

Control[®] One AW

Features & Benefits



Order Date:	February 20, 2012
Brand Website:	February 27, 2012
Market launch:	February 27, 2012

CATEGORY: All-weather control monitor

POSITIONING:

USP: All-weather control monitor

KEY BENEFITS:

- Plays louder with less distortion for more realistic bass
- Broadens your listening space, be it inside or outside
- Permits installation outdoors or on decks, patios or pool areas*
- Enjoy true JBL[®] sound anyplace in your home
- Studio-quality sound that feels as if you're at a concert or inside a movie
- Your favorite music and movie soundtracks travel clearly throughout the entire listening space for outstanding JBL performance

*Please note that while the JBL Control[®] One AW is an all-weather outdoor loudspeaker, it is not waterproof. The speaker should NOT be submerged or directly exposed to water, ice, snow or sustained moisture.

BASIC FEATURES:

- Power handling of 200 watts peak, 50 watts continuous
- Compact, two-way design
- Wall-mounting system included
- Highly adaptable and fits anywhere
- 4-inch (100mm) poly laminate woofer
- 1/2-inch (12mm) titanium-laminate tweeter

CRITICAL TO PURCHASE:

- High-power amplification
- Place the two-way speakers anywhere, with an unobtrusive footprint
- Built tough and rugged with all-weather construction
- Adds surround speakers to your home theater system or can connect to your computer to play your entire music library
- Produces a rich, deep bass response
- Delivers sparkling, clear high frequencies

Control One AW

Selling Points



CROSS-MERCHANDISING:
TVs, AVRs, Blu-ray players

PROMOTIONAL TIME PERIODS:
• Holidays, back-to-school

Model #	Description	Color	Dimensions (H x W x D)	UPC	MSRP	MAP	Dealer Cost
CONTROL ONEAW	All-weather control monitor	White	9" x 6-1/8" x 5-1/2"	0500363127388	\$239.95	\$199.95	\$100