

SoundTouch

Dramatic music plays. A dark blue Bose logo appears on a white background.

The Bose logo disappears and is replaced with a graphic of a music note with three curved lines to its right side. The SoundTouch logo appears beside it.

ON SCREEN TEXT: SoundTouch
 One-touch access

Upbeat twinkling music plays. A white outline of the Bose SoundTouch appears on a dark blue background.

MALE ANNOUNCER: What if listening to music at home was as easy as turning on a light?

The outline of the SoundTouch becomes a white SoundTouch with a black speaker. The blue background fades to a kitchen counter, where the SoundTouch sits between various spices and fruits and vegetables.

MALE ANNOUNCER: With SoundTouch, it is. Now you can have instant access to your favorite streaming music at the touch of a button.

A close-up reveals the button selections on top of the SoundTouch. A woman walks through the kitchen and presses one of the buttons.

MALE ANNOUNCER: Each SoundTouch system has six presets. You pick the music you want each one to play.

The camera tilts over the SoundTouch, giving a full view of the front and top sides.

The woman holds out a tablet with the SoundTouch app on-screen. She swipes the screen, which changes to a list of music choices including "Recents," "Internet Radio," "Pandora," and "Music Library." The hand selects "Music Library," which reveals a new list of choices.

MALE ANNOUNCER: Use the free SoundTouch app to personalize your presets from a computer, smartphone, or tablet. Choose an internet radio station for one, a favorite album for another.

The woman selects an option from the "Music Library" playlist and drags it to the number 3 preset along the app's left side.

MALE ANNOUNCER: Put your dinner party playlist on another one.

A boy stands at the kitchen's center island preparing food. The SoundTouch sits on a counter behind him. The woman walks over and sets two tomatoes on the kitchen island. She walks over to the boy and pats his head, then presses a button on the SoundTouch. They smile and dance as they prepare food together.

MALE ANNOUNCER: Then touch that preset, and you're instantly enjoying the music you want. It's that simple. With so much music at your fingertips, you'll be listening to music at home more often with quality sound from Bose.

A close-up of the woman and boy features the Bose SoundTouch in focus on the counter behind them.

MALE ANNOUNCER: SoundTouch, streaming music at the touch of a button.

On a white background, the music note graphic appears.

ON SCREEN TEXT: SoundTouch
 Streaming music at the touch of a button

The Bose logo flies into view, covering up the SoundTouch logo. Legal information appears.