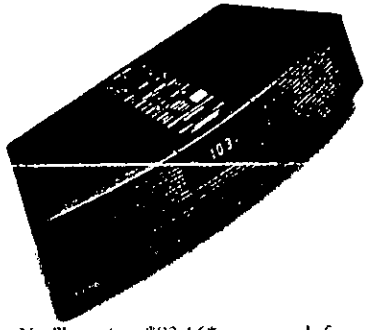
## So convenient, you'll listen more often.

With the Wave® radio, you just sit back and enjoy the music. You can preset up to six AM and six FM stations. A credit card-sized remote control puts a world of music in the palm of your hand. And the dual alarm feature lets two people wake up at different times to different radio stations, with the volume gradually rising. It's a soothing way to start your day.

With the Wave® radio/CD, you'll enjoy all the features of our Wave® radio, plus a built-in CD player that barely increases the radio's compact size. Imagine waking up to your favorite CD – or spot within a track!

Both the Wave® radio/CD and Wave® radio can be connected to your TV or VCR to bring your home entertainment to a new level. And both are available in Platinum White or Graphite Gray, so they'll fit right in with any décor in your home.

## Own it with 6 interest-free payments.



This opportunity makes owning the Wave® radio/CD or Wave® radio easy. Enjoy the convenience of our interest-free 6-Month Installment Payment Plan. You'll pay just $83.16* per month for the Wave® radio/CD or $58.16* per month for the Wave® radio.

We'll deliver right to your door, and even pay the shipping charge – a $15 value – when you order by October 31, 2001. Try it at home for 30 days. We're confident you'll love the sound. But if you're not 100% satisfied we'll arrange to have it picked up free of charge, and fully refund the purchase price.

## Call toll free, 1-800-345-2073.

Spread Your Payments Over 6 Months — Interest Free.

BOSE
Better sound through research.

*[illegible] payment plan available on orders [illegible] only. First payment to include applicable sales tax. Bose credit payment plan subject to change without notice. In addition, a minimum shipping charge will be added to all orders [illegible] applied to purchases of $[illegible]. Bose [illegible]. Patents rights issued and pending. The Wave® technology is also a registered trademark of Bose Corporation. Bose, Frank Bose, Inc., Radio World, 12/99, Wayne Thompson, Oregonian, 1/99, JD/NW.

1

Call now to order.
Or fill out this Order Form and mail.

2

We'll handle the rest.

3

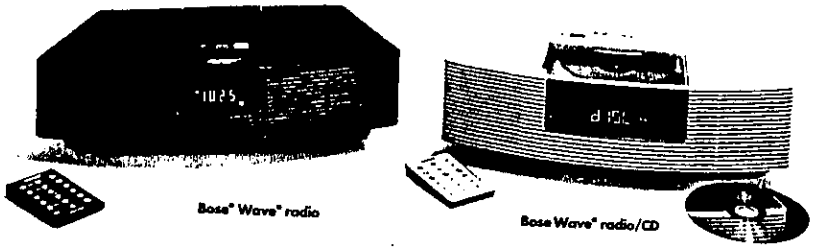
In a few days you'll be enjoying music more with the Bose® Wave® radio/CD or Wave® radio.

# Easy!

BOSE
Better sound through research®

## Enjoy Music More By Following These Three Easy Steps.

CX-INQ6MC1908




# No Interest For 6 Months!

## Order Form

| Please send me: | Price | Color (please check) | Qty. | Total |
|---|---|---|---|---|
| Wave® Radio/CD with Remote Control | $499 | Graphite Gray ☐ Platinum White ☐ | | |
| Wave® Radio with Remote Control | $349 | Graphite Gray ☐ Platinum White ☐ | | |
| Additional Remote Control for Wave® Radio/CD | $29 | Graphite Gray ☐ Platinum White ☐ | | |
| Additional Remote Control for Wave® Radio | $29 | Graphite Gray ☐ Platinum White ☐ | | |
| Shipping & Handling ($15 per Wave® Radio or Wave® Radio/CD) | | | | FREE |
| Subtotal | | | | |
| Sales Tax (All states except AK, DE, MT, NH, OR) | | | | |
| Total | | | | |

Key-B9999
Mr. John Q. Sample
123 Main Street
Anytown, US 01234-6789

# Spread Your Payments Over 6 Months!

## It's Easy With The Bose® 6-Month Installment Payment Plan.

I can own the Bose Wave® radio/CD or Wave® radio for 6 interest-free monthly payments of $83.16* per month for the Wave® radio/CD or $58.16* per month for the Wave® radio. Bose will even pay the shipping charges to send it to me – a $15 value – when I order by October 31, 2001. I also get a Satisfaction Guarantee that entitles me to try it out for 30 days risk free. If, after trying it out, I am not completely satisfied, Bose will arrange to pick up the Wave® radio/CD or Wave® radio and fully refund the entire purchase price and pay for all return shipping charges.

YES! I want the Wave® radio/CD or Wave® radio. Please enroll me in the 6-Month Installment Payment Plan.

(6-month installment payment plan and free shipping offer also available on multiple purchases.)
(Call now to order, or fill in the Order Form and mail.)

## Hurry! Free Shipping Offer Ends October 31, 2001.

For fastest service, call toll free 1-800-345-2073.

For information on all our products: www.bose.com/wows

Mail the Order Form using the enclosed postage-paid envelope or address to:
Bose Corporation, Dept. DMG MS 474, The Mountain, Framingham, MA 01701-9168.

## Payment Method: Please check one of the payment methods below.

**Option 1**

☐ I prefer to pay in full now, by:

— Check: Please enclose and make payable to Bose® Corporation.

— Credit card: Please complete credit card information below.

**Option 2 – Credit card orders only**

☐ **Wave® radio/CD.** I prefer to use the installment payment plan and pay $83.16* a month for 6 months.

☐ **Wave® radio.** I prefer to use the installment payment plan and pay $58.16* a month for 6 months.

*To take advantage of an Option 2 payment plan you must use a credit card. Please indicate payment plan above and complete credit card information below. Sales tax, where applicable, will be added to first payment. We accept VISA, MasterCard, American Express, and Discover.*

Mr./Mrs./Ms.

Cardholder's name (Please print) Signature

Card # / Expiration date: Month Year

( ) Daytime telephone

( ) Evening telephone

## Delivery Information (if different from address at right):

Mr./Mrs./Ms.

Name (Please print)

Address

City State Zip

E-mail address for future Bose product updates (optional)

*Installment payment plan available on credit card orders only. First payment to include applicable sales tax. Price and/or payment plan subject to change without notice. Installment payment plan and free shipping offer not to be combined with any other offer or applied to previous purchases. 

Tear Here

## Order Form

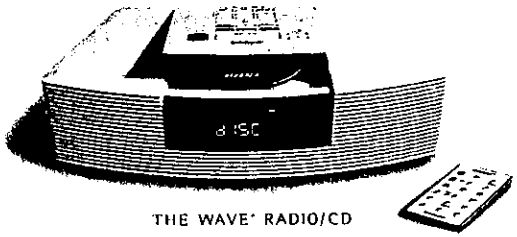
| Please send me: | Price | Color (please check) | Qty. | Total |
|---|---|---|---|---|
| Wave® Radio/CD with Remote Control | $499 | Graphite Gray ☐ Platinum White ☐ | | |
| Wave® Radio with Remote Control | $349 | Graphite Gray ☐ Platinum White ☐ | | |
| Additional Remote Control for Wave® Radio/CD | $29 | Graphite Gray ☐ Platinum White ☐ | | |
| Additional Remote Control for Wave® Radio | $29 | Graphite Gray ☐ Platinum White ☐ | | |
| Shipping & Handling ($15 per Wave® Radio or Wave® Radio/CD) | | | | FREE |
| Subtotal | | | | |
| Sales Tax (All states except AK, DE, MT, NH, OR) | | | | |
| Total | | | | |

Key-B9999
Mr. John Q. Sample
123 Main Street
Anytown, US 01234-6789

THE SOUND
IS ROOM FILLING.

THE SIZE IS
ANYTHING BUT.

*Hear the Wave® radio/CD in your home for 30 days.*
*Your satisfaction is guaranteed.*

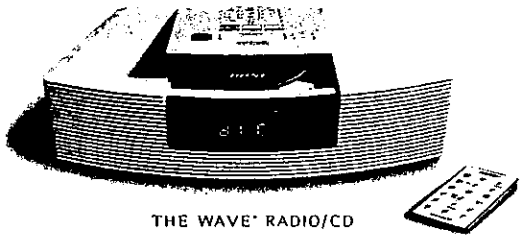


THE WAVE® RADIO/CD

BOSE
Better sound through research.

THE SOUND
IS ROOM FILLING.

THE SIZE IS
ANYTHING BUT.



THE WAVE® RADIO/CD

BOSE
Better sound through research.

**BUSINESS REPLY MAIL**
FIRST-CLASS MAIL PERMIT No. 421 FRAMINGHAM, MA

POSTAGE WILL BE PAID BY ADDRESSEE

BOSE CORPORATION
ATTN: DIRECT MARKETING GROUP MS474
THE MOUNTAIN
P.O. BOX 9168
FRAMINGHAM MA 01701-9445

NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

# THE BOSE® WAVE® RADIO/CD HAS SUCH RICH SOUND YOU MIGHT NOT BELIEVE IT COMES FROM SOMETHING SO SMALL.

But, you'll be happy that it does. Because you can listen to the clear lifelike sound of the Wave® radio/CD virtually anywhere—it fits easily on a bedroom night-stand, living room table or kitchen counter.

## HOW DOES SOMETHING SO SMALL PRODUCE SUCH ROOM-FILLING SOUND?

The Wave® radio/CD has patented acoustic wave-guide technology. It's so revolutionary, it won the "Invention of the Year" award. As soon as you turn it on you'll hear the clarity of highs and lows. In fact, you may hear notes you've never heard before. It provides a listening experience so extraordinary, *Men's Journal* said it "fills a room with sound so bold, your visitors will be looking for hefty speakers."

*Wave® radio*

*Wave® radio/CD*

## *FORBES ASAP* PUT THE WAVE® RADIO ON ITS "ALL-TIME A-LIST."

The original Wave® radio was one of fifteen technological breakthroughs that *Forbes ASAP* said "have changed the world and made impeccable design sense at the same time." It was ranked up there with the light bulb, compact disc and the telephone. With smart features like automatic treble adjustment, so you never have to deal with dials, it's no wonder that it's so renowned. The Wave® radio/CD also comes with a credit card-sized remote control. They're available in two décor-friendly colors: Platinum White or Graphite Gray.

## HEAR IT RISK FREE FOR 30 DAYS.

You really do have to hear the sound for yourself. Just call today and listen to it in your own home for 30 days. We'll even ship it to you for free — a $15 value. If, after hearing it, you can bear to part with it, we'll pay for the return shipping. Your satisfaction is guaranteed.

**For Free Shipping order within 30 days.**

There's no risk. The Wave® radio/CD is available directly from Bose, the most respected name in sound, for $499. Choose our installment plan and make 12 monthly payments of just $41.58* with no interest charges from Bose.

**BOSE**
*Better sound through research®*

## TRY IT FOR 30 DAYS, RISK FREE.

For faster service call 1-800-249-2673, ext. T9987 or complete this form. For information on all our products: www.bose.com/t9987

Mr./Mrs./Ms. Circle One NAME (Please Print)

ADDRESS APT. #

CITY STATE ZIP

DAYTIME PHONE EVENING PHONE

E-MAIL ADDRESS (Optional) ☐ Check here if you would like to hear from Bose by e-mail.

| Please Send: | Price | Color (Please Check) | Quantity | Total |
|---|---|---|---|---|
| Wave® radio/CD with Remote Control | $499 | ☐ Graphite Gray<br>☐ Platinum White | | |
| Wave® radio with Remote Control | $349 | ☐ Graphite Gray<br>☐ Platinum White | | |
| Shipping and handling ($15 per Wave® radio/CD or Wave® radio) | | | | FREE |
| Sales Tax (All states except DE, MT, NH, OR) | | | | |
| Total | | | | |

**Payment Method (Check or credit card information required to process order):**

☐ I prefer to pay by check – Please make out check for full amount payable to Bose Corporation, and enclose with this order form. Installment plan not available with payment by check.

I prefer to pay by credit card – Please complete credit card information below. First payment to include applicable sales tax.

☐ I prefer to pay in full.

☐ Wave® radio/CD – I prefer to use the Installment plan and pay $41.58 a month for 12 months with no interest from Bose.*

☐ Wave® radio – I prefer to use the Installment plan and pay $29.08 a month for 12 months with no interest from Bose.*

CARD # EXP. DATE (Month - Year)

Mr./Mrs./Ms. Circle One CARDHOLDER'S NAME (Please Print)

SIGNATURE (Required)

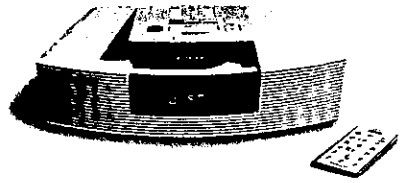
We accept VISA, MasterCard, American Express and Discover.

Mail using this postage-paid envelope or address to: Bose Corporation, Dept. DMI, The Mountain, Framingham, Massachusetts 01701-9168.

*Installment payment plan available on credit card orders only. Your credit card account will be debited each month with no interest charges from Bose. Credit card sales and interest may apply. First payment to include applicable sales tax. Price and/or payment plan subject to change without notice. ©2002 Bose Corporation. Patent rights issued and/or pending. The Wave® radio design is also a registered trademark of Bose Corporation. Installment payment plan and free shipping offer can not be combined with any other offer or applied to previous purchases. Quotes: By Rich Warren from *Men's Journal*, October 1999. By *Men's Journal* Company, L.P. 1999. All Rights Reserved. Reprinted by Permission; Owen Edwards, *Forbes ASAP*, 11/27/00. Delivery is subject to product availability. 3020547

Detach order form, fold, insert here, moisten, seal and mail.

# WHAT DOES ROOM-FILLING MUSIC SOUND LIKE?



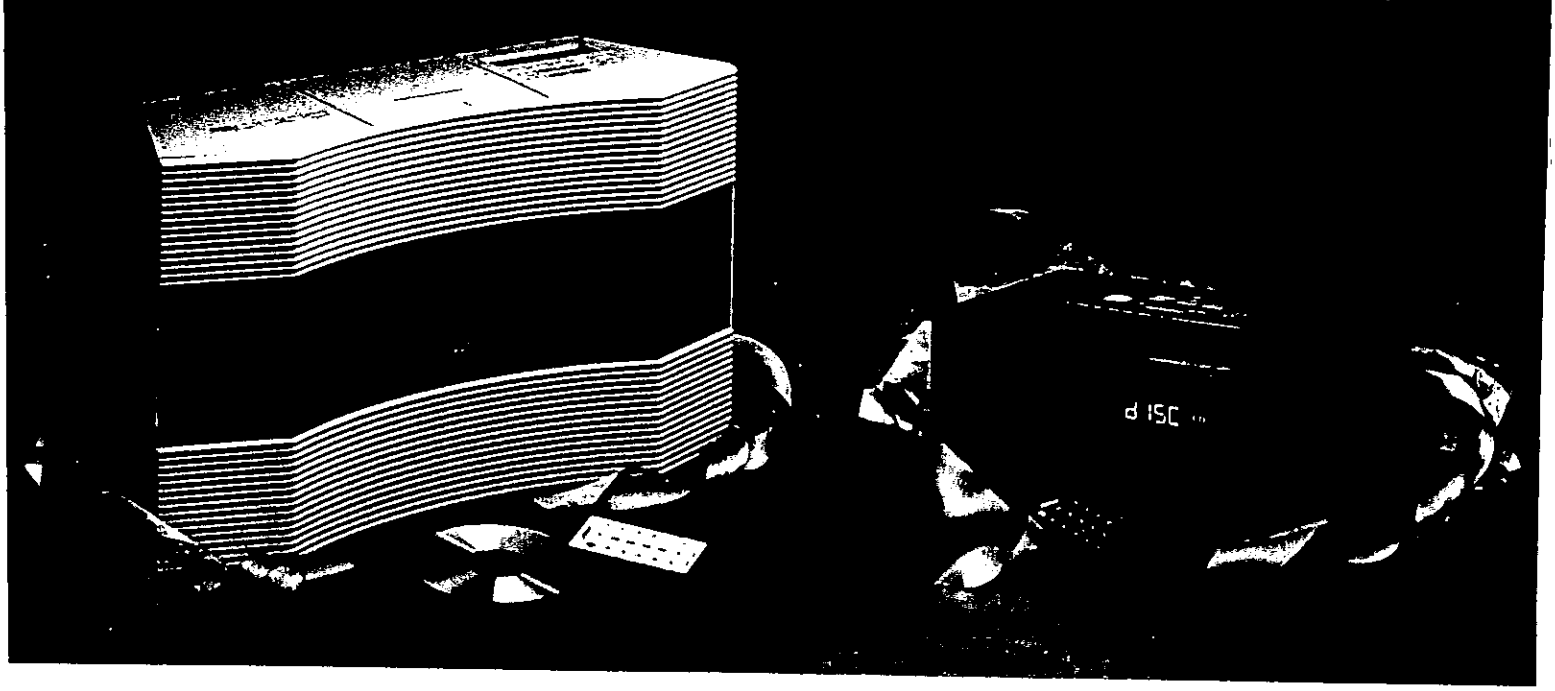
Find out for yourself with our 30-day risk-free in-home trial. Call today and take advantage of our payment plan and make 12 interest-free monthly payments. And if you order now, you'll even get free shipping – a $15 value.

## CALL 1-800-249-2673, ext. T9987

For information on all our products: www.bose.com/t9987

◄ Open here – This is your mailing envelope.

# They make great gifts.
# On the other hand, you've been very, very good this year.



The Bose® Acoustic Wave® music system and Wave® radio/CD are ideal gifts for your favorite music lover. But listen once, and you may not want to give them away. After experiencing their award-winning sound, compact size, and intuitive simplicity, you'll understand why Bose is considered the most respected name in sound.

## Rich sound from our top-of-the-line integrated system.

Why settle for a big, bulky stereo that costs thousands of dollars when you can enjoy the extraordinary sound of a sleek, all-in-one music system? The **Acoustic Wave® music system** includes an AM/FM tuner, a CD player and something you won't find in any conventional stereo – our acoustic waveguide speaker technology. Much as a flute strengthens a breath of air to fill an entire concert hall, the waveguide produces rich, room-filling sound from a small enclosure. In fact, when we first introduced the Acoustic Wave® music system, *Sound & Vision* said it had "possibly the best-reproduced sound many people have ever heard." Hard to believe the entire system is the size of a briefcase.

You'll hear the difference the very first time you turn on the Acoustic Wave® music system. Patented Bose technology gives your favorite CDs and radio programs a clarity and richness that will astound you. And with our credit card-sized remote, you can control this award-winning sound from the palm of your hand. With all this, it's no wonder most people use it as their primary stereo.

## Even smaller systems for even smaller spaces.

Wish you had great sounding music in your bedroom or office? Try the award-winning **Bose Wave® radio**, with or without the built-in CD player. It utilizes a smaller version of our acoustic waveguide speaker technology to give you sparkling high notes, rich, deep low notes and a clarity that's remarkable for something its size. The *Oregonian* said that the Wave® radio/CD "remains one of those little unexplained miracles of acoustic physics." Our original Wave® radio is designed just as impressively. Other features include dual alarms, a credit card-sized remote control and six AM and six FM station presets.

## Call and make 12 interest-free payments.

Take advantage of our payment plan and make **12 interest-free monthly payments.*** And be sure to ask about our **free shipping** offer. Choose the Acoustic Wave® music system, our premium waveguide product, and we'll send you a Bose Multimedia Pedestal with inputs for your TV, VCR, DVD player and another music source – absolutely free. And no matter which waveguide product you choose, our 30-day risk-free in-home trial guarantees your satisfaction.

So give the gift of music to a music lover in your life. Even if that music lover is you.

**Order the Acoustic Wave® system by Dec. 31, 2002 and get a FREE Pedestal – a $149.95 value.**

## 1-800-725-2073, ext. C1670

For information on all our products:
**www.bose.com/c1670**

Mr./Mrs./Ms.
Name (Please Print)
Address
City State Zip
Daytime Telephone Evening Telephone
E-mail (Optional)

Or mail to: Bose Corporation, Dept. DWG-C1670
The Mountain, Framingham, MA 01701-9168

BOSE®
*Better sound through research®*

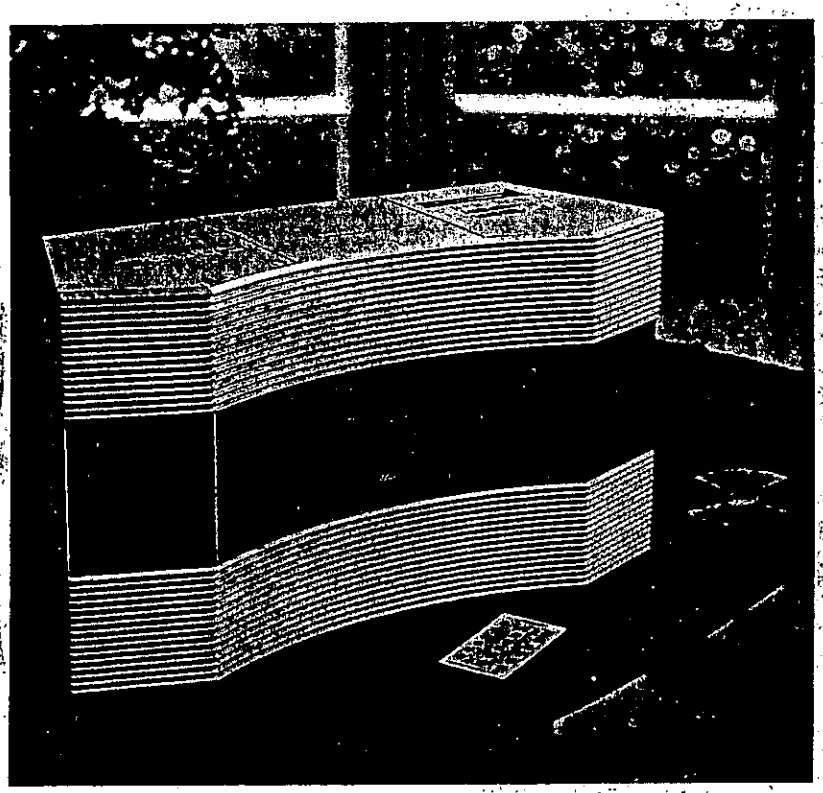
# jeepers keepers

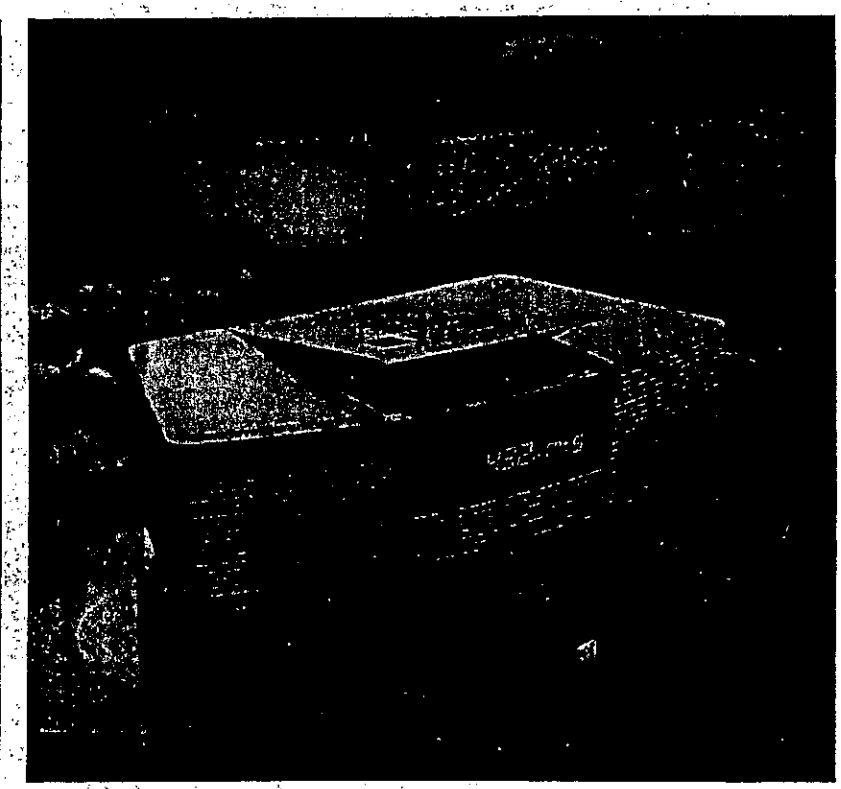
PHOTOGRAPH BY DAVID SACKS, FASHION DIRECTION BY DONNA BERG AND HEIDI GODOFF FOR TWIST PRODUCTIONS

**CLOCKWISE FROM TOP RIGHT:** Nutty, bendable wire and wool **peacock** by Eco Toys, $55, Mxyplyzyk • **Rubber ducky** by Yayo Designs, with hair in serious need of styling, $9, The Purple Toad, Ricky's on Fifth • Mini **hat lamp** from Lampa, 6" x 12", about $114, www.lampa.com, Kid's Supply, NYC and CT • Cotton knit **football sweater** by Claver, size 18 mos.–size 12, $52–$62, Space Kiddets • Zip-up **jumpsuit** by Oink Baby for Natalie and Friends, sizes 3–24 mos., $60, Over the Moon, Nordstrom select stores • **Food to play with** for ages 2+ from Learning Resources, packed in a bright yellow tin pail: 7-piece **produce** set, $12; 13-piece **sandwich set**, $20; and lunch, dinner or **breakfast**, $22 each, Rain or Shine General Store • Patchwork **felt dog** by Javier Mariscal for Cha Cha Original of Spain, $64, The Terence Conran Shop • Felt **gumball purse** by Rising Tide, about $48, Chou Chou, The Black Cat • **Teetering chairs** from the Chairs Game by Fundex, ages 5+, $18, Uno Mundo • **Ruffled pillow** by Pamela Kline for Traditions, $74.50, ABC Carpet & Home • Woven **plastic toy basket** by Mary Jane Bags, $89, Sprout, Goodnight Room

**Best books, from pop-up to picture:** *City Signs*, a collection of urban photos by Zoran Milich (Kids Can Press, $15.95); *Good-bye, 382 Shin Dang Dong* by Frances and Ginger Park, illustrations by Yangsook Choi (National Geographic, $16.95); I is for Ibis in Wallace Edwards' *Alphabeasts* (Kids Can Press, $15.95); And don't miss Jerry Pinkney's beautifully illustrated tale of *Noah's Ark* (SeaStar Books, $15.95). Collectible holiday pop-ups: Robert Sabuda's *The Night Before Christmas*, (Little Simon, $24.95) and *Chanuka Bugs* (love that Bubbie bug!), by David A. Carter (Little Simon, $10.95), Books of Wonder, Bank Street Bookstore

*More store info page 30A*





# They seem small. Until you turn them on.

## Great sound. Small size. No compromise.

With more than 30 years of industry-leading innovation, Bose has created two acoustic waveguide products that are favorites of audio

*& Vision* said it had "possibly the best-reproduced sound many people have ever heard." Hard to believe the entire system is the size of a briefcase.

You'll hear the difference the very first time you turn on the Acoustic Wave® music system.

card-sized remote control, and six AM and six FM station presets.

## Make 12 interest-free payments.

Take advantage of our payment plan to make 12 interest-free monthly payments.* Ask about

experiencing their award-winning sound, compact size, and intuitive simplicity, you'll understand why Bose is considered the most respected name in sound.

## Rich sound from our top-of-the-line integrated system.

Why settle for the big and bulky components of an ordinary stereo when you can enjoy the extraordinary sound of a sleek, all-in-one music system? The **Acoustic Wave® music system** includes an AM/FM tuner, a CD player, and something you won't find in any conventional stereo – our acoustic waveguide speaker technology. Much as a flute strengthens a breath of air to fill an entire concert hall, the waveguide produces rich, room-filling sound from a small enclosure. In fact, when we first introduced the Acoustic Wave® music system, *Sound*

Folded inside, our patented seven-foot acoustic waveguide enriches sound.

your favorite CDs and radio programs a clarity and richness that will astound you – no matter what the volume. And with our credit card-sized remote, you can control this award-winning sound from the palm of your hand. With all this, it's no wonder many people use it as their primary stereo.

## Even smaller systems for even smaller spaces.

Wish you had great sounding music in your bedroom or office? Try the **Bose Wave® radio**, with or without the built-in CD player. It utilizes a smaller version of our acoustic waveguide speaker technology to give you sparkling high notes, deep, full tones, and a clarity that's remarkable for something its size. The *Oregonian* said that the Wave® radio/CD "remains one of those little unexplained miracles of acoustic physics." Our original Wave® radio is designed just as impressively. Other features include dual alarms, a credit

Acoustic Wave® system, our premium waveguide product, and we'll send you a Multimedia Pedestal with inputs for your TV, VCR, DVD player and another music source – absolutely free. Our 30-day risk-free in-home trial guarantees your satisfaction.

So let Bose put your choice of waveguide products in front of you. And hear all that stands behind them.


## Call today, 1-800-725-2073, ext. C1402.

*All products are available in your choice of Graphite Gray or Platinum White.*

For information on all our products:
**www.bose.com/c1402**

Mr./Mrs./Ms.
Name (Please Print)
Address
City State Zip
Daytime Telephone Evening Telephone
E-mail (Optional)

**BOSE®**
**Better sound through research®**

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# USA WEEKEND

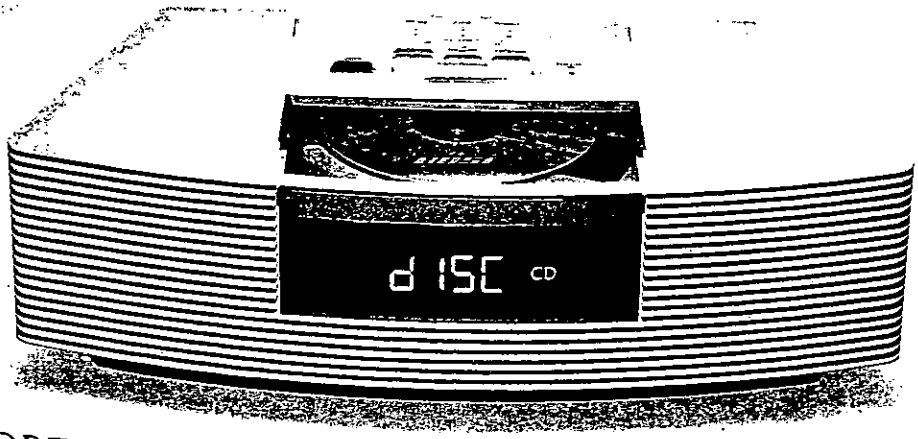
**The new nesting**
Yes, Americans are staying in more. But these days, that means comfort on the quick.

S P R I N G
# Home & Garden
ISSUE

INSIDE: HOME PROJECTS THAT SAVE YOU MONEY • HARDY PLANTS EVEN YOU CAN'T KILL

Bangor Daily News

# PROOF
## THAT *great* IDEAS GET HEARD.



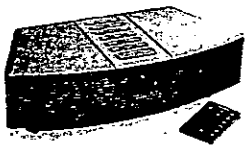

## HONORED BY *FORBES ASAP* for CHANGING THE WORLD.

*Forbes ASAP* magazine rates the **Bose® Wave® radio** right up there with the light bulb, the compact disc and the telephone. Only fifteen inventions made their exclusive "All-Time A-List" of technology breakthroughs that have changed the world, and the Bose Wave® radio is one of them.

Recognizing products "both functional and beautiful," *Forbes ASAP* credits Bose with managing to fit "really big sound into a really small – and pretty – package."

### LIFELIKE SOUND

The secret is Bose acoustic wave-guide speaker technology, which is built into both the Wave® radio and Wave® radio/CD (shown above). This and other patented Bose technologies deliver rich, full sound with remarkable clarity and deep, natural bass. It's sound you'd never expect from a system that fits so neatly on a tabletop or kitchen counter.



### HEAR the DIFFERENCE

The Wave® radio and Wave® radio/CD are available directly from Bose, the most respected name in sound. Both are available for **12 low interest-free monthly payments.*** Order before June 30, 2002 and receive a free Bose CD carrying case that holds 24 CDs. Our risk-free, 30-day, in-home trial guarantees your satisfaction. You really have to hear one for yourself. So call today. Because the proof is in the listening.

*FREE CD CASE*
*Order before June 30, 2002.*

*Call Today*
**1-800-836-6754**
ext. T9059

*For more information on all our products:*
www.bose.com/t9059

Please specify when ordering:
Wave® radio/CD: ☐ Platinum White or ☐ Graphite Gray
Wave® radio: ☐ Platinum White or ☐ Graphite Gray

(Mr./Ms./Mrs.)
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Mail to: Bose Corporation, Dept. CDD-T9059
The Mountain, Framingham, MA 01701-9168

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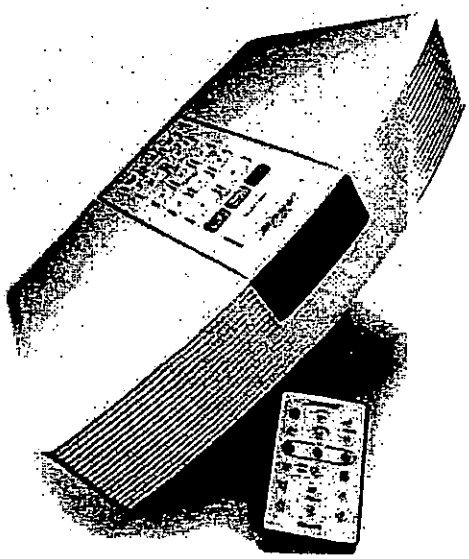
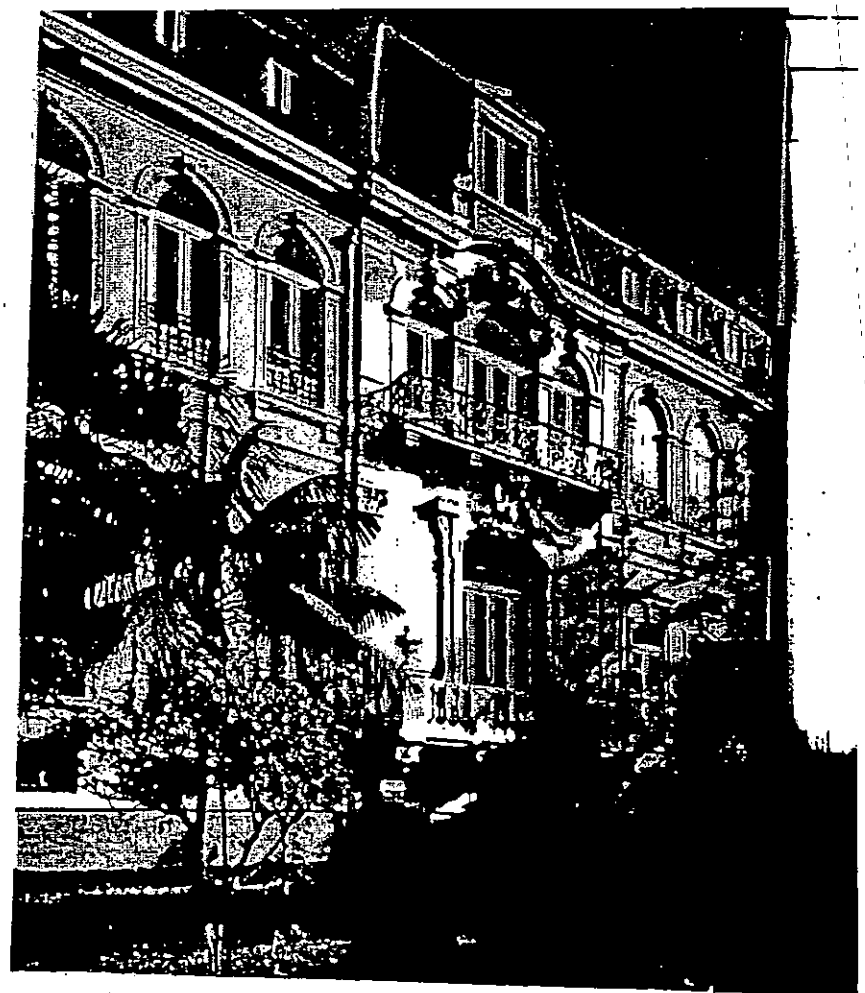
BEST BIZ

## Tuner Salad

Web radio is the newest and most far-reaching broadcast medium, and the **Wave/PC** ($449) by Bose helps you and your PC organize all those Net broadcasts. Pick what you want with just one mouse-click instead of conducting a full-scale search. Then listen in clear, wide-range Bose fidelity. Info: 800-999-2673, 508-766-1099 or **www.wavepc.bose.com.**





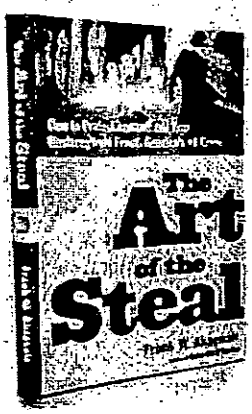
## Portuguese Palace—in Lisbon

Many ordinary hotels style themselves Palace this and Palace that, but the **Carlton Palace Hotel** in **Lisbon, Portugal** (Rua Jau, 54), has every right to the regal sobriquet. The spectacularly restored main building is the 19th-century Palacio Valle Flor, a Portuguese national monument. The other buildings surround a park dotted with exotic trees, and nearby is the newly restored riverfront, where old warehouses and commercial buildings have become trendy restaurants and bars. Six miles from the airport, the hotel offers a health club, indoor and outdoor pools, a fully equipped business center, Internet access, and 15 conference rooms. Royalty never had it so good. Info: 351-21-361-560 or **www.pestana.com.**

## Send Me a Postcard

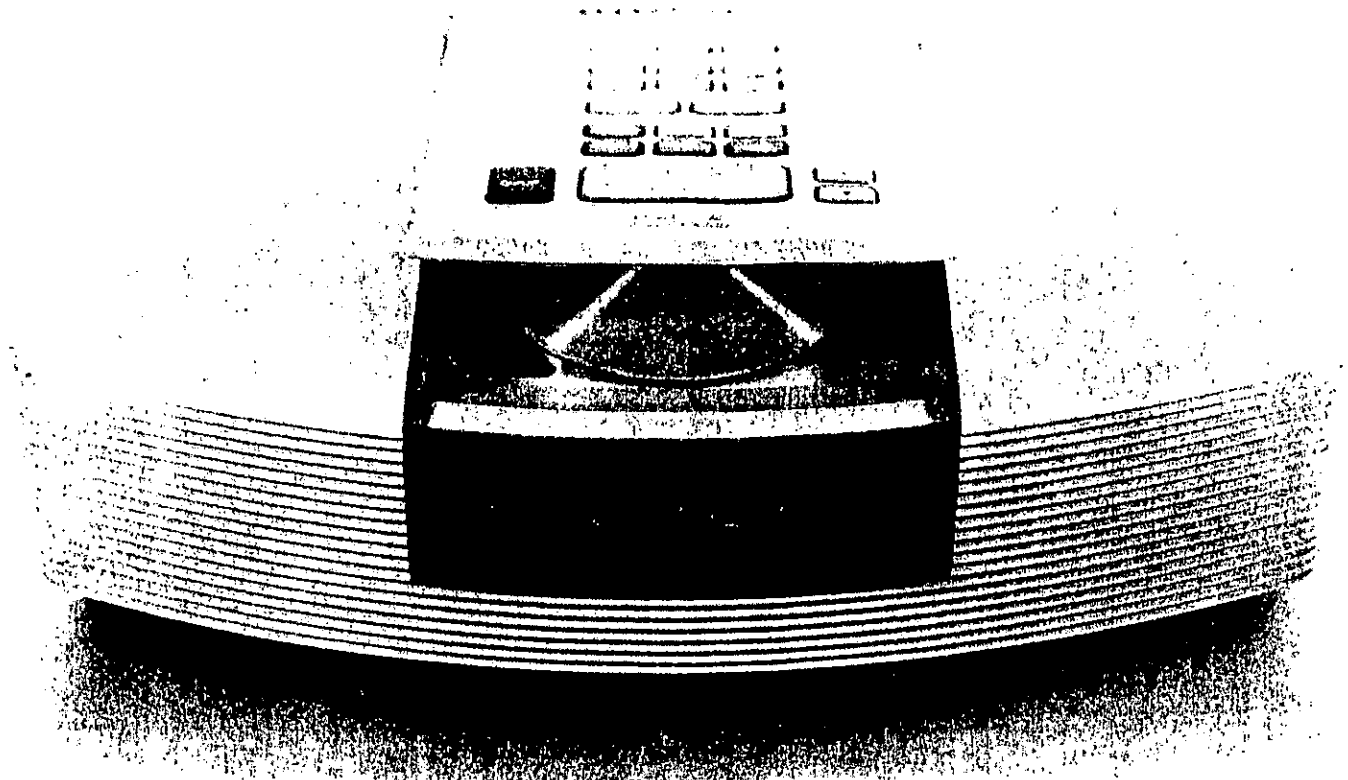
"Make people take vacations," says Frank W. Abagnale. "Large embezzlement schemes often must be maintained daily." Abagnale's **The Art of the Steal: How to Protect Yourself and Your Business From Fraud—America's #1 Crime** (Broadway Books, $24.95) details how to make theft and fraud challenging. That way, embezzlers apply for jobs elsewhere and thieves knock on someone else's door.

**If Time Is Short:** Page 44, "Don't Keep It Simple, Stupid"




## Read All About It!

Global business travelers can get the daily scoop from their hometown rag—whether it's *The Atlanta Journal-Constitution* or Spain's *El Pais*—now that **NewspaperDirect** offers hard copies of more than 90 papers, from the Americas, Europe, South Korea and Russia. Sent via the Internet, the papers can be printed out in hotels, airports or newsstands, or delivered to you personally. Info: 877-980-4040, 212-808-3031 or **www.newspaperdirect.com.**



# THE ADVANTAGE OF THE WAVE® RADIO IS CRYSTAL CLEAR.

*"...a depth and clarity of audio unmatched in any product this small."* – Monitoring Times

Put in your favorite CD. Press Play. And close your eyes. Sit back and enjoy the deep, rich lows, clear mid-tones and crisp highs. Relish the sparkling clarity as it brings your favorite music to life.

Now, open your eyes to remind yourself that you're listening to the Bose® Wave® radio/CD, a complete music and voices come shining through, allowing you to hear details you may have never heard before.

The Wave® radio/CD includes a programmable CD player, AM/FM receiver, dual ramp-up alarms and a credit card-sized remote control. There is nothing to set up or adjust. Simply plug it in and you're ready to enjoy

The ability to produce remarkably clear, lifelike sound from such a small package is [illegible] separates the Wave® radio/CD from other radios. And why *Forbes ASAP* magazine placed the Wave® radio on its exclusive "All-Time A-List" of 15 technology breakthroughs that have changed the world. Right next to the telephone and the compact disc.

## CLARITY THROUGH TECHNOLOGY

Inside the Wave® radio/CD is a patented acoustic wave-guide chamber that enables sound of exceptional clarity to fill the room. Unlike conventional radios, the Wave® radio/CD accurately reproduces sound at every volume level. So you hear beautifully balanced sound. Subtle nuances of instruments

*Folded inside, a 27" waveguide enriches sound.*

## HEAR THE DIFFERENCE FOR YOURSELF

*Wave® radio/CD with Multimedia Pedestal*

The Wave® radio/CD is available directly from Bose, the most respected name in sound. Our 30-day, risk-free in-home trial guarantees your satisfaction. Call 1-800-925-9738, ext. TC218. Be sure to ask about **financing options.** Order now and you'll receive a free Bose Multimedia Pedestal – a $99.95 value. Plus, **shipping is free.** So call today and hear exactly how clear your music can sound.

**Free Bose Multimedia Pedestal**
when you order by December 31, 2003.

It easily connects your Wave® radio/CD to sources like a TV, VCR and DVD player simultaneously, turning your system into a versatile audio center at the touch of a button.

Please specify when ordering:
Wave® radio/CD: ❑ Platinum White or ❑ Graphite Gray
Wave® radio: ❑ Platinum White or ❑ Graphite Gray

(Mr./Ms./Mrs.) NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

DAY PHONE _____ EVENING PHONE _____

E-MAIL ADDRESS (OPTIONAL) _____

Mail to: Bose Corporation, Dept. DMG-TC218, The Mountain, Framingham, MA 01701-9168

*Call Today*

**1-800-925-9738**

ext. TC218

For more information on all our products:
www.bose.com/tc218

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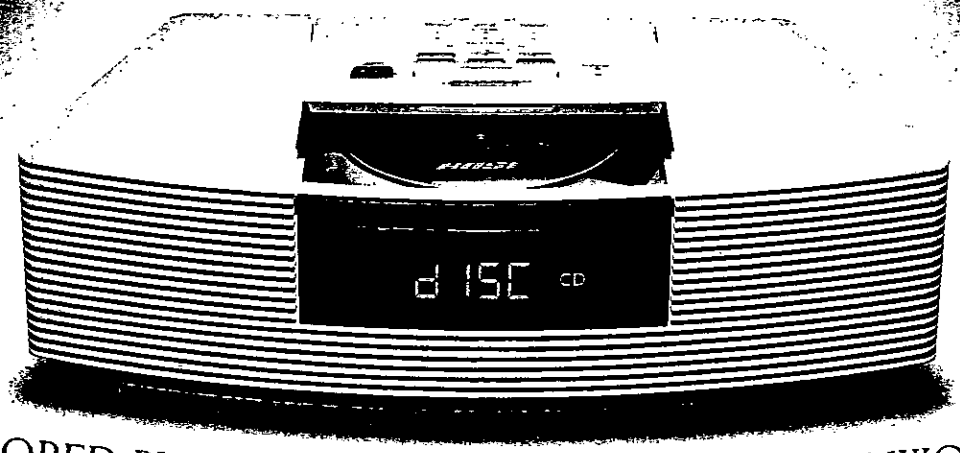
# PROOF

## THAT *great* IDEAS GET HEARD.

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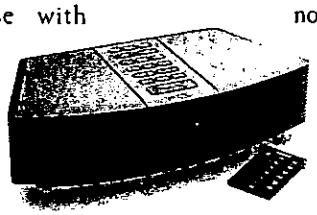
Recognizing products "both functional and beautiful," *Forbes ASAP* credits Bose with managing to fit "really big sound into a really small – and pretty – package."



### LIFELIKE SOUND

The secret is Bose acoustic waveguide speaker technology, which is built into both the Wave® radio and Wave® radio/CD (shown above). This and other patented Bose technologies deliver rich, full sound with remarkable clarity and deep, natural lows. It's sound you'd never expect from a system that fits so neatly on a tabletop or kitchen counter.

### HEAR *the* DIFFERENCE

The Wave® radio and Wave® radio/CD are available directly from Bose, the most respected name in sound. Both are available for **12 interest-free monthly payments.*** Order now and get a free Multimedia Pedestal (a $99.95 value) that connects your system to sources like a TV, VCR and DVD player simultaneously. New for the Wave® radio/CD, the Pedestal transforms your system into a versatile audio center at the press of a button.

You really have to hear one for yourself. So call today. Because the proof is in the listening.

Order by June 30, 2003 and receive a FREE Multimedia Pedestal.

*Call Today*
**1-800-616-6707**
ext. TB443

*For information on all our products:*
**www.bose.com/tb443**

Please specify when ordering:
Wave® radio/CD: ☐ Platinum White or ☐ Graphite Gray
Wave® radio: ☐ Platinum White or ☐ Graphite Gray

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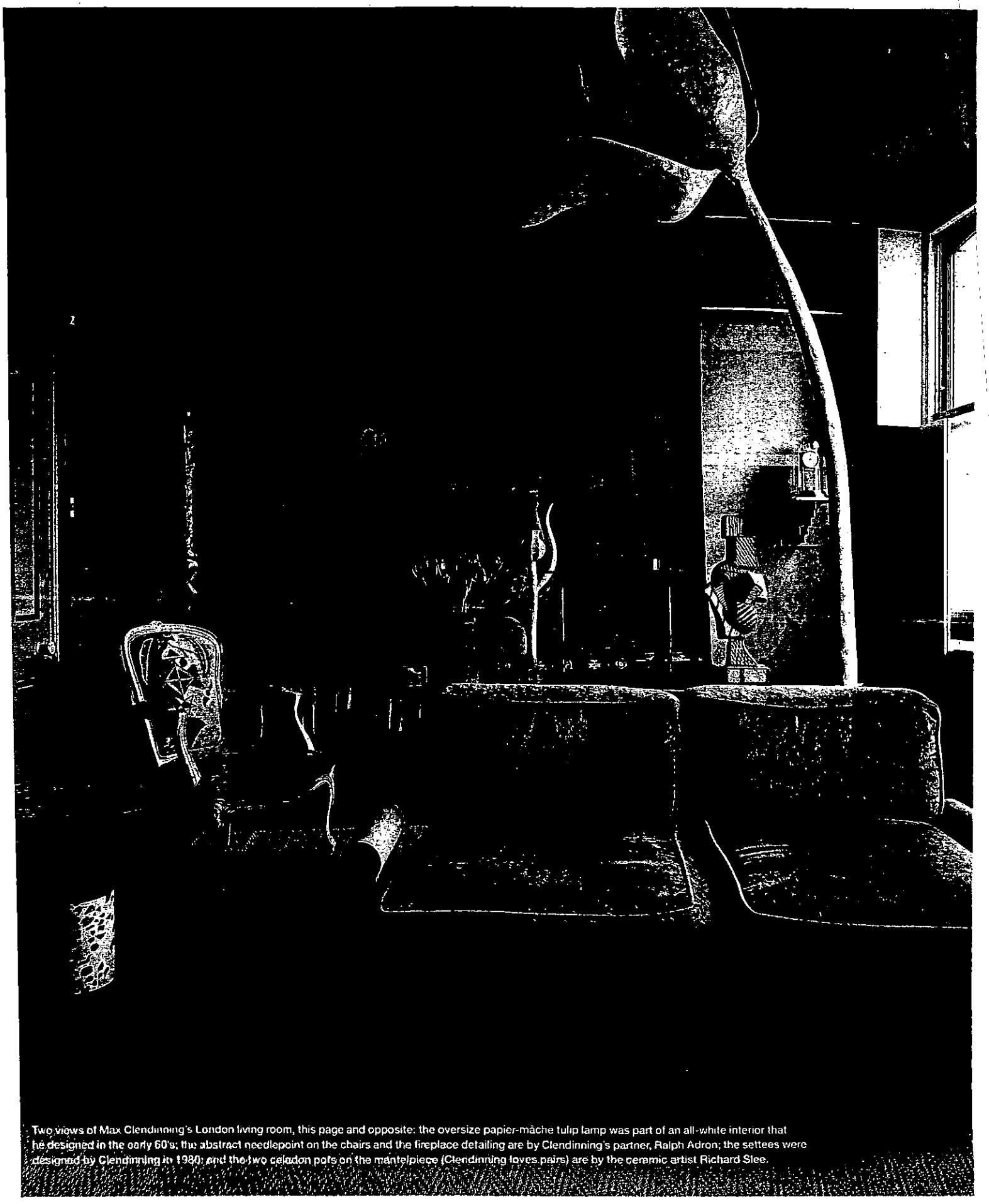
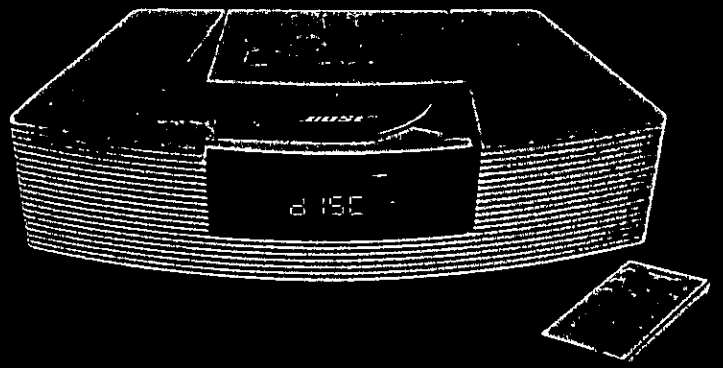
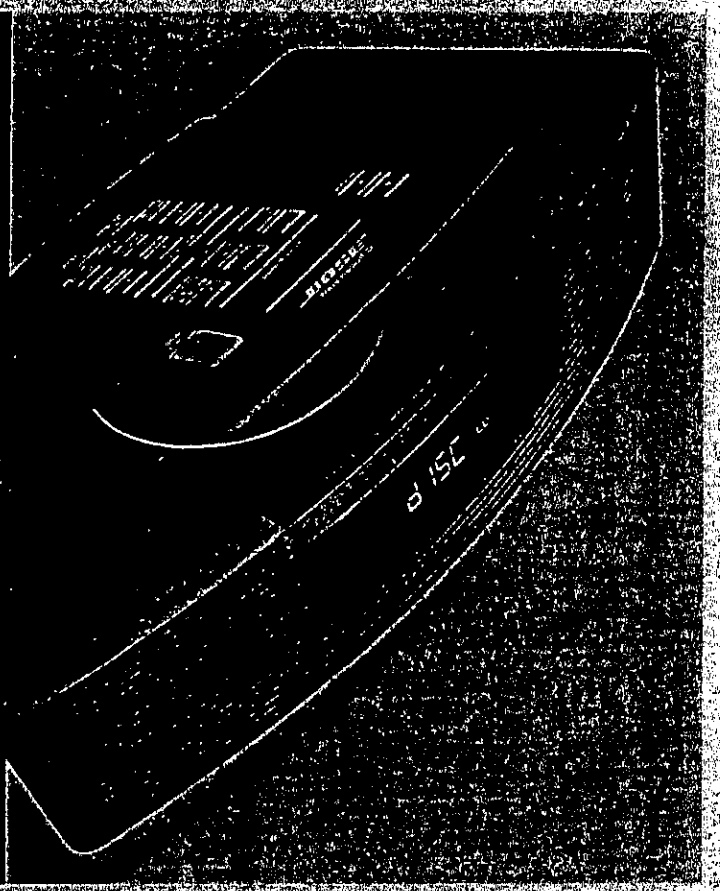


Two views of Max Clendinning's London living room, this page and opposite: the oversize papier-mâché tulip lamp was part of an all-white interior that he designed in the early 60's; the abstract needlepoint on the chairs and the fireplace detailing are by Clendinning's partner, Ralph Adron; the settees were designed by Clendinning in 1980; and the two celadon pots on the mantelpiece (Clendinning loves pairs) are by the ceramic artist Richard Slee.

# Why you should pay $499 for the Wave® radio/CD.



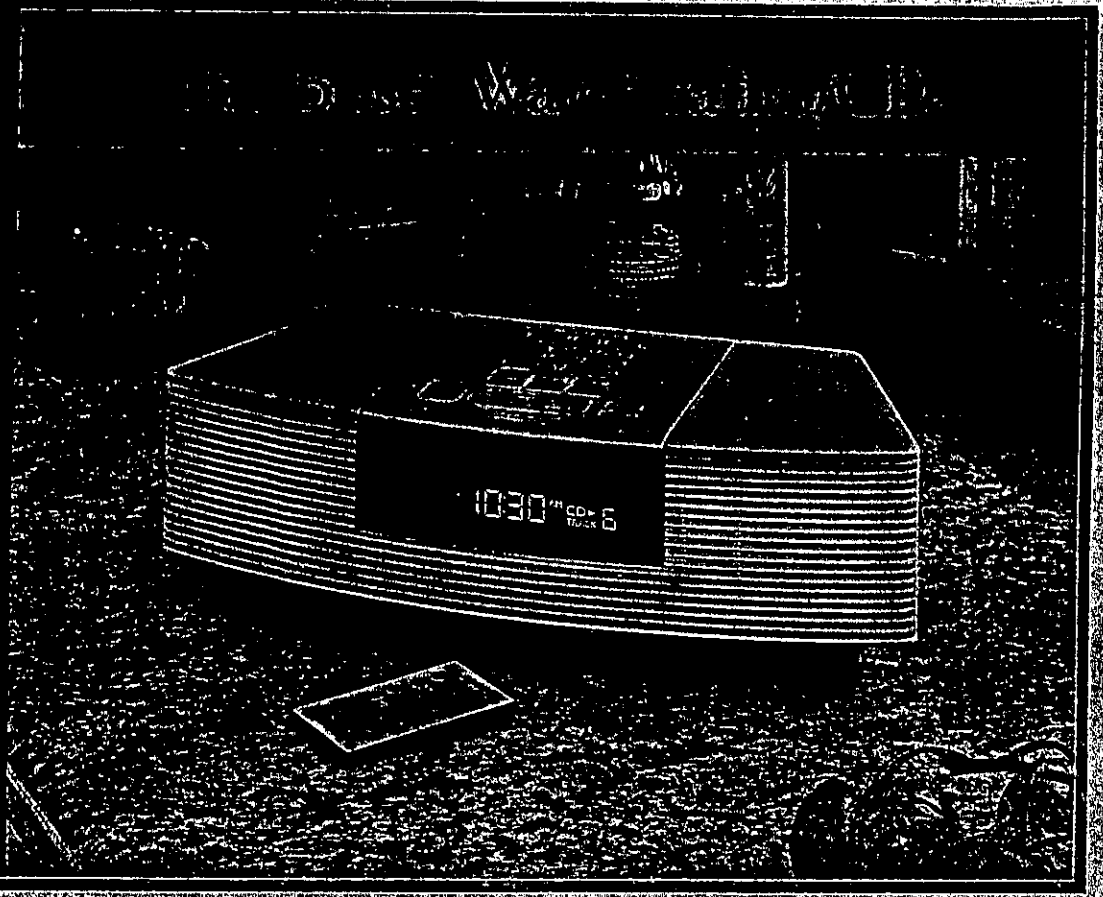


"I'm not aware of anything else quite like it at any price."

– *Sound & Vision*

"...no bigger than some clock radios, yet fills a room with sound so bold, your visitors will be looking for hefty speakers."

– *Men's Journal*



Obviously, it better not be just another radio. This one isn't. Quite simply, the Bose® Wave® radio/CD gives you sound that's richer, more natural, more lifelike that you've ever heard from a radio. Many people think it actually sounds more like a stereo system.

## Bose sound from a small radio.

The Wave® radio/CD is from Bose, one of the world's leading makers of audio equipment. When we undertook the task of getting Bose quality sound from a small radio, we used our patented acoustic waveguide speaker technology. Just as a flute strengthens a breath of air to fill an entire concert hall, the waveguide produces room-filling sound from a small enclosure.

Touch a button and hear your favorite music come alive in rich, lifelike stereo sound.

No matter what kind of music you enjoy, the Wave® radio/CD will truly increase your listening pleasure. Consider that *Forbes ASAP* rated the Wave® radio next to the light bulb and the compact disc on their exclusive list of 15 technology breakthroughs that have changed the world. And yet the Wave® radio/CD measures just 4⅞"H x 14"W x 8¼"D, so it's small enough to fit almost anywhere. And with your choice of Graphite Gray or Platinum White, the Wave® radio/CD not only fits any room, it fits any decor.

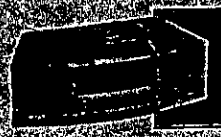
## Great sound made easy.

In addition to great sound, we built in an array of easy-to-use features. Operate the CD player or radio from across the room with the credit card-sized remote control. Preset your favorite six AM and six FM stations and switch between them at the touch of a button. Bring great sound to your favorite recordings by connecting the Wave® radio/CD to a cassette player or computer. Connect it to your TV, VCR or DVD player to make your favorite programs and movies come alive.

## Call and make 12 interest-free payments.

We don't expect you to take our word for how good the Wave® radio/CD sounds. You really have to hear it to believe it. The Wave® radio/CD is available directly from Bose, the most respected name in sound. With our interest-free installment plan, the Wave® radio/CD is available for 12 monthly payments of only $41.59.* Call 1-800-616-6707, ext. TB557 to learn more about our 30-day in-home trial and 100% satisfaction guarantee. Order now, and get a free Multimedia Pedestal (a $99.95 value) that connects your system to sources like a TV, VCR and DVD player simultaneously. *New* for the Wave® radio/CD, the Pedestal transforms your system into a versatile audio center at the press of a button.

You've owned a lot of radios – small ones, portable ones. It's time you owned the best-sounding radio – the Bose Wave® radio/CD.



**Order by June 30, 2003 and receive a FREE Multimedia Pedestal.**

*Call Today*

**1-800-616-6707, ext. TB557**

*For information on all our products:* www.bose.com/tb557

Please specify color choice when ordering:
Wave® radio/CD: ☐ Platinum White or ☐ Graphite Gray
Wave® radio: ☐ Platinum White or ☐ Graphite Gray

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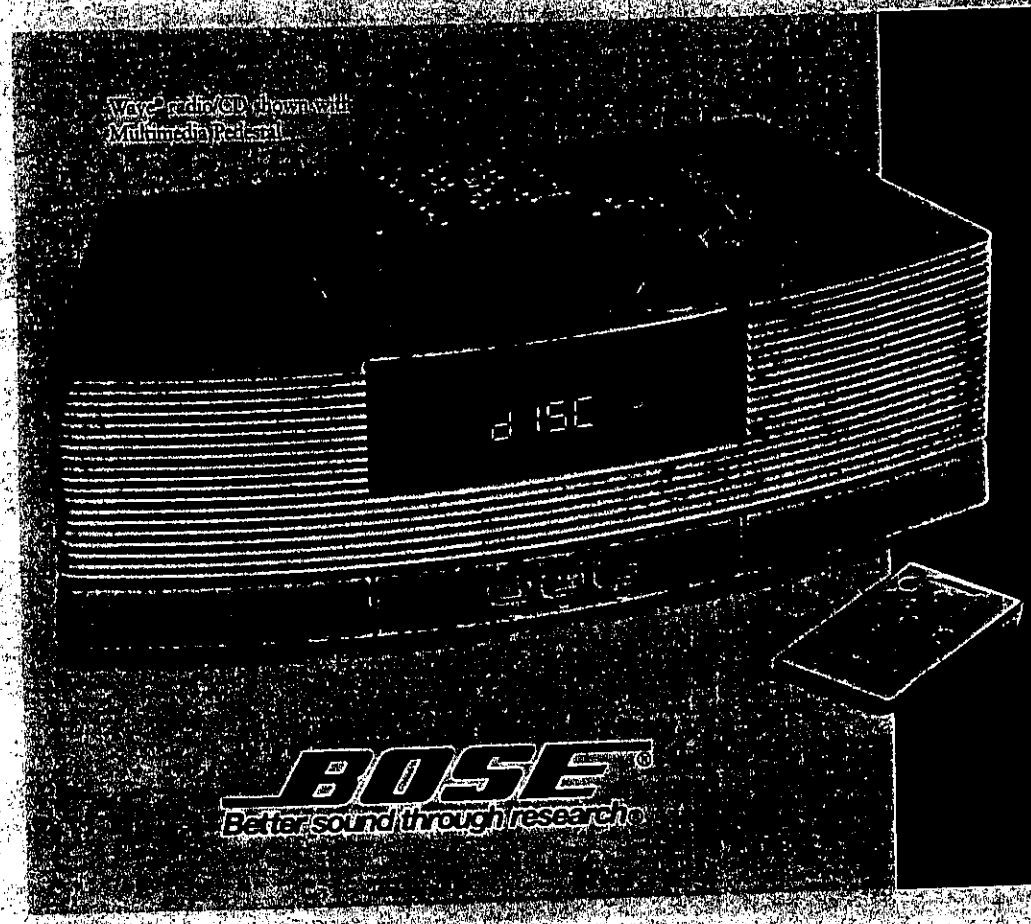


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**Call Today**

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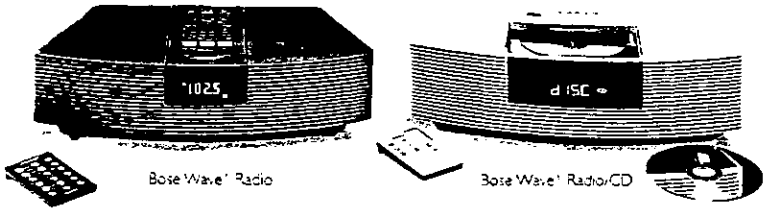
*For information on all our products:*
www.bose.com/tb557


## Hear what the Bose® Wave® radio can do for your music.




Available in Graphite Gray or Platinum White

BOSE
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Please Recycle

**Order within 30 days for a free Bose CD carrying case.**

FROM

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THE MOUNTAIN
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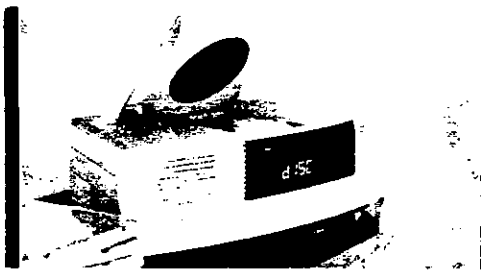
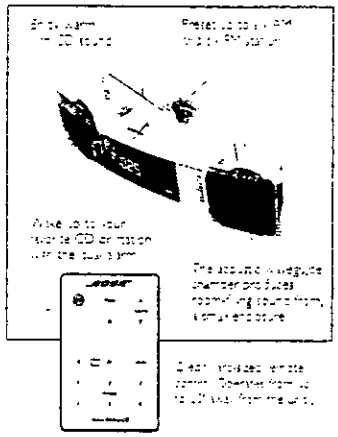
FRAMINGHAM MA 01701-9168



**Rich, lifelike sound. Small size. And free shipping when you order within 30 days.**

The first time you turn on the Bose® Wave® radio/CD, you'll hear what Bose patented acoustic waveguide technology does for your music. The rich sound will delight you. The clarity will surprise you. You may hear notes that you've never heard before. All this from a music system that can fit almost anywhere. It also has a digital tuner with 12 presets for your favorite stations, and comes with a credit card-sized remote. Plus, it has dual alarms and an adjustable sleep timer.



You really must hear it to believe it. That's why Bose offers a 30-day in-home trial – satisfaction guaranteed. The Wave® radio/CD is available directly from Bose, the most respected name in sound, for $499. Choose our installment plan and make **12 interest-free monthly payments of just $41.59.*** And when you **order within 30 days, shipping is free.** Plus, we'll include a free Bose CD carrying case. This versatile carrier protects up to 24 of your favorite CDs or DVDs in static-free sleeves. So, what are you waiting for? Call today and hear what a Bose Wave® radio/CD can do for your music.

**BOSE**
*Better sound through research.*

## For faster service call:
## 1-800-869-1862, extension TB872

**1. Delivery Information:**

**2. Please Send:**

| | Price | Color (Check) | Quantity | Total |
|---|---|---|---|---|
| Wave® radio/CD with Free CD carrying case | $499 | ☐ [illegible] ☐ [illegible] | | |
| Wave® radio/CD | $549 | ☐ [illegible] ☐ [illegible] | | |

**Shipping and handling** [illegible] **FREE**

**Subtotal**

**Sales Tax** – [illegible]

**Total**

**3. Payment Method:**

☐ **I prefer to pay by check.** [illegible] **Installment plan not available with payment by check.**

**I prefer to pay by credit card.** [illegible]

☐ **I prefer to pay in full.**

☐ **Wave® radio/CD.** [illegible]

☐ **Wave® radio.** [illegible]

**We accept VISA, MasterCard, American Express and Discover.**

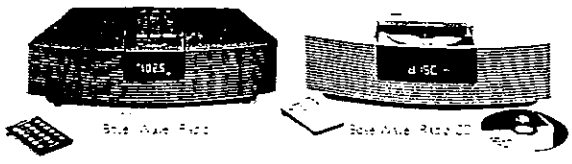
**For the fastest service, call 1-800-869-1862, ext. TB872.**
For information on all our products: **www.bose.com/tb872**

**Mail to: Bose Corporation, Dept. DMG, The Mountain, Framingham, Massachusetts 01701-9168.**

[illegible]

Detach order form, fold, insert here, tape, seal and mail.

## Hear it for yourself – with no obligation.



Bose Wave® Radio

Bose Wave® Radio/CD

Take advantage of our no-obligation **in-home trial** to hear the sound of the Wave® radio/CD for up to 30 days in your own home – risk free. You can also take advantage of our **interest-free payment plan** and – when you order within 30 days – receive **free shipping**, a $15 value. If you are not completely satisfied, we'll refund the full purchase price. We're that confident you'll be delighted.

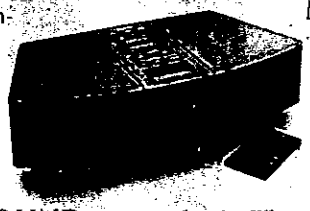
# PROOF

## THAT *great* IDEAS GET HEARD.


## HONORED BY *FORBES ASAP* for CHANGING THE WORLD.

*Forbes ASAP* magazine rates the **Bose® Wave® radio** right up there with the light bulb, the compact disc and the telephone. Only fifteen inventions made their exclusive "All-Time-List" of technology breakthroughs that have changed the world, and the Bose Wave® radio is one of them.

Recognizing products "both functional and beautiful," *Forbes ASAP* credits Bose with managing to fit "really big sound into a really small – and pretty – package."



### LIFELIKE SOUND

The secret is Bose acoustic waveguide speaker technology, which is built into both the Wave® radio and Wave® radio/CD (shown above). This and other patented Bose technologies deliver rich, full sound with remarkable clarity and deep, natural lows. It's sound you'd never expect from a system that fits so neatly on a tabletop or kitchen counter.

### HEAR *the* DIFFERENCE

The Wave® radio and Wave® radio/CD are available directly from Bose, the most respected name in sound. Both are available for **12 interest-free monthly payments.*** Order now and get a free Multimedia Pedestal (a $99.95 value) that connects your system to sources like a TV, VCR and DVD player simultaneously. New for the Wave® radio/CD, the Pedestal transforms your system into a versatile audio center at the press of a button.

You really have to hear one for yourself. So call today. Because the proof is in the listening.

Order by June 30, 2003 and receive a FREE Multimedia Pedestal.

*Call Today*
**1-800-616-6707**
ext. TB391

*For information on all our products:*
www.bose.com/tb391

Please specify when ordering:
Wave® radio/CD: ☐ Platinum White or ☐ Graphite Gray
Wave® radio: ☐ Platinum White or ☐ Graphite Gray

(Mr./Ms./Mrs.)
NAME ADDRESS
CITY/STATE/ZIP
DAY PHONE EVENING PHONE
E-MAIL ADDRESS (OPTIONAL)

Mail to: Bose Corporation, Dept. DMG-TB391
The Mountain, Framingham, MA 01701-9168

BOSE®
Better sound through research®

Corporation. Patent rights issued and/or pending. The Wave® radio design is also a registered trademark of Bose Corporation. *Installment payment plan available on credit card orders only and subject to change without notice. Credit approval, and other conditions may apply. Your credit card will be debited each month with no interest charges from Bose. Credit card rules and interest may apply. First payment to include shipping, handling and tax. Payment plan and free Pedestal offer not to be combined with any other offer or applied to previous purchases. Risk free refers to 30-day trial offer only. Quotes are reprinted with permission: Forbes ASAP 11/27/00.

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Newsday

www.newsday.com

SUNDAY, SEPTEMBER 14, 2003

# PARADE

His Uncle Eddie had been his hero—but never knew it.

# I Needed To Tell Him: 'You Mattered'

## A Story For Us All

By Mitch Albom, author of *Tuesdays With Morrie*

Edward Beitchman on a pier in Brooklyn, N.Y., and in a 1974 photo with his nephew, Mitch Albom, who kept his Army boots as inspiration.

Special Section: A Practical Guide To Better Health—At Every Age

# PROOF

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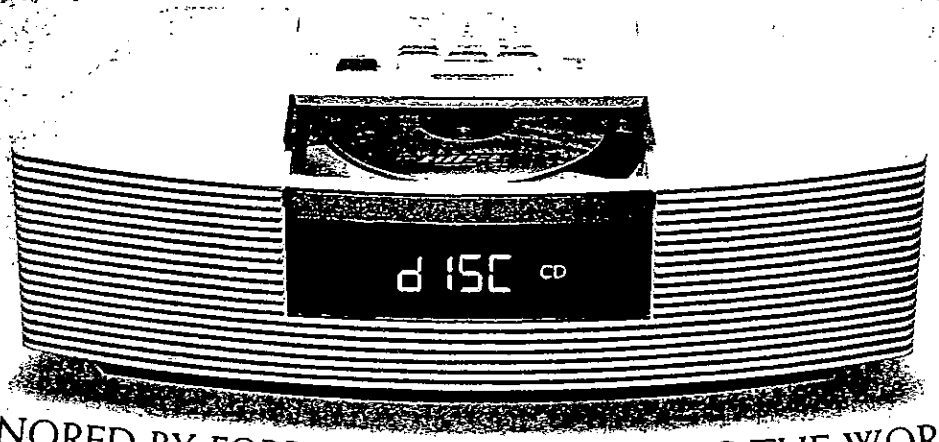


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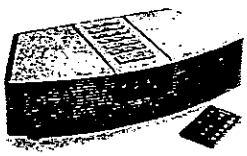

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You have to hear the Wave® radio/CD for yourself. So call today. Because the proof is in the listening.

*Order by September 30, 2003 and receive a FREE CD Case.*

*Call Today*
**1-800-836-6754**
ext. TC440

*For information on all our products:*
www.bose.com/tc440

Please specify when ordering:
Wave® radio/CD: ☐ Platinum White or ☐ Graphite Gray
Wave® radio: ☐ Platinum White or ☐ Graphite Gray

(Mr./Ms./Mrs.)
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CITY/STATE/ZIP

DAY PHONE EVENING PHONE

E-MAIL ADDRESS (OPTIONAL)

Mail to: Bose Corporation, Dept. DMG-TC440
The Mountain, Framingham, MA 01701-9168

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Better sound through research

The Telegraph

SUNDAY, OCTOBER 26, 2003

# PARADE

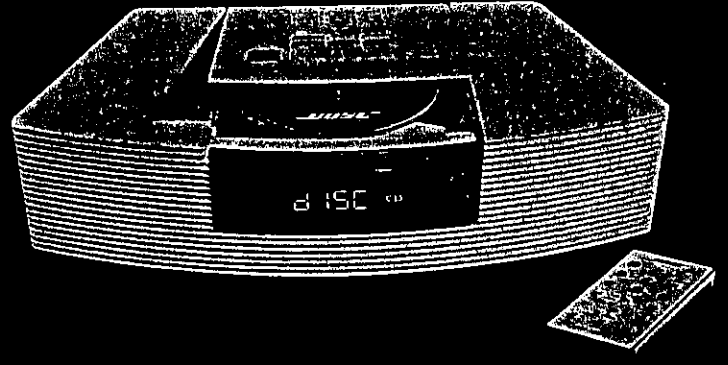
## She's Making Her Move

In Step With... newlywed Leah Remini. The star of the hit sitcom *The King of Queens* takes on a new house and a new time slot.

A Special Preview
Halloween Recipes
From Sheila Lukins'
New Book, *Celebrate!*

**Plus... Meet The Police Officer Of The Year • Dr. Rosenfeld's Cold And Flu Facts**

# Why you should pay $499 for the Wave® radio/CD.



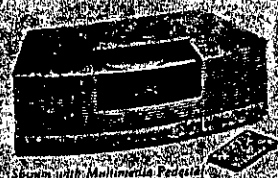
Obviously, it better not be just another radio. This one isn't. Quite simply, the Bose® Wave® radio/CD gives you sound that's richer, more natural, more lifelike than you've ever heard from a radio. Many people think it actually sounds more like a stereo system.

## Bose sound from a small radio.

The Wave® radio/CD is from Bose, one of the world's leading makers of audio equipment. When we undertook the task of getting Bose quality sound from a small radio, we used our patented acoustic waveguide speaker technology. Just as a flute strengthens a breath of air to fill an entire concert hall, the waveguide produces room-filling sound from a small enclosure.

Touch a button and hear your favorite music come alive in rich, lifelike stereo sound.

No matter what kind of music you enjoy, the Wave® radio/CD will truly increase your listening pleasure. Consider that *Forbes ASAP* rated the Wave® radio next to the light bulb and the compact disc on their exclusive list of 15 technology breakthroughs that have changed the world. And yet the Wave® radio/CD measures just 4½"H x 14"W x 8½"D, so it's small enough to fit almost anywhere. And with your choice of Graphite Gray or Platinum White, the Wave® radio/CD not only fits any room, it fits any decor.



Shown with Multimedia Pedestal

## Great sound made easy.

In addition to great sound, we built in an array of easy-to-use features. Operate the CD player or radio from across the room with the credit card-sized remote control. Preset your favorite six AM and six FM stations and switch between them at the touch of a button. Bring great sound to your favorite recordings by connecting the Wave® radio/CD to a cassette player or computer. Connect it to your TV, VCR or DVD player to make your favorite programs and movies come alive.

## Call for no-interest financing.*

We don't expect you to take our word for how good the Wave® radio/CD sounds. You really have to hear it to believe it. The Wave® radio/CD is available directly from Bose, the most respected name in sound. Call 1-800-871-2673, ext. TC618, to learn more about our 30-day in-home trial and 100% satisfaction guarantee. Order before December 31, 2003, and enjoy **no-interest financing until January 2005.*** Plus, **shipping is free.** And if you order now, you'll receive a free Bose Multimedia Pedestal – a $99.95 value.

You've owned a lot of radios – small ones, portable ones. It's time you owned the best-sounding radio – the Bose Wave® radio/CD.

## Free Bose Multimedia Pedestal

when you order before December 31, 2003.

**It easily connects your Wave® radio/CD to sources like a TV, VCR and DVD player simultaneously, turning your system into a versatile audio center at the press of a button.**

*Call Today*

**1-800-871-2673, ext. TC618**

*For information on all our products:* www.bose.com/tc618

Please specify color choice when ordering:
Wave® radio/CD: ☐ Platinum White or ☐ Graphite Gray
Wave® radio: ☐ Platinum White or ☐ Graphite Gray

Mr./Mrs./Ms.

Name (Please Print)

Address

City State Zip

Daytime Telephone Evening Telephone

E-mail Address (Optional)

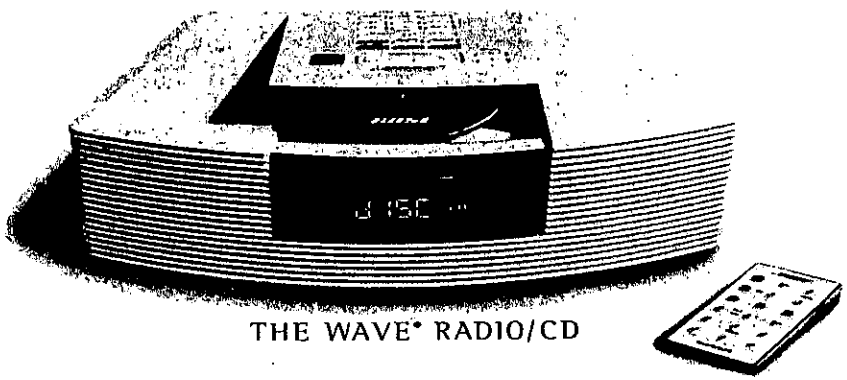
Mail to: Bose Corporation, Dept. DMG-TC618, The Mountain, Framingham, MA 01701-9168.

BOSE®
Better sound through research®

THE SOUND
IS ROOM FILLING.

THE SIZE IS
ANYTHING BUT.

*Order the Wave® radio/CD within 30 days and shipping is free – a $15 value.*



THE WAVE® RADIO/CD

BOSE
Better sound through research

THE SOUND
IS ROOM FILLING.

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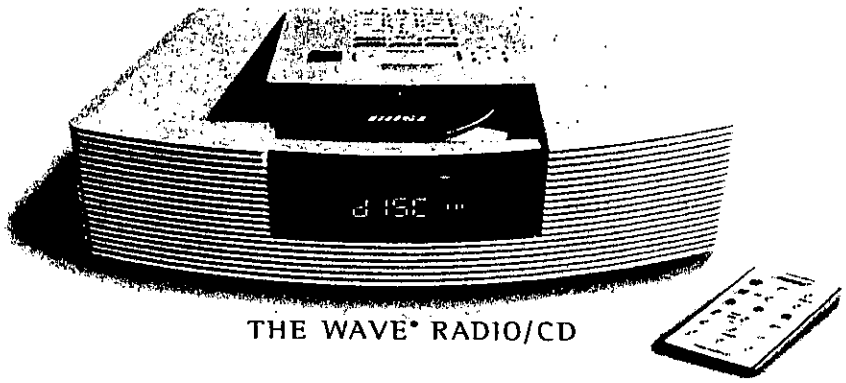


THE WAVE® RADIO/CD

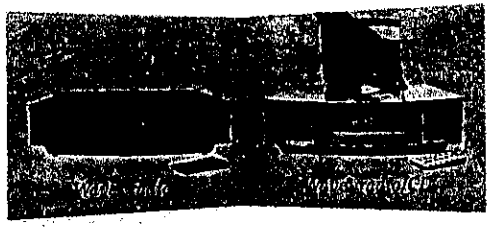
BOSE
Better sound through research

# THE BOSE® WAVE® RADIO/CD HAS SUCH RICH SOUND YOU MIGHT NOT BELIEVE IT COMES FROM SOMETHING SO SMALL.

But, you'll be happy that it does. Because you can listen to the clear, lifelike sound of the Wave® radio/CD virtually anywhere – it fits easily on a bedroom nightstand, living room table or kitchen counter.

## HOW DOES SOMETHING SO SMALL PRODUCE SUCH ROOM-FILLING SOUND?

The Wave® radio/CD has patented acoustic waveguide technology. It's so revolutionary, it won the "Invention of the Year" award. As soon as you turn it on you'll hear the clarity of highs and lows. In fact, you may hear notes you've never heard before. It provides a listening experience so extraordinary, *Men's Journal* said it "fills a room with sound so bold, your visitors will be looking for hefty speakers." The *Oregonian* called it "one of those little unexplained miracles of acoustic physics."



## *FORBES ASAP* PUT THE WAVE® RADIO ON ITS "ALL-TIME A-LIST."

The original Wave® radio was one of fifteen technological breakthroughs that *Forbes ASAP* said "have changed the world and made impeccable design sense at the same time." It was ranked up there with the light bulb, the compact disc and the telephone. With smart features like dual alarms with gently rising volume, it's no wonder that it's so renowned. The Wave® radio/CD also comes with a credit card-sized remote control. They're available in two décor-friendly colors: Platinum White or Graphite Gray.

## HEAR IT RISK FREE FOR 30 DAYS.

You really do have to hear the sound for yourself. Just call today and listen to it in your own home for 30 days. If, after hearing it, you can bear to part with it, we'll refund the full purchase price. Your satisfaction is guaranteed. There's no risk. The Wave® radio/CD is available directly from Bose, the most respected name in sound, for $499. When you call, ask about our financing options. And if you order within 30 days, shipping is free.

FREE shipping. Order now and we'll even waive shipping charges – a $15 value.

BOSE®
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Detach order form, fold, moisten, seal and mail:

Call 1-800-351-2673, ext. TD173 for faster service and to learn about financing options, or complete this form. For information on all our products: **www.bose.com/td173**

**1. DELIVERY INFORMATION:**

Mr./Mrs./Ms. *Circle One* NAME *(Please Print)*

ADDRESS *(No P.O. Boxes)* APT. #

CITY STATE ZIP

( ) DAYTIME PHONE ( ) EVENING PHONE

E-MAIL ADDRESS *(Optional)* ☐ Check here if you'd like to hear from Bose by e-mail.

**2. PLEASE SEND:**

| | PRICE | COLOR (CHECK) | QUANTITY | TOTAL |
|---|---|---|---|---|
| Wave® radio/CD with remote control | $499 | ☐ Graphite Gray | | |
| | | ☐ Platinum White | | |
| Wave® radio with remote control | $349 | ☐ Graphite Gray | | |
| | | ☐ Platinum White | | |
| | | | **Shipping and handling** ($15 per Wave® radio) | **FREE** |
| | | | **Subtotal** | |
| | | | **Sales tax** (All states except DE, MT, NH, OR) | |
| | | | **Total** | |

**3. PAYMENT METHOD:** (Check or credit card information required to process order.)

☐ **I prefer to pay in full by check** – Please enclose check and make payable to Bose Corporation.

☐ **I prefer to pay in full by credit card** – Please complete credit card information below.

CARD # EXP. DATE *(Month-Year)*

Mr./Mrs./Ms. *Circle One* CARDHOLDER'S NAME *(Please Print)*

SIGNATURE *(Required)*

**We accept VISA, MasterCard, American Express and Discover.**

**Mail to: Bose Corporation, Dept. DMG, The Mountain, Framingham, Massachusetts 01701-9168.**

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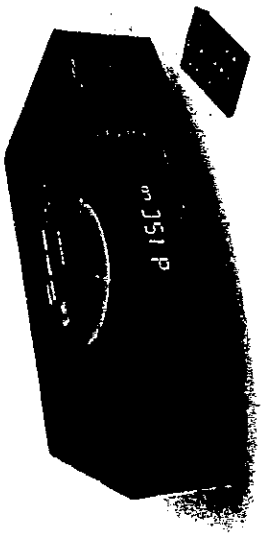
WHAT DOES
ROOM-FILLING
MUSIC
SOUND LIKE?



We invite you to listen to the Wave® radio/CD in your home for 30 days. If you are not completely satisfied, you may return it for a full refund of the purchase price.

CALL 1-800-351-2673,
ext. TD173

For information on all our products: **www.bose.com/td173**

To subscribe call 517-768-4830

CITIZEN PATRIOT

www.mlive.com

SUNDAY, FEBRUARY 8, 2004

# PARADE

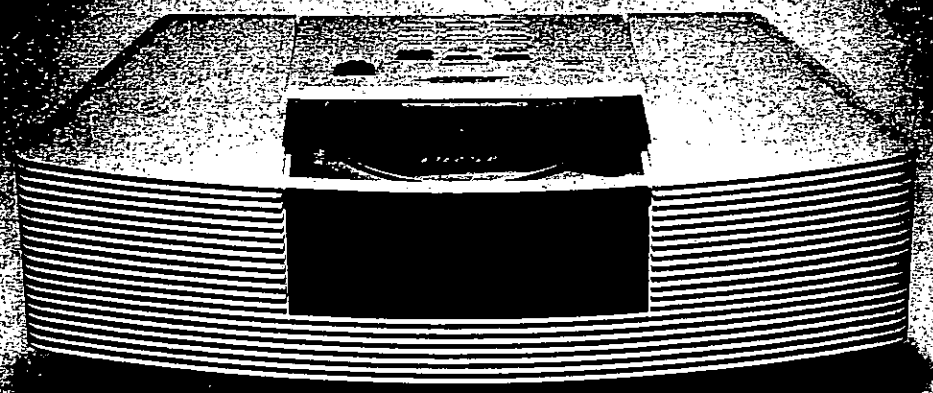
## Where Does Love Go?

Even when we lose the ones we love, our feelings can continue to burn brightly. Forever, says Mitch Albom.

Plus... PARADE's 2004 All-America High School Football Team • Actor Tim Robbins

# PROOF

## THAT *great* IDEAS GET HEARD.



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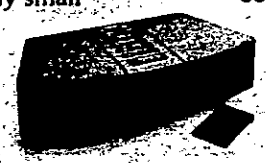

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For FREE Shipping order by March 31, 2004

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(Mr./Ms./Mrs.)
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DAY PHONE EVENING PHONE
E-MAIL ADDRESS (OPTIONAL)
Mail to: Bose Corporation, Dept. D... The Mountain, Framingham, MA 01...

BOSE
Better sound through ...

# Wave® Radio II

Engineered to a bold new standard for crisper, more accurate sound. The Wave® radio II is simple to operate and small enough to use almost anywhere in your home.

Enlarge image»

Roll over to see colors

Purchase by August 31, 2006, and receive a free premium backlit remote valued at $39.98.

**$349.00** Each
Payments as low as:
**$29.08** per month

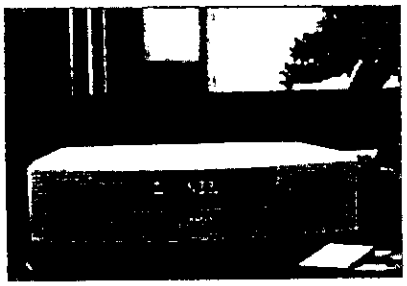
**Graphite Gray** ADD TO CART
IN STOCK

**Platinum White** ADD TO CART
IN STOCK





**Overview** | Features | Photos | Specifications | Accessories



The original Wave® radio woke up an industry with sound no one expected from something so small. Now, the Wave® radio II builds on the achievements of its acclaimed predecessor. This innovative radio provides vivid, room-filling sound. And the small size and elegant styling make it versatile enough to use almost anywhere in your home.

## Deeper, more vibrant sound

The Wave® radio II delivers deeper tones and crisper, more accurate audio performance than the original. The key to the improved sound is the new dual tapered waveguide technology, exclusively from Bose.

The breakthrough innovation in the original Wave® radio was a 27" tapered waveguide. It generated remarkably rich, room-filling sound. Engineers re-sculpted the interior of the Wave® radio II to accommodate not one, but two 26" folded waveguides. These dual waveguides amplify the low-frequency output, reproducing musical notes a full one-half octave lower than the original Wave® radio. The result: Instruments like kettle drums and bass guitars have a more natural presence.

With such accurate sound reproduction, you can appreciate more of the intricate nuances of many instruments, including the human voice. You may even hear details in music that you've never heard before.

There's also a new equalization feature for talk radio. It automatically compensates for the artificially boosted low frequencies found in some talk radio programs so announcers sound more natural.

**Engineered for simplicity**

The Wave® radio II is simple to use. Instead of buttons on the unit, everything's conveniently controlled with a well-organized credit card-sized remote. And setup's easy too. The digital FM/AM tuner, amplifiers and speakers are all built into the unit. Just unpack it and plug it in to enjoy Bose® quality sound.

The display panel is large and bright, with big, bold text that's easier to read from across the room. It displays more information now too. Radio station, current time and alarm setting are all shown simultaneously.

An auxiliary jack lets you use your Wave® radio II for lifelike sound with your iPod or MP3 player, computer, TV or DVD player. Or plug your headphones into the convenient headphone jack for private listening.

**Versatile, streamlined design**

It may look familiar, but the Wave® radio II takes the award-winning design of the original to new levels. It's more streamlined with no buttons, and can elegantly complement almost any room. Now you can attractively fit high-performance audio into tight, hard-to reach spaces in kitchens, bedrooms, dorms and offices. You can even place the Wave® radio II near your TV or computer monitor because the speakers are magnetically shielded to avoid interference with the picture image.

**Enjoy sound from select Lifestyle® systems**

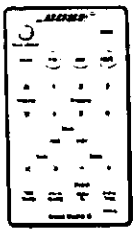
The Wave® radio II can also be connected to select Lifestyle® systems with Bose® link. Enjoy audio from your Lifestyle® system on your Wave® radio II in another room.

**Excitement guarantee**

Enjoy a 30-day in-home trial, risk-free. Compare, side by side, the sound of the Wave® radio II to that of other audio products and hear the quality for yourself

**Key Features**

**Proprietary waveguide speaker technology** This Bose breakthrough builds on the performance of original award-winning technology, delivering deeper, richer sound from a system virtually the same size. It produces one-half octave lower musical notes than the original for more natural sounding bassoons, cellos and drums.



**Credit card-sized infrared remote** This slim and easy-to-use remote lets you conveniently operate every Wave® radio II function from anywhere in the room.

## Similar Products to Consider

**Wave® music system**
A bold new standard in audio performance from a tabletop system as elegant as it is easy to use. The Bose® Wave® music system may well become the primary music system in your home.

**Wave® Music System with Multi-CD Changer**
Experience the Bose standard in audio performance from a tabletop system as elegant as it is easy to use. And enjoy extra hours of uninterrupted CD music with the add-on Multi-CD Changer included in this package.

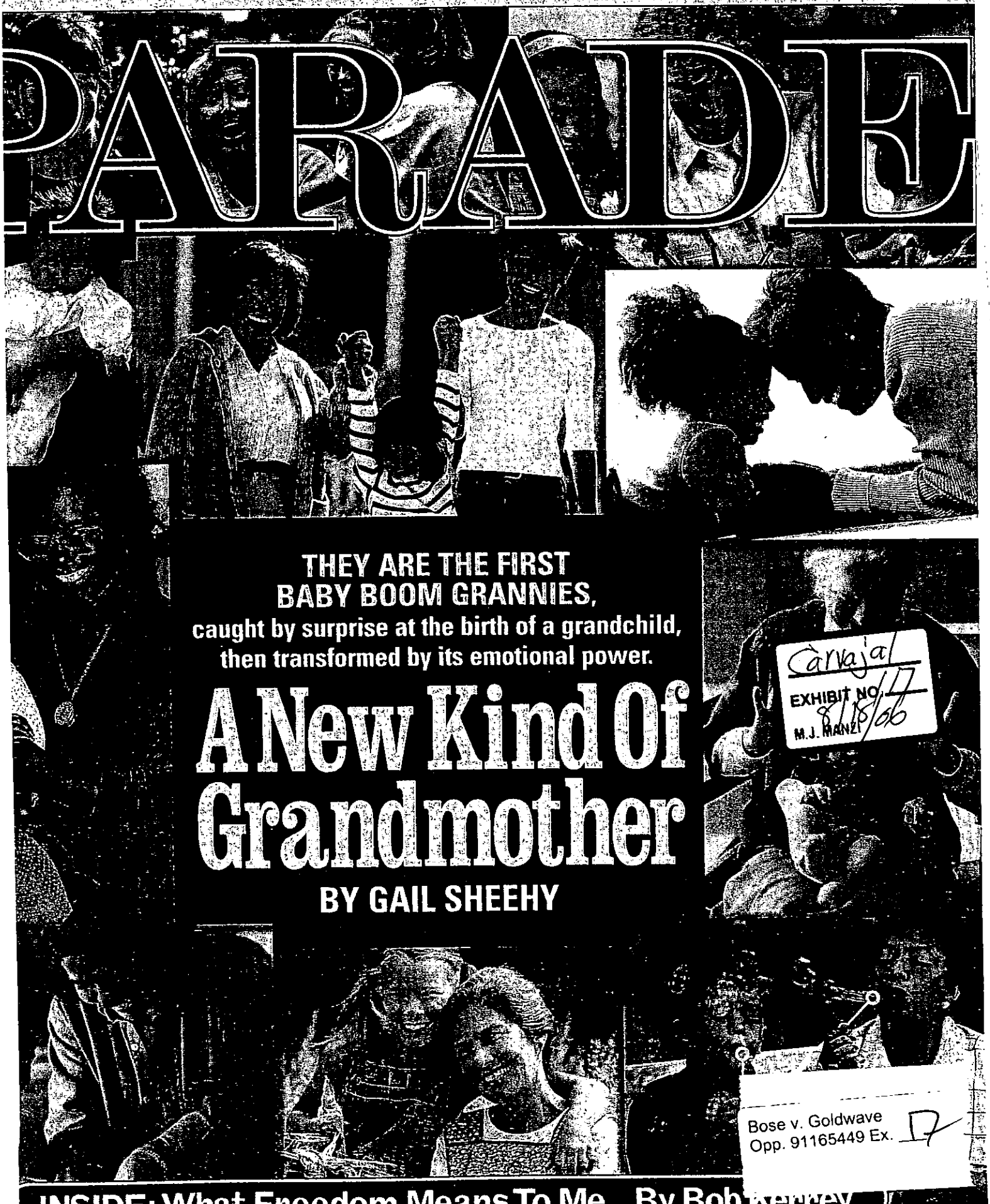
**Acoustic Wave® music system**
Our top-of-the-line integrated music system. Enjoy rich, room-filling sound that rivals large, costly stereos from an easy-to-use music system about the size of a briefcase.

**Compare waveguide systems**

MILWAUKEE JOURNAL SENTINEL

SUNDAY, MAY 12, 2002

# PARADE



THEY ARE THE FIRST BABY BOOM GRANNIES, caught by surprise at the birth of a grandchild, then transformed by its emotional power.

## A New Kind Of Grandmother

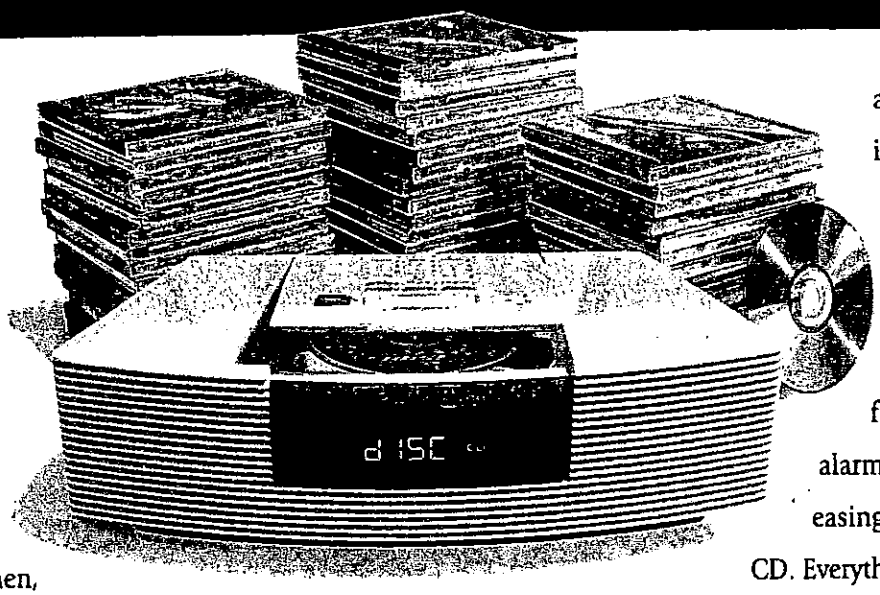
BY GAIL SHEEHY





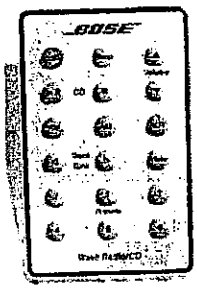
INSIDE: What Freedom Means To Me...By Bob Kerrey

# IF MUSIC IS IMPORTANT IN YOUR LIFE, SOONER OR LATER YOU'LL OWN A BOSE® WAVE® RADIO/CD




**The Wave® radio/CD** is a music-lover's delight. It's small and simple to use. Yet it delivers rich, room-filling sound. Sound so bold, *Men's Journal* says "your visitors will be looking for hefty speakers."

Think about it. All those rooms you don't want to fill up with stereo equipment – the kitchen, the bedroom, the den or the office – can now be filled with your favorite music, played the way the artist meant it to sound. With deep bass, crystal clear highs and a full sound that almost makes you feel like you're sitting in a concert hall. You can even hook the Wave® radio/CD up to your TV, VCR or computer for an enhanced audio experience.




*Includes credit card-sized remote.*

## AWARD-WINNING TECHNOLOGY

Patented Bose waveguide technology is the key to the impressive performance of the Wave® radio/CD. Folded inside is a 27" acoustic chamber that gives your music a surprisingly lifelike sound. Much as a flute strengthens a breath of air to fill an entire concert hall, the waveguide produces vibrant, room-filling sound.

The Wave® radio/CD also includes an array of features and functions that make it a pleasure to use. A credit card-sized remote lets you control the radio presets, CD and alarm from almost any in the room. Its full-fu programmable CD provides skip, scan, and continuous modes, with progra for up to 32 tracks. It alarms ramp up the volume easing you awake – to ra CD. Everything about the Wave® rad was designed to make it as simple as possible for you to your favorite music.

Remarkable sound from a small and innovative package. P that's why *Forbes ASAP* lists the Wave® radio on their "Al A-List" of technology breakthroughs that have changed the w right next to the light bulb and the compact disc.

## HEAR IT FOR YOURSELF

Listen to your favorite music on the Wave® radio/CD or Wave® r the comfort of your own home for 30 risk free. If you are not delighted, send for a refund. No questions asked.

The Wave® radio/CD is available from Bose, the most respected name in And with our installment paymen owning one is easy. You can choose t 12 low interest-free monthly paymen

If music is important in your life the life of someone you know – sh the radio *Radio World* calls "simply an be a part of it? Call Bose and orde today.

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Please specify when ordering:
Wave® radio/CD: ☐ Platinum White or ☐ Graphite Gray
Wave® radio: ☐ Platinum White or ☐ Graphite Gray

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The Gazette

SUNDAY, OCTOBER 7, 2001

# PARADE

A roundup of the new models:

# CARS & TRUCKS 2002

**NI COOPER**
as an icon of "swinging 60s. This one is all new, ugging handling of a stylish—even roomy— d 115-hp 4-cylinder. can snag one next spring.

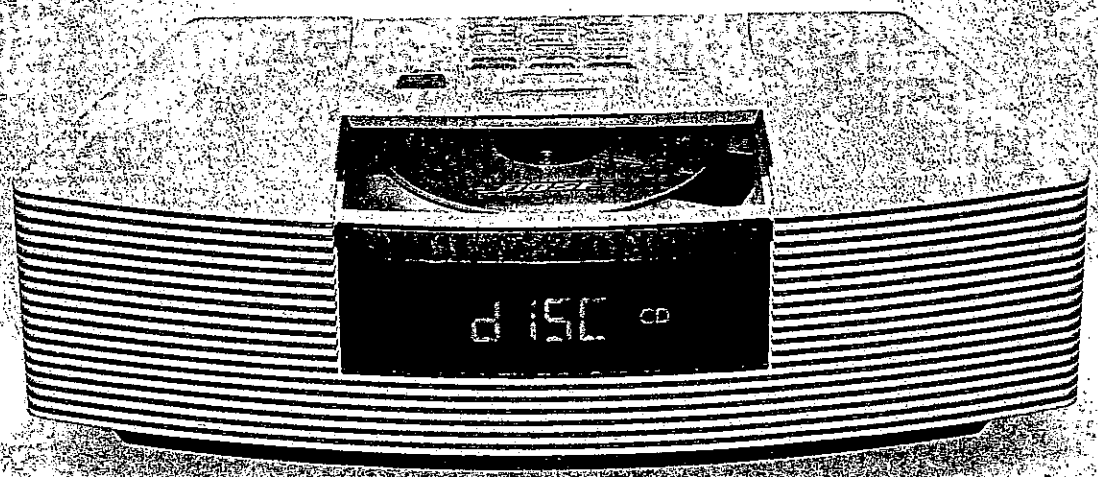
**PONTIAC VIBE**
Get into the groove with an all-new car/wagon/SUV combo. Rear seats fold flat for cargo, all-wheel drive available. Due out in early 2002. From $17,000.

**CHEVROLET SSR**
Add some wow to your life! The Super Sport Roadster—a retro-style convertible with a pickup bed and V8—is a real head-turner. It'll go into production late next year. Price: about $40,000.

**DODGE RAM**
A big brawny hauler that says "get out of my way." It gets a new look inside and out—plus more payload and towing capacity. Available with regular or extended cab, V6 or two different V8s, 4-wheel drive. From $18,000.

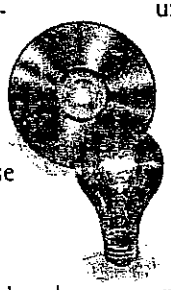
**JAGUAR X-TYPE**
This carmaker, now owned by Ford, has a brand-new "baby Jag" with very grown-up features: standard all-wheel drive, 194-hp V6, wood and leather interior, power everything. From $30,700.

# PROOF
## THAT *great* IDEAS
# GET HEARD.




## HONORED BY *FORBES ASAP* for CHANGING THE WORLD.

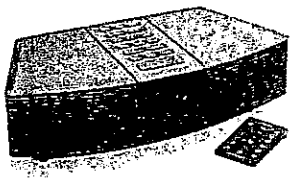
*Forbes ASAP* magazine rates the **Bose® Wave® radio** right up there with the light bulb, the compact disc and the telephone. Only fifteen inventions made their exclusive "All-Time A-List" of technology breakthroughs that have changed the world, and the Bose Wave® radio is one of them.



Recognizing products "both functional and beautiful," *Forbes ASAP* credits Bose with managing to fit "really big sound into a really small – and pretty – package."

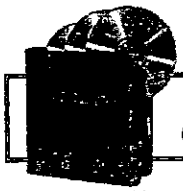
### LIFELIKE SOUND

The secret is Bose acoustic wave-guide speaker technology, which is built into both the Wave® radio and Wave® radio/CD (shown above). This and other patented Bose technologies deliver rich, full sound with remarkable clarity and deep, natural bass. It's sound you'd never expect from a system that fits so neatly on a tabletop or kitchen counter.



### HEAR the DIFFERENCE

The Wave® radio and Wave® radio/CD are available directly from Bose, the most respected name in sound. Both are available for **12 low interest-free monthly payments.*** Order before June 30, 2002 and receive a free Bose CD carrying case that holds 24 CDs. Our risk-free, 30-day, in-home trial guarantees your satisfaction. You really have to hear one for yourself. So call today. Because the proof is in the listening.



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CITIZEN PATRIOT
www.mlive.com
SUNDAY, FEBRUARY 8, 2004

# PARADE

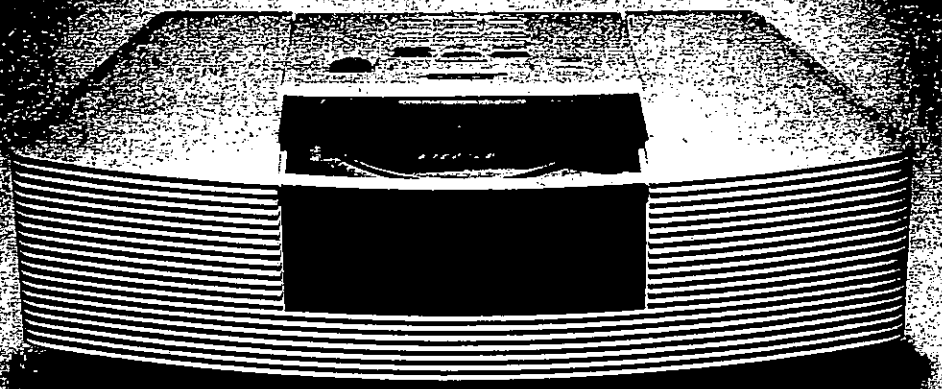
## Where Does Love Go?

Even when we lose the ones we love, our feelings can continue to burn brightly. Forever, says Mitch Albom.

Plus... PARADE's 2004 All-America High School Football Team • Actor Tim Robbins

# PROOF

## THAT *great* IDEAS GET HEARD.



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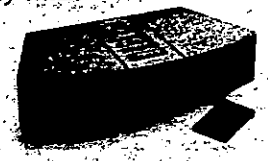
### HEAR *the* DIFFERENCE

The Wave® radio and Wave® radio/CD are available directly from Bose, the most respected name in sound. Our risk-free, 30-day, in-home trial guarantees your satisfaction. If you're not completely satisfied, you may return your purchase for a full refund. No questions asked. Be sure to ask about our **financing options** when you call.



You have to hear the Wave® radio/CD for yourself. So call today. Because the proof is in the listening.

For FREE Shipping order by March 31, 2004.

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*For information on all our products*
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Better sound through [illegible]

[illegible] Corporation. Patent rights issued and/or pending. The Wave® radio design is also a registered trademark of Bose Corporation. Financing [illegible] to be combined with any other offer or applied to previous purchases, and subject to change without notice. Risk free refers to 30-day [illegible] Delivery is subject to product availability. Quote is reprinted with permission. [illegible] (in reference to the original Wave® radio) 11/27/00.

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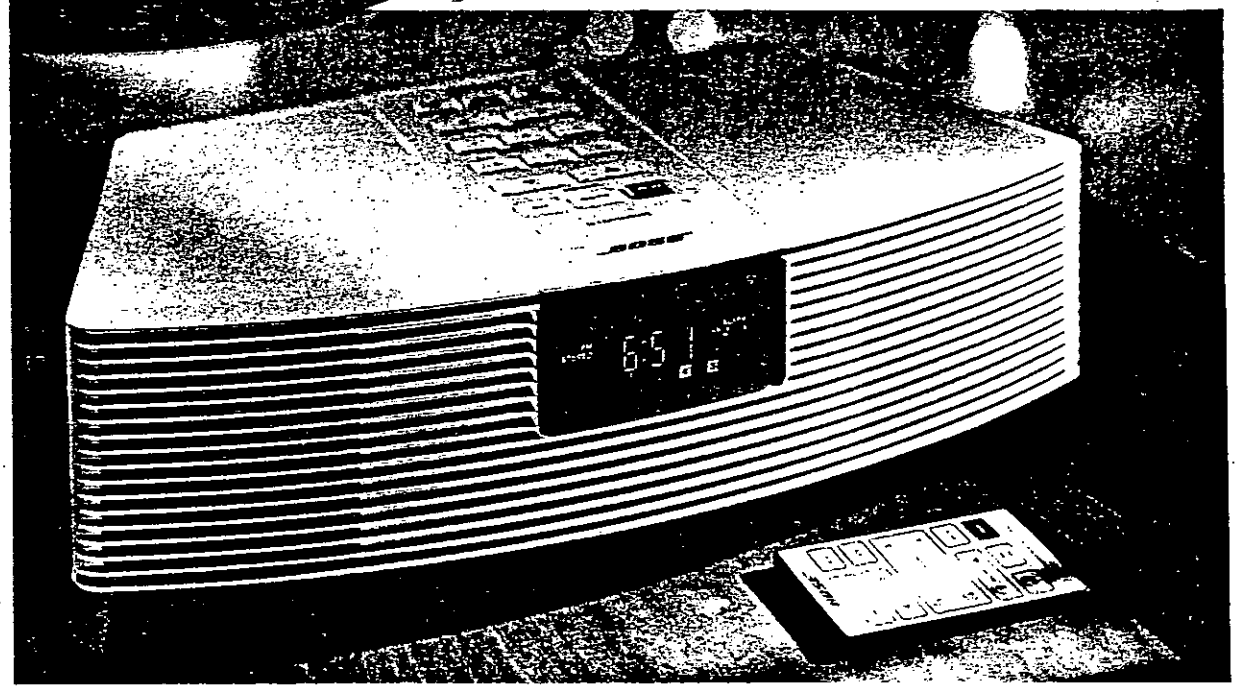
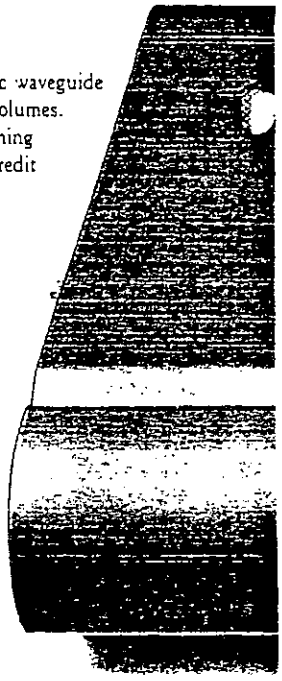
## *The Bose® Wave® Radio for rich lifelike sound that's music to your ears*

It's hard to believe sound this big could come from an AM/FM radio small enough to fit anywhere. The patented acoustic waveguide technology reproduces room-filling high fidelity stereo sound, including full, distortion-free bass at high volumes. Two separate alarms indulge differing tastes in music, stations or one person's preference for the soothing alarm. You can fall asleep to one station, wake up to another. Also features 12 station presets, credit card size remote control, auxiliary jack or CD hook-up, and back- up batteries that take over in case of power failure so you don't oversleep. 14"W x 8"D x 4½"H. 7 lbs.

*6060 Wave Radio $349.95*

*Please specify pearl white or graphite gray*





## *Acoustic Wave® Music System — a roomful of sound without a room full of equipment*

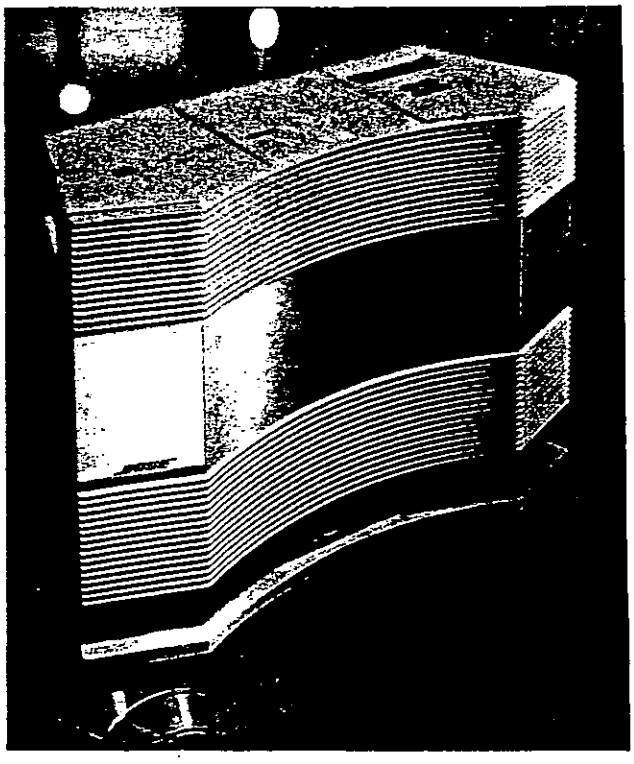
The secret to the true-to-life stereo sound of the Bose® Acoustic Wave Music System is a seven foot long acoustic waveguide that weaves through the interior—technology that took Bose 14 years and $15 million to develop. This one portable cabinet contains a CD player, AM/FM stereo tuner, equalizers, amplifiers, and speakers, yet is amazingly simple to use. Features include LCD digital tuning, 10 station presets, auxiliary jack, and a credit card size infrared remote control. The optional Pedestal (shown) adds inputs and AC outlets for a VCR, tape deck, TV, or other source. The Power Case lets you enjoy your Music System anytime, anywhere; ten D batteries provided supply up to 10 hours of listening pleasure. The Powered Microphone creates a mini PA system.

*8399 Acoustic Wave Music System (15 lbs., 18"W x 6½"D x 10½"H $1079.00*

*8406 Pedestal $169.00*

*8413 Power Case (not shown) $169.00*

*8420 Powered Microphone (not shown) $169.00*



## *Environmental Speakers bring high powered, high fidelity sound outdoors*

Frozen, thawed, immersed in water, locked in a salt fog chamber, and exposed to blistering heat, the Bose 151™ Environmental Speakers kept right on playing, and they'll perform just as reliably on your deck, next to the spa, or in steamy baths. (For boat owners, the annual ritual of replacing the loudspeakers becomes a thing of the past.) Leave it to Bose® to bring spacious, full-range sound reproduction outdoors, from crystal clear treble to deep, rich bass tones. A high-impact non-resonant polymer enclosure with stainless steel grille protects the 4½ inch drivers. Optional non-corroding stainless steel brackets allow for wall or under-eave mounting. Rated up to 80 watts at 4 to 8 ohms. 9"W x 4½"D x 6"H. 4 lbs. each. Five year warranty.

*8432 Bose 151 Environmental Speakers $249.95*

*8439 Mounting Brackets $39.95*

*Please specify black or white*

*For assistance in selecting the Bose® Lifestyle® system that best suits your needs or to special order any Bose product, please call our Product Specialists at 1-800-537-8484.*

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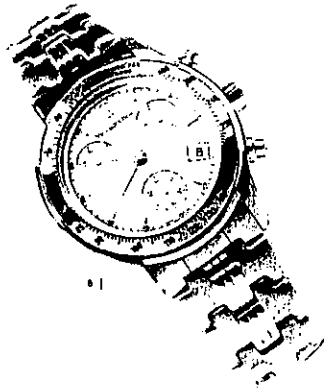
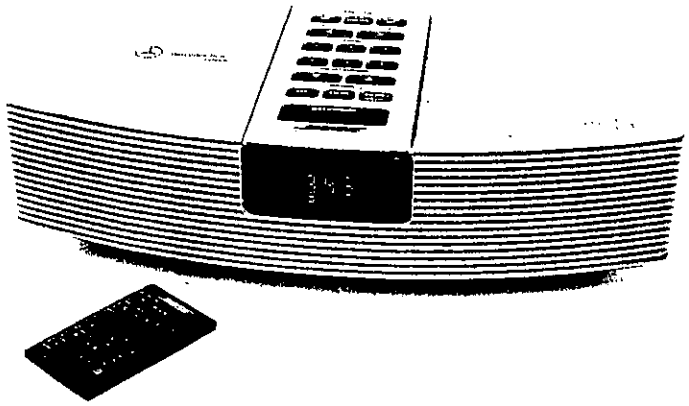
A |



B |

A | In 1926, the emblems of the two preeminent automobile manufacturers were combined to form this trademark. Today, it is a worldwide symbol of excellence and the inspiration for this silver **medallion keychain**. A950 999 1004 **$16**

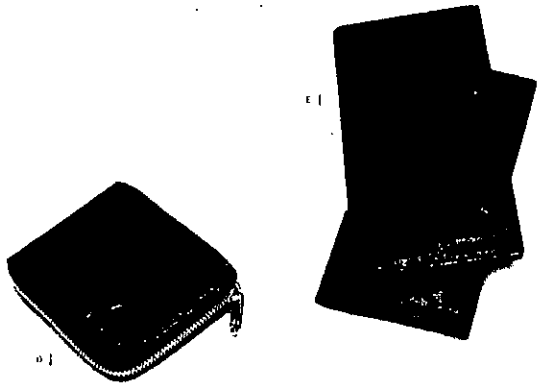
B | Boldly styled in solid stainless steel and built with Swiss precision to our demanding standards, our exclusive **chronograph** is the perfect complement to a Mercedes Benz automobile. The sapphire crystal, tachymeter bezel, calendar and precision quartz analog movement make it handsome and highly functional, and the folding deployant buckle provides added security. Times to 1/10 second, with off-second and 30-minute elapsed time displays. Water-resistant to 3 atm. Fully backed by Fourneau's 3-year limited warranty, including lifetime free battery replacement. A950 999 5303 **$895**



C |

C | Small in size, big in clarity, the **Bose® Wave® radio**, Mercedes-Benz edition, features acoustic waveguide speakers for the same full, rich sound you are accustomed to in your Bose-equipped Mercedes. It has six AM and FM station presets, a digital tuner and seek function. Credit-card-size remote controls the programs, alarm and volume. Connects with TV, VCR, CD and cassette player. Color is matched to Mercedes-Benz Brilliant Silver and is exclusive to the Mercedes Collection. A950 999 2704 **$395**





D |

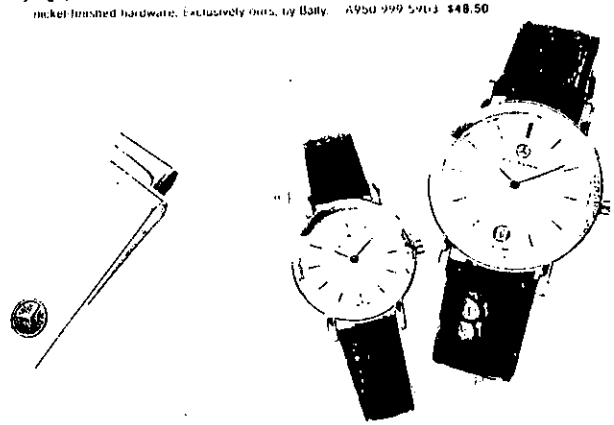
E |

F |

D | Butter-soft is how our "Tartufo" calfskin leather **zippered wallet** has come to be known. With a coin compartment and space for three credit cards, there's no need to worry about spilling your change, as the zippered closure securely holds everything in place. 4½" x 3½". A950 999 1004 **$188**

E | Each time you feel the supple calfskin leather of our Bally **pocket secretary** you will be reminded why you have to have it. With room for seven credit cards and a checkbook, it has foreign currency compartments and a coin pocket. 7" x 3½". A950 999 6103 **$135**

F | Our **keyring** opens and closes with the precision of a Swiss watch. Smooth-as calfskin leather with nickel-finished hardware. Exclusively ours, by Bally. A950 999 5903 **$48.50**



G |

H |

G | Once you own our **silver-plated money clip** you'll never carry a wallet again. Our **24K gold-plated money clip** has a patented memory hinge that lets you carry a single bill as securely as a thick stack. Both clips have the Mercedes-Benz Three Pointed Star in finished silver and gold respectively. 24K gold plated. A950 999 5502 **$22.50**. Sterling silver. A950 999 9104 **$68**

H | Timeless, not a word commonly used to describe a watch, but for our **dress watch** it seemed apropos. With all the attributes that create a classic, simplicity and elegance of design, purity of fine lines and Swiss dependability, it is the watch you can wear for the rest of your life. 3-year limited warranty. Women's A950 999 7103. Men's A950 999 6903. **$295 each**

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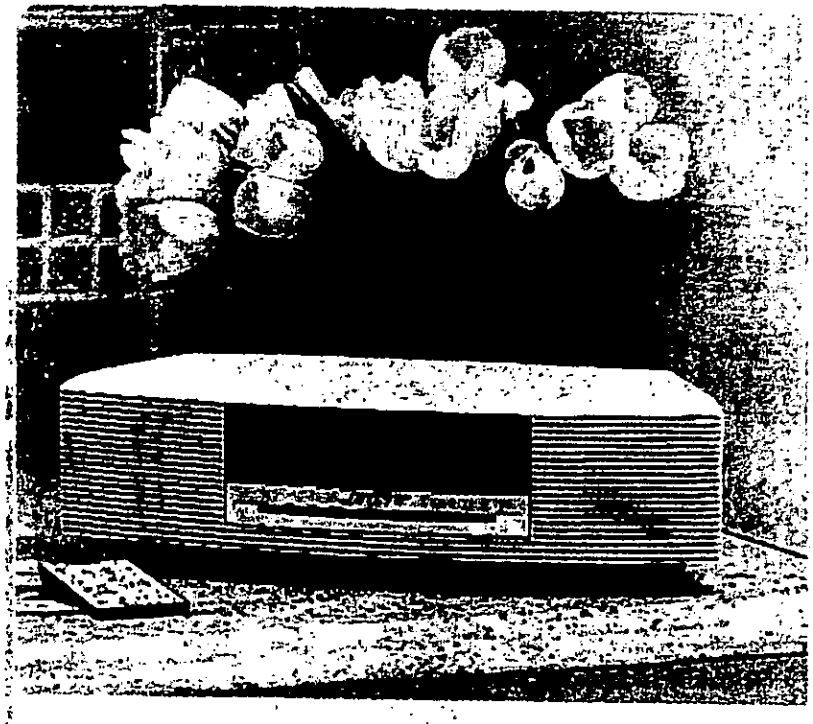


# Bose knows how to build a better box of sound

The Gadget Guy
**David Novak**

I just got back from a Bose press conference in Boston. Now if you're not familiar with the company Bose, it was founded in 1964 by Dr. Amar G. Bose, and today is one of the largest and best-known audio signal processing to improve instrument clarity and definition at all listening levels.

## Small design, big sound

Creating the Wave music system involved the expertise of over 250 engineers, Dr. Bose explained. This included mechanical, electrical, software, signal processing, manufacturing and quality engineering expertise. Sophisticated computer models were used to integrate the electronics,

technology developers and product manufacturers in the United States and throughout the world. Bose is known for home speakers and systems, premium automotive sound systems and sound for public places.

During the conference, I actually sat next to and talked with Dr. Bose. He talked to me about everything from his history as a MIT professor to the invention of high fidelity. After a tour of the Bose facility, we were directed to a small acoustic room, and asked to have a seat. In front of me and my other press colleagues stood two large Bose theater speakers, and in the middle of those speakers sat a small Bose clock radio the size of a clock radio.

They played a piece of classical music, first through the 4- foot-high theater speakers. They then switched the sound output to this little clock radio. The sound that came out of this little thing was unbelievable. I sat there, and wondered how in the world all of this sound could permeate from this little box. The laws of physics were seriously being bent.

## Big box sound

It turns out this "little box" is Bose's new Wave music system, the next generation in acoustic wave-guided speaker technology. The original Bose Wave radio dramatically changed people's beliefs about the sound quality they could expect from such a small home system. Now this award-winning predecessor has been re-engineered to a new standard of performance, elegance and simplicity.

The new Bose Wave music system incorporates new wave-guided speaker technology to reproduce one-half octave lower musical notes without increasing the system's size. The Wave also uses proprietary amplifiers and speakers into an elegant and small package while enhancing performance.

The Bose Wave music system has no buttons and is simple to operate. All of the functions of the system are controlled using a credit card-sized remote. The system is designed to interface seamlessly with other Bose products through the proprietary Bose link technology. I saw a demonstration of this as well. With one push of a button, the demonstrator could control both the Wave and the Bose Lifestyle System sitting on the other side of the room.

## What's new

The Wave system incorporates a number of features perfect for a complete home system, including a slot-load CD player that also plays newer MP3 CDs, a talk radio mode to compensate for the artificial low frequency boost of some talk radio programs and circuitry that preserves the system settings and time for up to two days during a power outage without the use of batteries.

The system is assembled using custom-designed manufacturing equipment installed in Bose's South Carolina plant. The new Bose Wave music system is available in platinum white and graphite gray for the price of $499.

The new Wave system is only available through Bose's toll free number at (800) 999-2673, or at their Web site at www.bose.com. If you have the money, this is a wonderful product to buy. The Wave system is small, but fills an entire house with high-quality sound. It can easily replace whatever component system you currently have, and it sounds better than most surround-sound systems on the market today.

## What the gadget guy thinks

| | | |
|---|---|---|
| Utility | | Powerful sound in a tiny footprint. |
| Ease of Use | | No installation required, and the remote only has a few buttons, but a lot of functionality. |
| Practicality | | The sound is so good, the Wave could literally be your home-theater system. |
| Portability | | As I mentioned, the size compared to the sound defies the laws of physics. |
| Cost | | This is a complete system for about $500, and the cost hasn't gone up a dollar from the first to the second generation Bose Wave product. |
| Safety | | Meets all safety requirements. Plugs into standard polarized outlet. |
| Coolness Factor | | A marvel of technology. One listen and you'll question your sanity. |

METRO WEST DAILY NEWS
FRAMINGHAM, MA
THURSDAY 54,989
AUG 12 2004



# Bose plays new Wave music system

By Craig M. Douglas
NEWS BUSINESS WRITER

FRAMINGHAM – Years of research and development have once again paid dividends for Amar Bose, the audio-engineering guru and founder of Bose Corp. whose latest product offers a powerful yet simplified break from traditional sound systems.

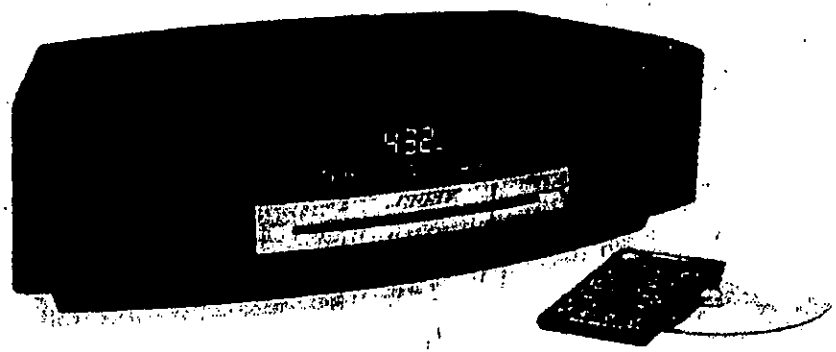
Meet the new Wave, better than the old Wave.

Building upon its ever-popular Wave radio/CD player, the shoe-box sized stereo that wowed consumers with its crisp sound and ear-popping output, the Framingham company yesterday unveiled the next generation in its "waveguide" speaker technology.

Equipped with two 2.5-inch speakers and a smooth, buttonless panel, the Bose Wave music system looks and operates much like its younger cousin. The difference, says Bose, is the clarity and flexibility of the new product.

**The new Bose Wave music system**

COURTESY PHOTO



Paired against larger, more sophisticated speaker systems, the pint-sized Wave held its own during a sound-off yesterday at the company's headquarters on Bose Mountain in Framingham. The difference in audio quality was nearly impossible to decipher with the human ear, a factor that prompted Bose to change the product's name – from Wave radio/CD II – and brand image before it hit the market this month.

Far from just a portable radio/CD player, the new Wave could potentially displace traditional, more expensive stereos, Bose said.

"It's a clean and elegant design," said Bose during yesterday's presentation. "And it can be a home's principal sound system."

Sold for $499, the Bose Wave is operated by remote control and boasts an array of bells and whistles that "add functionality" but improve the system's "simplicity," according to its engineers. The product is available in white or charcoal gray.

Among the system's improved offerings is a navigation tool that allows users to browse multiple music folders stored on a CD. To highlight this feature, during yesterday's event, a Bose engineer intermittently played snippets of Beethoven's nine symphonies, which were each stored in separate files on a single disk.

Loaded with state-of-the-art digital technology, the new Wave also comes with its own programming software. The system also houses a "Bose Link" connector, a specially made port that connects to and communicates with other Bose products.

The new Wave is made entirely of Bose materials and is manufactured at the company's production facility in Columbia, S.C. With the ability to crank out a Wave in 40 minutes, the one-acre site deploys 41 robots and operates 24 hours a day, seven days a week.

BOSE, *Page C11*

# Bose surprise

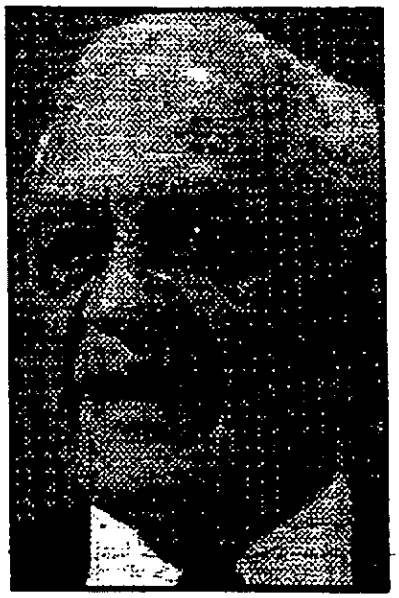
BOSE, *From C10*

Amar Bose credited dozens of engineers for the new system, which he expects to have wider appeal than the original Wave radio. First sold in 1993, the Wave's sales over the last 11 years were not disclosed by the privately held company.

Later this month, Bose is scheduled to unveil the results of a 24-year-old research project that has "nothing to do with sound." The company has remained tightlipped about the upcoming event, offering few details about the project's nature.

Noting the time and research dollars needed to bring the new product to market, Bose said the effort highlights the company's commitment to taking chances and challenging norms.

"You have to go with your gut," said Bose on his philosophy of funding and supporting seemingly hair-brained schemes. "Sometimes you just need to feel things out for a while before you can finally see over the fence."



**Amar Bose**

Founded in 1964, Bose Corp. has more than 8,000 employees and books roughly $1.7 billion in annual sales.

*(Craig Douglas can be reached at cdouglas@cnc.com or 508-626-3964.)*

**December 7, 2004**

# A Review of the Bose Wave® Music System

*by Leslie Shapiro*

*Leslie Shapiro takes a long listen to the redesigned Bose® Wave® music system, and reports back with this review.*

When Dr. Amar Bose is excited about something, he contains his enthusiasm as well as a child on Christmas morning — and it's contagious. I recently experienced this firsthand at the Bose headquarters in Framingham, Massachusetts. Along with 20 other journalists, I was treated to the introduction of the new Bose® Wave® music system, a reinvention of the acclaimed Bose® Wave® radio.

**The impressive new Bose® Wave® music system is available in graphite gray (shown here) and platinum white.**

He began by explaining his theory of how people tend to listen to music. According to Dr. Bose, looking at frequency responses on paper and charts doesn't really matter — it boils down to how it sounds to *people*. And, apparently, the people who first heard this system were very, very excited about it.

Now, the Bose Corporation does a massive amount of research, and is probably working on new products every single day. The new Bose® Wave® music system, however, caused quite a stir. A big enough stir to ripple right up to the very top of the company. With the same glee as Willy Wonka showing off his chocolate factory, Dr. Bose unveiled the Wave® music system.

**What changed?**

While the folks at Bose were very happy with the original Wave® radio — perhaps the most popular table radio ever — every facet was re-evaluated for the new music system. From the design of the waveguide chambers and the addition of a slot-loading CD player, to the plastic injection molding, every feature was scrutinized. Clever new innovations, such as routing the bass port of the speakers over the amplifier as a cooling element, added even more high-tech dimensions to an already high-tech product.

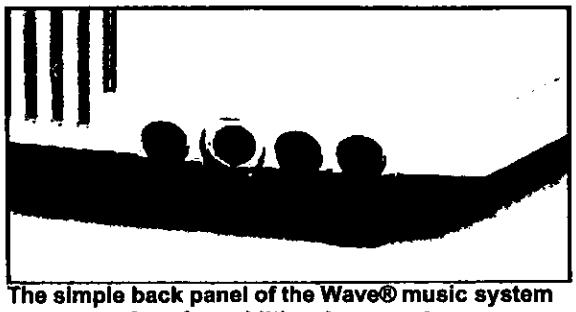
**Hearing is believing**

All of this talk was great fun, but pretty useless if it was just hype. I wanted to hear for myself. Dr. Bose took us, in groups of five, into a listening room for our first listen to the new Wave® music system. This acoustically tuned room had a pair of full-sized floor-standing Bose speakers to compare to this rather diminutive system. The full-sized speakers were set about five feet apart, with the Wave® music system sitting between them. Using a variety of musical instruments and orchestrations, the two were played for us to compare. Of course, the stereo imaging of the large speakers was much better than the non-detachable speakers on the Wave, but surprisingly, the frequency responses were very similar. Throughout the day, more impressive listening experiences showcased the system — but I asked for a review sample that I could live with at home for a while. Dr. Bose would surely agree that it only matters how good it sounds when it's home.

**The basics**

The Wave® music system is an AM/FM table radio, with an alarm clock and a slot-loading CD player. The clock radio and alarm are pretty straightforward. Out of the box, the clock is very easy to set, as is the single alarm. The alarm can be set to wake to any track on a CD or radio station — the volume gradually increases to gently wake you up. There are six presets each for AM and FM listening. With the CD player, you can

play MP3 files from a CD-R or CD-RW disc, as well as regular CDs. The Wave® music system can also accommodate a variety of sources; there is an AUX input, as well as a Bose® Link interface, which lets you use the music system as a secondary speaker with a compatible Bose® Lifestyle® system.

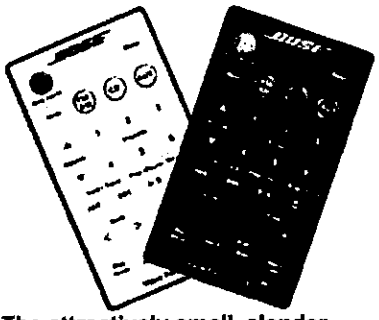


**The simple back panel of the Wave® music system lets you make a few additional connections.**

**Usability**

Interestingly, all functions are controlled by a small remote — just a tad larger than a credit card. There are absolutely no buttons on the main unit. No volume, no disc eject, no snooze buttons — nada, zip, nothing. Was this slightly disconcerting? Sure, but I quickly got over it. I was able to place the system across the room while the remote lived on my nightstand. For a while, I moved the system to my kitchen, and I was very happy to keep my doughy, sticky, dishwashing or otherwise messy hands away from the main unit.

Moving the Wave® from room to room revealed another great feature. Many clock radios have a battery backup, in case of a power failure, or if you need to move the clock to another room. This system will retain the clock and your alarm settings for up to *48 hours* if it loses power — without using a battery. I moved it from my bedroom to my kitchen to my home theater room without a problem. (However, the power went out one night during a storm, and sputtered as it came back up. The alarm setting was fine, but the main clock needed to be reset.) Plus, with a traditional battery backup, you're never quite sure how much power is left in your battery — is it enough for one more power failure? Are you willing to miss that 9:00 AM meeting because your battery ran out? Not a problem with 48-hour backup.



**The attractively small, slender remotes are the same color as the music system they accompany.**

Finally, the display is very sharp, and has a sensor to dim it at night so the light doesn't keep you up, and it brightens to be quite clear in daylight.

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# Wave® Music System

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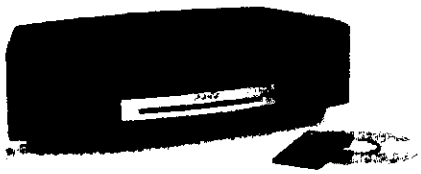

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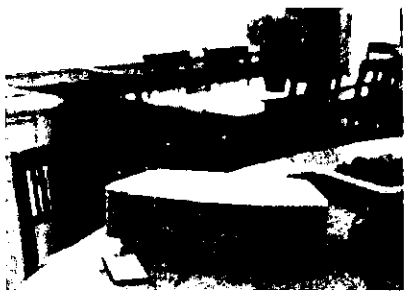
*Popular Science* called the original Bose® Wave® radio "a sonic marvel." Now, the Wave® music system builds on the achievements of its acclaimed predecessor to set a whole new standard in audio performance, simplicity and elegant design. This innovative music system provides lush, room-filling sound from a system so small and simple to use, it fits almost anywhere.



## Enjoy crisper, more accurate sound

The Wave® music system reproduces one-half octave lower musical notes and delivers even greater clarity and definition than the original Wave® radio/CD. With its deeper tones and even more lifelike sound, you might just feel like you're sitting in the front row.

Learn how the Wave® music system reproduces lower musical notes
Learn more »

Hear what people are saying about our newest tabletop system
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Inside, our new proprietary waveguide speaker technology combines with other Bose® technologies to deliver enhanced performance—at all listening levels.

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**Designed with simplicity in mind**

The Wave® music system was engineered to be delightfully easy to use. There are no visible buttons. Instead, the entire system is completely and conveniently controlled by a credit card-sized remote control. And setup couldn't be easier. The CD player, digital AM/FM tuner, amplifiers and speakers are all built-in so you can enjoy quality sound right out of the box.

The large, bright display panel is easy to read and understand, prominently displaying the artist, title and album names of your suitably encoded MP3 CDs. It's also easy to enjoy the system's full, rich sound with your iPod or MP3 player, computer, TV or DVD player. And just plug into the headphone jack to keep the music to yourself.

**Elegance in a distinctive design**

The Wave® music system may look familiar, but it takes the original award-winning design of the Wave® radio/CD to new levels. With its absence of buttons and a convenient slot-loaded CD player, the slim, sleek profile shines through to complement just about any room.

You'll also enjoy more options for placing your system where its distinctive design looks best. That's because the speakers are magnetically shielded to prevent interference from TVs or computer monitors.


Your Wave® music system can even become part of an expanded home entertainment experience. With Bose® link, the Wave® music system is now compatible with select Lifestyle® systems. So you can easily extend your Bose listening experience to multiple rooms.

**It comes with a 30-day excitement guarantee**

We offer a 30-day risk-free in-home trial so you can compare, side by side, the sound of the Wave® music system to that of larger and more expensive sound systems.

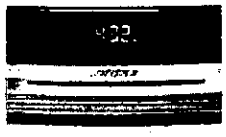
Quotes are reprinted with permission: Marcelle M. Soviero, *Popular Science*, 12/93

**Key Features**

**Proprietary waveguide speaker technology** This Bose breakthrough builds on the performance of original award-winning technology, delivering deeper, richer sound from a system virtually the same size. It produces one-half octave lower musical notes than the original for more natural sounding bassoons, cellos

and drums.

**Credit card-sized infrared remote control** This slim and easy-to-use remote lets you conveniently operate every Wave® music system function from anywhere in the room.



**Slot-loaded CD player** Convenient, front-facing slot allows you to easily load a conventional CD or enjoy MP3s from a CD-R/RW. Simply slide the CD into the open slot and the player automatically pulls it the rest of the way. This sleek design allows for greater flexibility with placement of the unit.

## Similar Products to Consider

**Wave® Music System with Multi-CD Changer**
Experience the Bose standard in audio performance from a tabletop system as elegant as it is easy to use. And enjoy extra hours of uninterrupted CD music with the add-on Multi-CD Changer included in this package.

**Wave® radio II**
Engineered to a bold new standard for crisper, more accurate sound. The Wave® radio II is simple to operate and small enough to use almost anywhere in your home.

**Acoustic Wave® music system**
Our top-of-the-line integrated music system. Enjoy rich, room-filling sound that rivals large, costly stereos from an easy-to-use music system about the size of a briefcase.

**Compare waveguide systems**

The Seattle Times TD480 Seattle Post-Intelligencer
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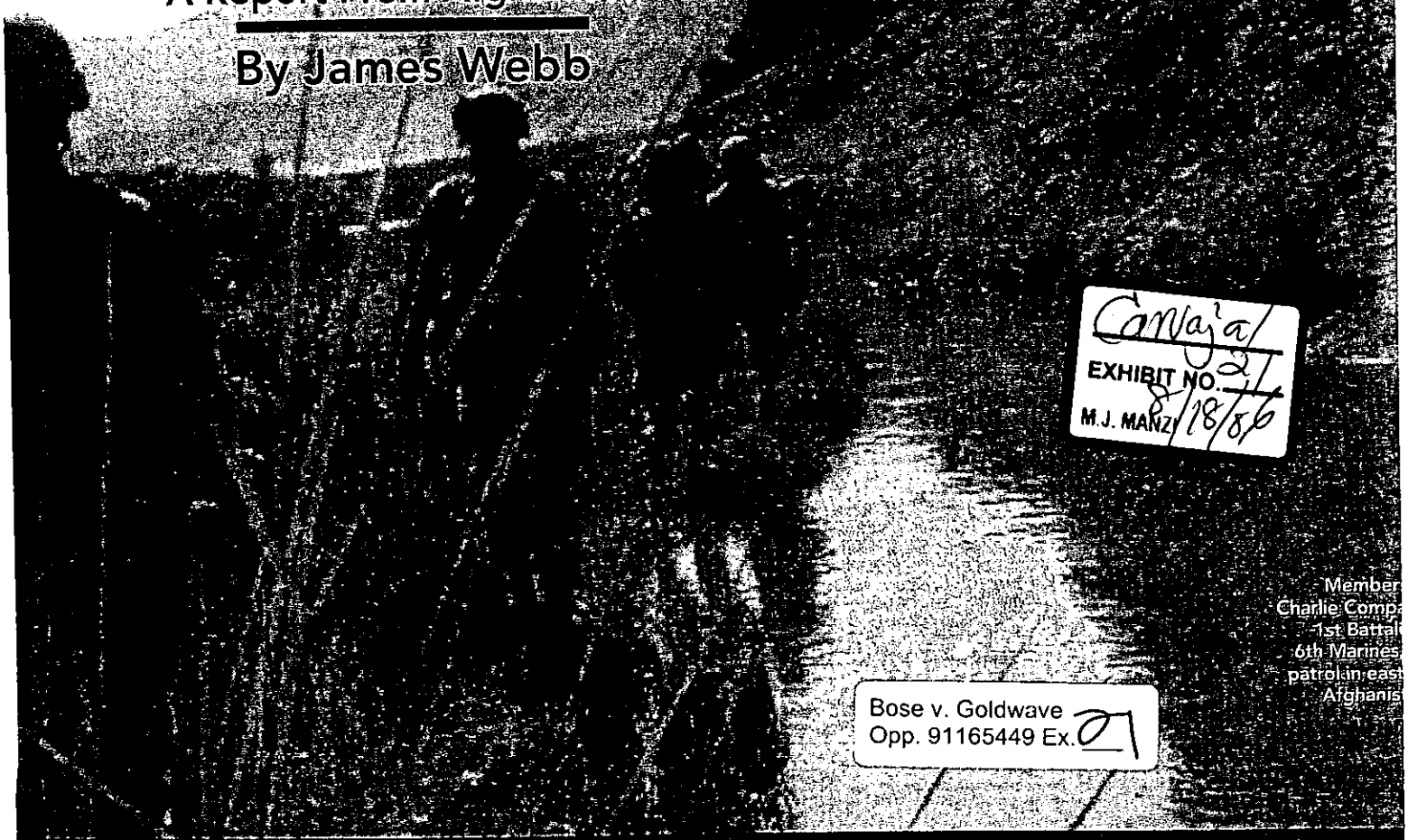
A Report From Afghanistan

By James Webb



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**SIMPLICITY** everyone can appreciate.

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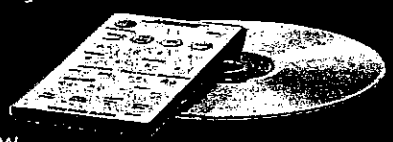

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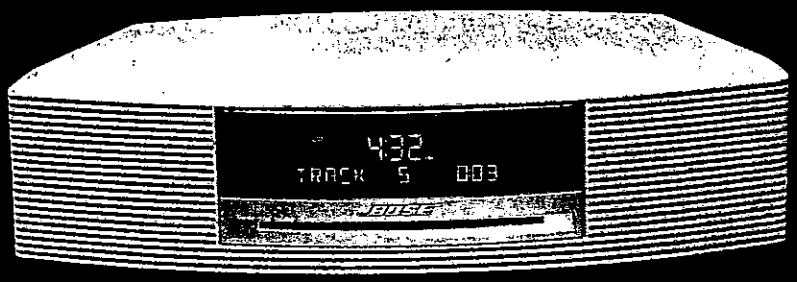


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