



Awards:
Red Dot

An Entertainment System That's at Home in Any Home

This home theater system achieves new heights of technological sophistication while seamlessly integrating into any home environment. It appeals to movie, music, and video game lovers alike, creating a demand that outpaces supply by a wide margin.

Moving Up by Scaling Down

Bose hoped to capitalize on its reputation for high-quality audio and home-entertainment products, by creating a product that could be integrated with existing high-end components like DVD players, CD players, and tuners. As Altitude's research and strategy team discovered, the consumers of serious entertainment systems may appreciate the complexity of their electronics but embrace a streamlined design aesthetic, pared-down interface, and simple installation.

Delivering Value: A Streamlined, Intuitive System

Altitude's "less is more" design approach means that the Lifestyle® V-Class System delivers superior surround sound and exceptional picture clarity in an easy-to-use package. The set up is simple, easily integrating with existing components. A universal remote replaces all existing remotes, and wireless connections eliminate the usual tangle of cables. An elegant display panel is the sole point of interaction, so the overall effect is calming, inviting, and unmistakably modern.