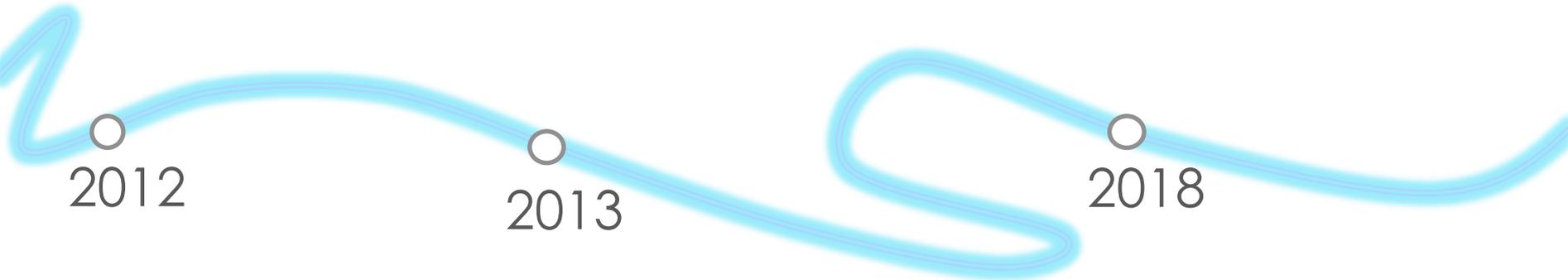


Introducing Harman Kardon® Omni

The first wireless HD home audio system that lets you bring music from room to room at the touch of a button



State of the Market



2012

2013

2018



Spotify
streamed
4,5 billion hours
of music



Netflix members spent
4 billion hours
watching streamed
video



Wireless home audio
devices to generate
revenue of nearly \$14
billion

No Compromises

For those audiophiles and music enthusiasts who enjoy high-definition media and want the music to never stop, we have introduced a new wireless, truly HD audio system.

It fills your room with pure, crisp sound so that you can enjoy your favourite music anywhere in your home.

Wireless music made easy.



Connect to the Content you love

Music enthusiasts demand a superior audio experience and clear, crisp and realistic sound. Yet, today's wireless technology dictates they can access more media from multiple devices. As a result, they demand more from their home audio system:

- / Stream media from most tablets, smartphones, streaming service or computers
- / Offer quick and seamless access to content
- / Listen to the same music in every room or different music in each room
- / No cable connections required
- / Control through an app



Redefining Wireless Multiroom

- / Supports 24-bit/96kHz Studio Quality HD audio streaming to enjoy a superior audio experience, with higher resolution than from a CD
- / With Bluetooth and re-stream technology, the music signal from *any* music app will automatically be translated to Wi-Fi and streamed all over your house for a truly flexible whole home audio experience
- / One-touch Follow Me Audio allows music to follow you at the press of a button when you walk from one room to another



Redefining Wireless Multiroom

Wireless room-filling sound at the touch of a button

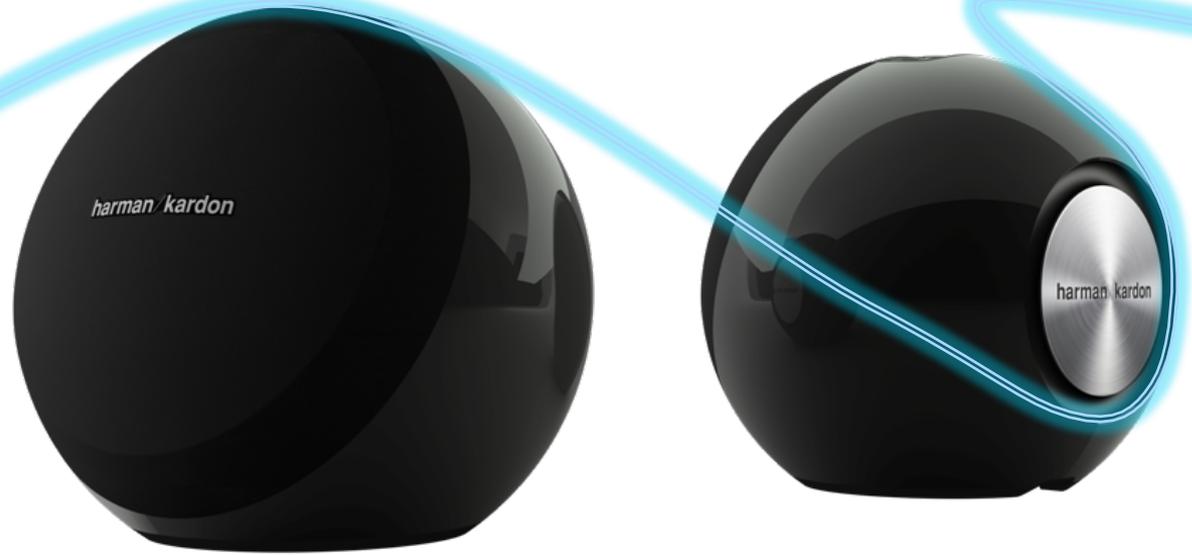


OMNI 10

OMNI 20

ADAPT

CONTROLLER



Omni 10

Wireless HD multi-room loudspeaker



- / Listen to the same music in every room or different music in each room
- / Control your music at the touch of a button or via the Controller App
- / Re-stream Bluetooth or aux inputs around your house
- / HD Audio Quality - Streams up to 24-bit/96kHz Studio Quality Sound
- / Multi-Channel Sound - Listen to multiple speakers in the same room
- / 2x 25W output power (bi-amp)



Omni 20

Wireless HD Stereo multi-room loudspeaker



- / Listen to the same music in every room or different music in each room
- / Control your music at the touch of a button or via the Controller App
- / Re-stream Bluetooth or aux inputs around your house
- / HD Audio Quality - Streams up to 24-bit/96kHz Studio Quality Sound
- / Multi-Channel Sound - Listen to multiple speakers in the same room
- / 4x 15W output power



Adapt

Wireless HD Audio Adaptor



- / Listen to the same music in every room or different music in each room
- / Control your music at the touch of a button or via the Controller App
- / Upgrade your existing system to stream 24-bit/96kHz HD Audio
- / Multi-Channel Sound - Listen to multiple speakers in the same room
- / Re-stream Bluetooth or aux inputs around your house



Controller App

Access any music



- / Streams your favourite music to any room from your phone or tablet
- / Allows creating different playlists for different rooms
- / Sets up speakers and rooms or groups rooms together
- / Controls master volume or volume for each room independently

System Options



STREAMING TO AND RE-STREAM FROM

STREAM TO (END-STATION)

Omni Products at a Glance



ADAPT



ADAPT WH



OMNI 10



OMNI 10 WH



OMNI 20



OMNI 20 WH

2x 25W (bi-amp)

4x 15W

The only true wireless solution, no network cable connection required

24-bit/96kHz studio quality HD audio streaming for superior audio experience

Link-button for easy room-to-room control without the need to use phone or tablet

Controller app streams all your favourite music through Wi-Fi or Bluetooth

Simple setup through Harman Kardon Controller app

Re-stream Bluetooth or aux input to listen to anything, anywhere

Listen to the same music in every room or different music in each room

Multi-channel sound to listen to multiple speakers in the same room

Streaming services embedded in Controller app

Omni Competitive Benchmark

| | harman/kardon by HARMAN | SONOS | BOSE | SAMSUNG |
|---|----------------------------|------------------|-------------------------|--------------------------|
| Features | OMNI | Play: | SoundTouch | Shape M |
| 24-bit/96kHz HD streaming | ✓ | ✗ | ✗ | ✗ |
| Bluetooth re-streaming | ✓ | ✗ | ✗ | ✗ |
| Wi-Fi / Bluetooth / NFC / AirPlay | ✓Ⓜ✓Ⓜ✗Ⓜ✗Ⓜ | ✓Ⓜ✗Ⓜ✗Ⓜ✗Ⓜ | ✓Ⓜ✗Ⓜ✗Ⓜ✓ | ✓Ⓜ✗Ⓜ✗Ⓜ✓ |
| Multi-channel | 2.0 Ⓜ 5.1 | 2.0, surround | ✗ | ✗ |
| Ethernet | not required | required | not required | not required |
| Source: App / Aux-input / Internet radio | Any app Ⓜ✓Ⓜ✗ | Sonos app Ⓜ✓Ⓜ✗ | ✗Ⓜ✓Ⓜ✓ | Shape app Ⓜ✗Ⓜ✓ |
| Streaming services | >5 at launch | >20 | coming end 2014 | >7 at launch |
| Buttons: Play / Skip / Volume / BT / Link | ✓Ⓜ✓Ⓜ✓Ⓜ✓Ⓜ ✓ | ✓Ⓜ✗Ⓜ✓Ⓜ✗Ⓜ✗ | ✓Ⓜ✓Ⓜ✓Ⓜ✓Ⓜ✗ ✗ | ✗Ⓜ✗Ⓜ✓Ⓜ✓Ⓜ✓Ⓜ✗ |
| Wireless | standard Wi-Fi | proprietary mesh | standard Wi-Fi | standard Wi-Fi |
| Delay | 150 micro-seconds | milli-seconds | n/c | n/c |
| Programmable preset buttons | ✗ | ✗ | ✓, 6 | ✗ |
| Installation | easy, through app | easy, one-button | complicated, through PC | complicated, through app |

Marketing the Harman Kardon Omni

LAUNCH EVENT



DIGITAL / SOCIAL ASSETS



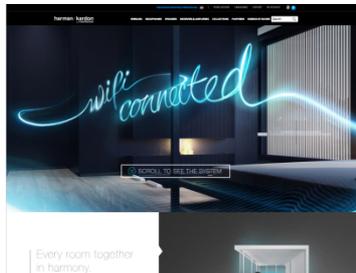
MEDIA TOOLS



ONLINE & INSTORE MERCHANDISING



CONSUMER ENGAGEMENT/SUPPORT



DRIVE PR AND REVIEW





harman/kardon®

Wireless HD Audio System