

**MONSTER®**

**PRODUCT INFORMATION**

**SUPERSTAR™  
MONSTER® BLASTER**

**THE BOOMBOX RE-IMAGINED**



## BLAST TO THE FUTURE

The boom box brought music to the streets and was a catalyst for urban performance that transformed music culturally and helped evolve hip hop as we know it today. Legendary artists would drop their mixtapes into the boom box and demo music in the streets. If the kids danced, it was hit. If they didn't, artists would go back and work on it. The iPod came out in 2001 and took all of this away. Music became personal. But now 15 years later, Monster blasts to the future with the Monster Blaster. We're socializing music again and creating a new revolution by "Taking It To The Streets." Monster Blaster: The Boom Box Re-imagined.



Product Story

Theme

**THE BOOM BOX RE-IMAGINED. #BLASTTOTHEFUTURE**

**0. PREPARE FOR THE DEMO:**

- Make sure Blaster is 100% charged.
- Make sure it's Bluetooth-paired to your device
- Make sure Blaster is Set on "INDOOR" mode
- Make sure you have approved Pure Monster Sound tracks
  - ✓ Only sample about first 20-30 seconds of each
  - ✓ Critically listen to each track and be able to describe what they will hear
- Understand Predict, Prove, and Confirm to romance the sale, for instance:
  - ✓ Predict: "On this track, you will hear clarity and detail."
  - ✓ Prove: Play "Beijo," by Earth Wind & Fire
  - ✓ Confirm: "Did you hear the amazing clarity and details? How crisp was all that snapping?"

**1. OUTSIDE-IN COMMENTS TO MAKE:**

- "Back in the day, the boom box was a way to share and spread music. The iPod came out 15 years ago and made music personal. Today, Monster is out to create a revolution with the Blaster and we're going to socialize music once again. It's our Blast to the Future as we modernize and re-imagine the boom box."
- "The reception to our modern boom box has been amazing. Everyone wants it from athletes, musicians, and even professional dancers and choreographers. Even on the weekends when you turn it on and crank it on, it will incite a party."

**2. DEMO THE MODERN BOOM BOX FEATURES**

- "Before we play it let me cover some modern features of the Blaster:"
  - ✓ "First modern feature has to be Bluetooth."
  - ✓ "Next thing, it's got Monster's V-Sound, which is the way the drivers are angled-up (show from one of the ends) so you get great sound even when it's on the ground."
  - ✓ "Because we were serious about socializing music, we have dual stereo drivers on both sides of the Blaster. On your side, you hear what I hear on my side. Drop in in the middle of the room or party and it's loads the space evenly."
  - ✓ "On the bottom, you'll there's an integrated PowerBass system that puts out canyon-carving bass. There is a single powered bass driver and 2 passive radiators that reinforces what the powered driver does."
  - ✓ "Because this is splash resistant, you can even take it outdoors. There are 2 sound modes.
    - Indoor mode accounts for reflections off walls. Bass response is increased.
    - Outdoor mode increases what we hear best in outside environments, the midrange"
  - ✓ "Maybe best of all, it's rechargeable and goes up to 12 hours continuous play with awesome bass output! No more buying 10 D batteries for just a couple hours of play on the old boom boxes."

**3. DEMO BLASTER:**

- Place Blaster on a solid table, remove objects that might rattle.
- Some Great Tracks To Demo With Descriptive Terms (use hand gestures):
  - ✓ Fancy, Iggy Azalea: creeping synths, attack
  - ✓ Beijo, Earth, Wind, and Fire: clarity, detail

- ✓ Theme from New York, New York, Sinatra: natural brass, airy and open
  - ✓ Bang my head, Guetta: substantial, but not overpowering bass, clarity
  - ✓ Billie Jean, Michael Jackson: attack, dynamics, punch
  - ✓ Dance of the Tumblers, Minnesota Orchestra: definition of every instrument, clarity
  - ✓ Call My Name, Prince: tight bass lines with definition, impact of first snare
- Switch between INDOOR and OUTDOOR MODES to let them hear the difference.

#### 4. SHOW MODERN CONVENIENCE FEATURES:

- On the top:
  - ✓ There's a comfortable integrated carry handle
- On the bottom:
  - ✓ We've braced the Blaster with some rubber cushions so it doesn't slide around or resonate
- On this end:
  - ✓ You can use NFC to easily pair this with Bluetooth.
  - ✓ Battery life indicator so you know when to recharge.
  - ✓ Lift up the splash-proof concealed compartment to show
    - USB Charge Out powers phones and tablets
    - Even has Aux- and Mic-Inputs
    - Charging port
- On the other end:
  - ✓ Volume level controls and display
  - ✓ Indoor/Outdoor Sound Modes

#### 5. LET THEM HAVE FUN WITH BLASTER

- Hand the blaster over: "Check out how substantial it feels. It weighs 17 pounds."
- Strike a Pose: Hold over your shoulder, or hold it over your head.
- Take a picture of them having fun with Blaster



#### Includes:

- Power Cord with Global Adapters

#### Available Color

- Black/Grey

### Special Modern Features:

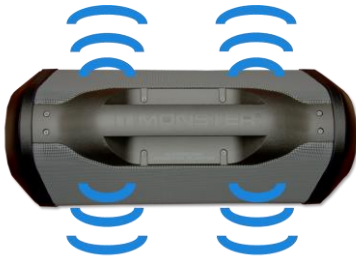


#### PURE MONSTER SOUND™

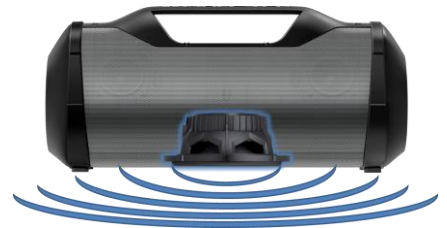
- Pure Monster Sound, Wirelessly



- Powerful V-Sound for Big Sound



- Dual-Stereo Design for Powerful Audio from Both Sides
  - ✓ You hear what they hear



- Integrated Subwoofer System for Awesome, Deep Bass
  - ✓ Single active PowerBass
  - ✓ Dual passive radiators



- Indoor and Outdoor Modes
  - ✓ Optimize sound in any environment



- Splash Resistant for Outdoor Use



- No D-batteries Required!
  - ✓ Rechargeable
  - ✓ Up to 12 hours continuous play with awesome bass

### Convenience Features:

- Comfortable Carrying Handle
- Easy Bluetooth Pairing with NFC
- Battery Life Indicator
- USB Charge-Out Powers Phones and Tablets
- Aux- and Mic-Inputs
- Volume Level Indicator

