



Integrated Audio Training



***Integrated Audio Exclusively Designed for
Ashley Furniture Industries***

Integrated Furniture Audio System

Custom designed for seamless integration with select furniture entertainment centers.

- This State-of-the-Art integrated audio system is a beautiful experience for the eyes , fitting perfectly into your home décor.
- It is music to your ears with high quality audio performance making a complete connected home technology experience.
- Featuring **Bluetooth™** wireless technology, this product allows you to stream, or directly connect your favorite music, news, movies, or TV sound.
- It combines the best of what sounds bars can do without any messy wires showing or interfering with your style and design.



Integrated Audio Key Features, Advantages, and Benefits



- ❖ Simple to install, set up and operate.
- ❖ No Messy Wires like sound bars or Subwoofer boxes on the floor.
- ❖ Versatile System for Music, Movies, Sports, News, Games, and more!
- ❖ Does not take any extra space outside of the furniture unit.
- ❖ Blends in perfectly to the furniture style, design and home décor.
- ❖ Connects with the latest technology and your old equipment too!
- ❖ Wireless Bluetooth Technology connects to any mobile device.
- ❖ Custom-designed to integrate with 50 models of Ashley Furniture!
- ❖ Customers can now have furniture + fireplace + audio , their choice
- ❖ Acoustically tuned to perfectly fit Ashley furniture
- ❖ Easy to slide in or out for quick access and serviceably
- ❖ Stand alone audio system can be moved anywhere you like
- ❖ Friendly exchange replacement for True defective units

New Growth Opportunity for Ashley to Capture Market share in High Demand Consumer electronics

Integrated technology will position Ashley as a market leader in real home entertainment furniture solutions and product differentiation

- Consumer Electronics represents a \$250B market
- Audio Business is Growing and profitable * CTA CES 2016
 - Home Theater Speakers--11.9M Units sold...\$1.5B....up 12%
 - Sound Bars--6.9M Units Sold...\$1.0B in revenue....up 19%
 - BT Speakers--21.7M Units Sold....\$1.3B in revenue....up 75%
 - A \$3 + Billion Market at Cost of Goods in just Speakers

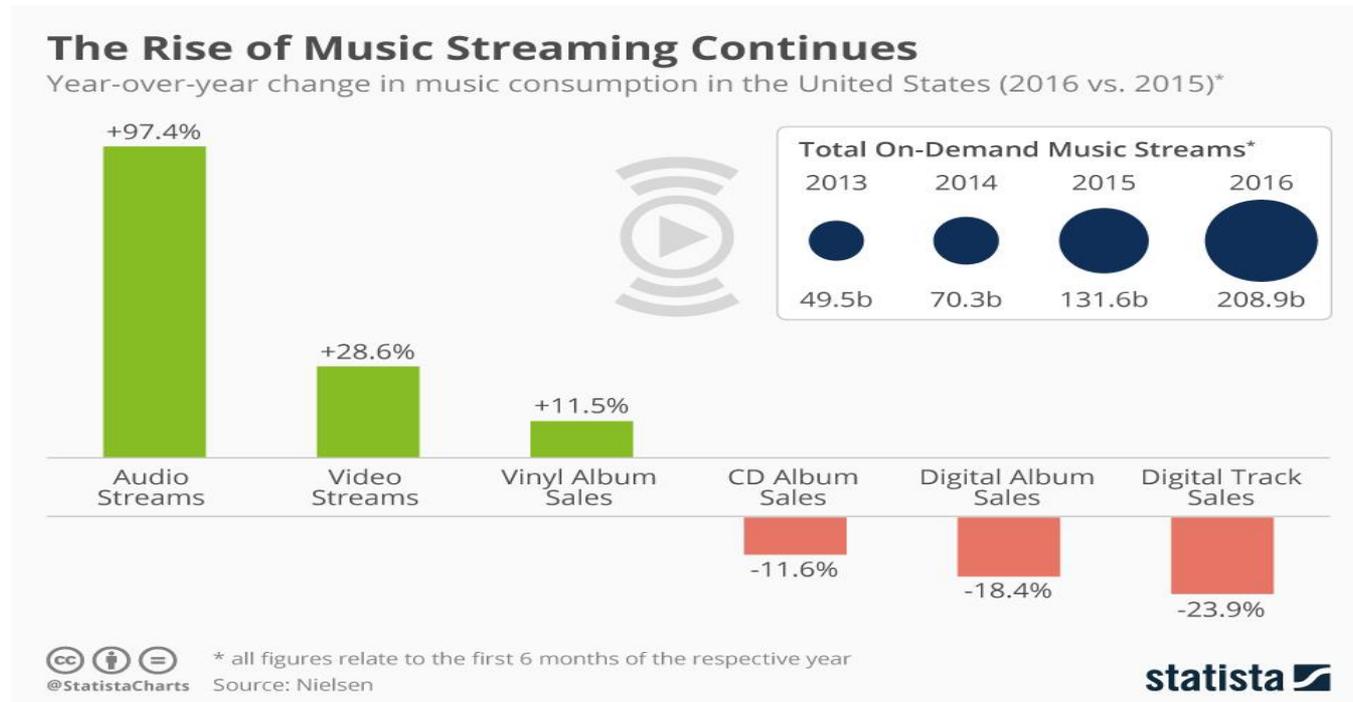
Over 343 MILLION UNITS of Bluetooth Capable Devices sold each year !

• TABLETS	60.0M UNITS	\$18.1B
• LAPTOPS	27.6M UNITS	\$17.3B
• SMART PHONES	184.0M UNITS	\$55.0B
• DVRS UNITS	17.0M UNITS	\$17.0B
• SAT BOX UNITS	13.2M UNITS	\$1.0B
• CABLE BOX UNITS	13.4M UNITS	\$1.4B
• STREAMING MEDIA	15.8M UNITS	\$1.0B
• GAME HARDWARE	12.1M UNITS	\$4.0B



US Consumer Demand and Music Consumption is at an all-time high * 2016 Nielsen

- Music –Videos Streaming Via Blue Tooth Music totaled 431B songs streamed in 2016.
- That's over 1.2 B views-listens per day!
- Music Streaming is up 76% with 80% of music listeners use an online streaming service.



General Applications

- **Both models designed with same functions, inputs, remoted control.....Size and Form is primary difference to allow for as many choices for the customer to choose from**

Model W100-31 2.0 Small Integrated Audio

- Fits 15 Ashley Entertainment Furniture Models
- Slides in from front Center space Above the fireplace
- Allows customer to have both fireplace and an Audio system
- 2.0 design left and right speakers precisely engineered for great sound

Model W100-41 Large Integrated Audio

- Fits 35 Ashley Entertainment and Bedroom Furniture Models
- Installs from the back, exactly like a fireplace insert
- 2.1 design left and right speaker plus a sub woofer
- Bigger Speaker system great sound and enhanced bass



*Universal
Design.....*



*Perfect
Fit!*

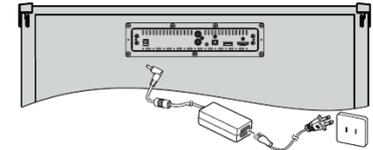


Very Easy to install, setup up, and simple to operate

Take out of box, Slide it into furniture, Put Batteries in remote control, Plug unit into wall and play!

- Versatile and can Hook up old or new equipment in your system with these inputs:
 - HDMI ARC
 - Audio 3.5mm Input
 - Auxiliary Audio L and R Input
 - USB Input
 - Digital Optical in
 - Bluetooth Wireless Connectivity

5.2.2 Connect AC plug into AC outlet.



5.2.3 Turn on the product.

Please refer to "Play audio through Bluetooth" on 6.4 when you use Bluetooth.



Easy Customer Engagement works well with entertainment furniture pitch

- ***Qualifying Starter questions***

- Do you have a smart phone or tablet with Blue Tooth? Would you like to pair your phone to our new state of the art Integrated Audio System?
- What electronics components are you going to put on or in your new furniture?
- Do you have a home theater sound system now? Can I Demonstrate our new system that sounds great and has no visible wiring mess?



W100-31 Small Integrated Audio



2.0 design L/R 2 (4" Full Range + 1" Tweeter)

Dimensions (WxHxD): 578 x 128 x 289 mm

Weight: 5.95 kg



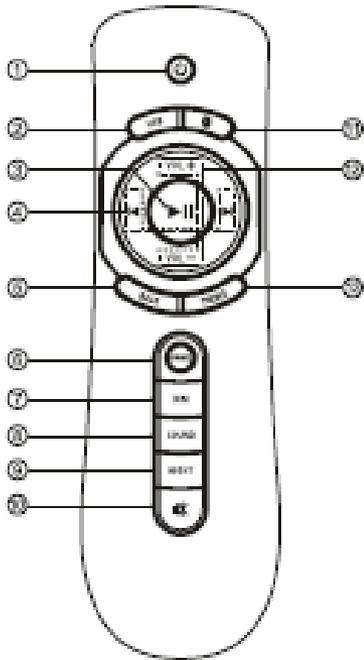
W100-41 Large Integrated Audio



2.1 Design L/R 2 (2.5" Driver) Sub 5.25" Built in
Dimensions (WxHxD): 603 x 509 x 216 mm
Weight: 13.3 kg

Remote Control Features

4.2 Remote control



- ① **⏻ (Standby-On)**
Turn main unit on or off.
- ② **USB**
Switch to USB mode.
- ③ **▶|| (Play/Pause)**
Start, pause or resume play.
- ④ **⏮/⏭ (Previous/Next)**
Skip to the previous or next track.
- ⑤ **BASS**
Increase or decrease bass.
- ⑥ **SOURCE**
Select an input source for the product.
- ⑦ **DIM**
Select brightness of the display panel for this product.
- ⑧ **SOUND**
Select a sound mode.
- ⚠ WARNING** Listening to music at a high volume may cause temporary or permanent damage to your hearing.
- ⑨ **NIGHT**
Turn night mode on or off.
- ⑩ **🔇 (MUTE)**
Mute or restore volume.
- ⑪ **📶 (Bluetooth)**
Select to Bluetooth mode.
- ⑫ **VOL + / VOL -**
Increase or decrease volume.
- ⑬ **TREBLE**
Increase or decrease treble.

Remote control allows you to manage all of the great features of your integrated Audio System

Sound Mode-Offers 4 Preset Digital Equalizer Settings, Music, Movies, News, or Classic

Night Mode- enhances the sound quality for low volume listening at night when you don't want to wake anyone

Product Specifications

- Amplifier RMS Total output power: 70 W RMS (+/- 0.5 dB, 10% THD)
- Frequency response: 20 Hz-20 kHz / ± 3 dB Signal-to-noise ratio: > 65 dB (CCIR) / (A-weighted)
- Input sensitivity: • AUX: 850mV • AUDIO IN: 400mV
- Bluetooth profiles: A2DP, AVRCP •
- Bluetooth version: 4.1 + EDR USB •
- Compatibility: Hi-Speed USB (2.0) • Class support: USB Mass Storage Class (MSC) • File system: FAT16, FAT32, NTFS • Supports MP3 and WMA file formats
- Speaker impedance: L/R channel 8 ohm & Sub 4 ohm
- Operating temperature range: +41°F (5°C) to + 95°F (35°C)

CHERON

- This product is designed, engineered, and manufactured by the same factory that provides products for the top tier brand names in consumer electronics. These are famous brand names you are very familiar with worldwide
- Cheron is 100% Focused on Audio, Acoustics, Speakers, and electronics for consumer, professional, and automotive applications and is a proven and respected manufacture for over 35 years
- Enjoys a dedicated and expert engineering staff focused on acoustics, hardware, software, electronics, systems, and wireless technologies
- Cheron offers world-class technical competence, manufacturing, and testing resources, with its state of the art and modern facilities
- All Cheron Products are Licensed, Registered, tested, approved and certified by UL, FCC, BT SIG Group, HDMI, Dolby Labs, for USA and Canada

