

Product Information Document

Definitive Technology MAX In-Wall Bipolar Surround Speaker DW-MAX SUR

FINAL | 7/3/23

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1. Global Product Information

Timing & Setup

Planned announce date <i>When the press and retailers are approved to announce</i>	August 15, 2023
Planned on sale date <i>When retailers are approved to begin selling</i>	December 13, 2023

Global SKU List

Model Name	Model Size	Color	Region	EAN (0+UPC) / JAN / UPC
Dymension CI DW-MAX SUR	5.25"	White Grille (Paintable)	Americas, APAC	747192140656

(1) Product Category

*Unless this is a brand new type of product for Definitive Technology, must be a navigable category **already found on DefinitiveTechnology.com**.*

Architectural & Install > In-Wall Speakers

(2) Model Number

*The product model number as it will appear within DefinitiveTechnology.com navigation, for example **in the top-of-the-page breadcrumb**.*

DW-MAX SUR

(3) Product Name and Type

*The product name shown in the eyelash copy that sits at the **top of the DefinitiveTechnology.com PDP**. This should be the product name as well as the type of product. No more than five words.*

DW-MAX SUR In-Wall Bipolar Surround Speaker

Buy Box / SEO Product Description

*The subhead to the product name at **the top of the DT.com PDP**.*

In-Wall Bipolar Surround 5.25" Speaker

Available Color(s)

Enter marketing-approved color descriptions, not the factory-provided colors. If the product only comes in one color, please still provide it here. **Appears in the DT.com product detail page buy box.**

White Grille (Paintable)

SEO Product Name

Not shown on DT.com, but will be used for search engine optimization, for example on Amazon.com.

Dymension CI MAX Series In-Wall Bipolar Surround Speaker with Dual Tweeters and Dual 5.25" Woofer

Product Series

Only if the product is part of a series – for example a speaker or sound bar line.

Dymension CI MAX Series

2. Product Positioning

(4) Product Positioning Headline

Three or four words that present the core essence of the product. In other words, what am I getting if I buy this? This is the top-of-the-page **headline on the DefinitiveTechnology.com PDP**. (See graphic above.)

Unobtrusive Big-System Sound

Product Description

Focus on how this product differentiates itself from the competition and the rest of the DT lineup. Why would you choose this product over another in its class or another from Definitive Technology?

10 Words	Premium in-wall bipolar surround speaker for high-performance home theaters
25 Words <i>Appears between the top banner and the buy box on the DT.com PDP.</i>	The Dymension CI™ DW-MAX SUR in-wall bipolar surround speaker delivers expansive sound while vanishing into any room, thanks to a bipolar array and discreet aesthetics.
50 Words	The Dymension CI DW-MAX SUR in-wall bipolar surround speaker delivers expansive, room-filling sound while virtually vanishing into any room, thanks to a premium bipolar array and discreet aesthetics. Speakers install effortlessly, with an innovative toolless system. It's never been easier to experience the cinematic thrills of enveloping sound in any space.
Long Overview	The Dymension CI DW-MAX SUR in-wall bipolar surround speaker fills the room with expansive, room-filling sound while virtually vanishing into any space, thanks to a bipolar array—a signature Definitive Technology design—and discreet aesthetics. Flagship acoustic innovations like dual BDSS™ (Balanced Double Surround System) woofers with Linear Response Waveguide™, all-new dual aluminum oxide dome tweeters, and an advanced crossover network deliver rich, balanced sound with effortless bass and crystal clear highs, and an innovative toolless system makes installation a snap. It's never been easier to experience thrilling cinematic sound in any space. Combine timbre-matched Dymension™, Dymension CI, and Mythos® speakers and Descend Series subwoofers to design the high-performance home theater system of your dreams.

Series Overview	<p>The Dymension CI™ MAX Series, Definitive Technology’s highest-performance installed speaker line, leverages our most advanced acoustic innovations in discreet, adjustable in-ceiling and in-wall speakers that provide breathtaking sound for anything from simple whole-home audio and light commercial applications to ultimate state-of-the-art home theater systems.</p> <p>Eight models, including in-ceiling speakers and surrounds, in-wall LCRs, and a bipolar in-wall surround, deliver iconic Definitive Technology sound in the most sophisticated home theaters without compromising the aesthetics of your space. Models can be combined with free-standing Dymension speakers to outfit home theaters of any size.</p> <p>Dymension CI MAX Series’ simple, elegant two-piece mounting system with pivoting “dog” arms, allows speakers to be installed without tools, safely and securely, in minutes. Pre-construction brackets are available for all models of Dymension CI models.</p> <p>CI MAX Series speakers produce rich, balanced sound with effortless bass and crystal clear highs, thanks to flagship Definitive Technology acoustic innovations like mineral-filled BDSS woofers with Linear Response Waveguide™, newly engineered aluminum oxide dome tweeters, and advanced crossover networks. Install speakers in convenient locations and direct sound exactly where you want it, thanks to patented pivoting drivers. Speakers are IP55-rated for use in high-humidity and outdoor spaces and install in minutes using a toolless system.</p> <p>Combine timbre-matched Dymension™, Dymension CI™, and Mythos® speakers and Descend Series subwoofers to design high-performance home-theater or whole-home systems of any size and scale.</p>
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Top Three Product Benefits

*Focus on where this product leads its category and how this product differentiates itself from other similar products. Why would you buy this product over another competitive product, or another product from Definitive Technology? **Appears just below the second full-width image on the DT.com PDP.***

*Each benefit should be no more than **four words**. Each reason to believe should be no more than **12 words**.*

Benefit	Reason to believe
Premium Definitive Technology Sound	Definitive Technology’s most advanced acoustic innovations provide audiophile-grade home-theater sound.

Big Sound, Small Footprint	A bipolar speaker array produces expansive sound with stunning depth of field
Simple, Toolless Installation	Install speakers in minutes using an innovative toolless mounting system.

Target Customer

Primary	Home AV system integrator: Custom integrators are the gatekeeper to the end-user. The integrator chooses which technology to introduce and/or recommend to the client and is also the one who installs and supports all the technology in the home. Integration companies can be large operations with staff upwards of 100 or much smaller at around 5 to 10 people.
Secondary	Homeowners seeking an installed home theater sound system for a new home or renovation

Common Applications

Primary	High-performance home theater: installed speaker systems and combination freestanding and installed speaker systems
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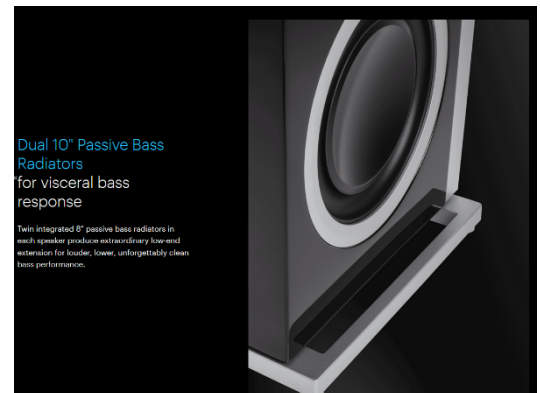
3. Product Benefits & Features

Core Product Features

Core Features are the technical attributes of the product that allow it to deliver a Definitive Technology experience. The feature descriptions should explain the feature itself, the advantage delivered by that feature, and the unique benefit made possible by that advantage.

The corresponding image is the photograph you would like to show beside the feature on the DT.com PDP.

These features will be grouped into sub-sections on the DT.com PDP. A chart to help with this is provided at the bottom of this section.



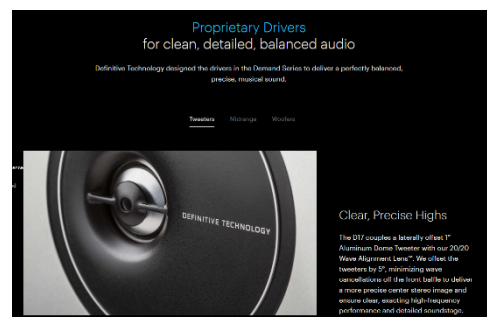
Feature Name <i>No more than five words. Shows in blue text on the DT.com PDP.</i>	Advantage Statement <i>No more than ten words, typically begins with the word "for" to continue the thought from the Feature name.</i>	Benefit Description <i>30 words recommended.</i>	Corresponding Image
TECHNOLOGIES	Our signature acoustic technologies, optimized for architectural speakers		
Bipolar Driver Array	for enveloping, room-filling sound	A bipolar driver array—a signature Definitive Technology design—orients both woofers and tweeters on opposite-facing horizontal planes. This innovative arrangement directs sound in more directions than traditional speakers, energizing the room to create an expansive soundfield with an extremely wide sweet spot, for a truly engaging home theater experience.	
Dual BDSS Woofers	for smooth, robust lows and mids and the ultimate sweet spot	Two rigid, mineral-filled 5.25" woofers feature Definitive Technology's revolutionary Balanced Double Surround System (BDSS™), which improves driver excursion and output, delivering superior punchiness and detail and a more even midrange throughout the room.	
Linear Response Waveguide	for a seamless soundstage	Our patented Linear Response Waveguide™ extends both on-axis and off-axis frequency dispersion for more natural midrange and precise imaging and an open, airy sound.	
Dual Aluminum Oxide Dome Tweeters	for superior imaging everywhere in the room	Two ultralight, stiff, 1" aluminum oxide dome tweeters produce crisp, distortion-free highs that extend far beyond the range of human hearing. Tweeters are precisely angled to aim	

		high-frequency where it matters most, for a spacious, room-filling soundscape.	
Tweeter Attenuation Switch	for tailored sound for any space	A three-position high-frequency attenuation switch (-2 dB, flat, + 2 dB) adjusts tweeter response to compensate for acoustic issues like overly bright- or dull-sounding rooms.	
Sophisticated Crossovers	for optimal driver performance	A premium crossover network ensures balanced voicing and smooth response. Crossovers feature covers that protect them from the elements.	
PRODUCT FEATURES	Seamlessly integrated features maximize performance for an elevated audio experience.		
Discreet Design	for the ultimate vanishing act	An integrated frame and baffle, paintable micro-perforated grille, and a flush, border-free design mean speakers fade into the background, for a virtually invisible appearance that's in perfect harmony with your space.	
Toolless Installation	for fast, easy installs	A simple, two-piece system with pivoting "dog" arms installs effortlessly—no tools, no hassles. Pre-construction brackets are available for all Dymension CI models.	
Timbre-Matching	for cohesive system sound	With Dymension, fidelity runs in the family: Combine timbre-matched Dymension™, Dymension CI™, and Mythos® speakers and Descend Series subwoofers to design the high-performance home theater system of your dreams.	
IP55-Rated Construction	for robust weather protection	Stunning sound doesn't have to be limited to indoor spaces. With IP55-rated protection against dust and low-pressure water streams, trust that you can bring premium sound to any space, including high-humidity environments and outdoor areas.	

Grouped Feature or Benefit Stories

The DT.com PDP template allows you to group **three or four feature or benefits** together to tell a deeper story about the product.

If you would like to use this section, please pick features that work together to create **a unique, differentiated experience** that you can only get from Definitive Technology, or from the specific product itself.



Story Topic:		Dymension CI PRO Series: Maximum-Performance Sound for Every Space.		
Story Headline <i>No more than four words.</i>		Story Benefit Statement <i>No more than eight words. May start with the word "for".</i>	Story Benefit Description <i>No more than twenty-five words.</i>	
Enjoy Superior Sound Anywhere		For sound that never competes with your space	The only every-space solution for audiophile-grade in-ceiling sound.	
Subtopic <i>Keep this generic. This is the in-module navigation on DT.com.</i>	Benefit <i>No more than five words.</i>	Description <i>30 words recommended. 50 words maximum.</i>		Corresponding Image
High-Performance Home Theater	The Ultimate In Cinema Sound	Eight premium models, from in-ceiling speakers to in-wall LCRs and surrounds to a groundbreaking bipolar in-wall surround speaker, let you create a supreme sonic experience for state-of-the-art home theaters of any size.		
Whole-Home Audio	Speakers That Are Heard, Not Seen	Discreet, IP55-rated weather-protected speakers bring high-performance sound to your entire home, from dedicated theaters to kitchens, bedrooms, and outdoor spaces.		
Versatile Commercial Applications	Elevate Your Customers' Experience	From restaurants to spas, give your business a competitive edge with rich, enveloping sound that's never intrusive.		

4. Merchandising Content

Product Fact Tag Bullets

Focus on benefits and features that differentiate the product in a retail environment. Prioritize carefully, as different retailers will cut-off the list in different places. **55 character maximum per bullet. Appears on retailer websites and in-store fact tags.**

1	Audiophile-quality sound in an in-wall bipolar speaker
2	Effortless, toolless installation; pre-construction brackets available
3	Bipolar driver array produces immersive, room-filling sound
4	Dual premium 5.25" BDSS woofers
5	Dual 1" aluminum oxide dome tweeters
6	Tailor sound with three-way high-frequency adjustment switch
7	Advanced crossover optimizes drivers for balanced sound
8	Low-profile, borderless design with paintable grille
9	CI Series is IP55-rated for use outdoors and in high-humidity spaces
10	Timbre-matched with Dymension™ and Mythos® speakers

A+ Features

List the **six benefits or features** from Section 3 of this document to ensure they appear in the "From the Manufacturer" section of this product's Amazon product page.

	Headline	Copy	Photo / Image Requirements
1	Bipolar Array	An angled bipolar driver array directs more energy in more directions, producing a larger-than-life soundfield in a flush, low-profile in-wall speaker.	
2	Dual BDSS Woofers	Light, rigid, mineral-filled, 5.25" woofers feature Definitive Technology's Balanced Double Surround System (BDSS™), which improves excursion and delivers clear, natural music and dialogue reproduction.	
3.	Linear Response Waveguide™	Our patented waveguide extends both on-axis and off-axis frequency dispersion for more natural midrange and precise imaging and an open, airy sound.	
4	Aluminum Oxide Dome Tweeters	Dual 1" aluminum oxide dome tweeters present crisp, clear highs with superb imaging.	
5	Tweeter Attenuation Switch	A three-way high-frequency adjustment switch (-2 dB, flat, + 2 dB) lets you fine-tune high-frequency response to compensate for overly bright- or dull-sounding rooms	
6	Sophisticated Crossover	A premium crossover network ensures optimal driver performance for balanced voicing and smooth	

		response. Crossovers feature covers that protect them from the elements.	
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Text Overlay Images

Provide direction for **up to six** text overlay images, used to tell product stories within retailer website image carousels.

Image Headline <i>No more than six words.</i>	Additional Copy / Messaging <i>No more than 20 words total, if any at all.</i>	Photo / Image Requirements
Cinematic Home Theater Sound	A bipolar driver array leverages our most advanced acoustic technologies to deliver expansive, room-filling sound without compromising your space.	
Discreet Aesthetics	With low-profile, borderless designs and paintable magnetic grilles, speakers virtually vanish into your décor.	
Enjoy Superior Sound Anywhere	IP55-rated protection against dust and low-pressure water streams means you can bring premium sound to high-humidity environments and outdoor areas.	
Toolless Installation	A simple two-piece system installs effortlessly—no tools, no hassles. Pre-construction brackets are available for all Dymension CI™ models.	
Build Your Dream System	Combine timbre-matched Dymension™, Dymension CI™, and Mythos® Series speakers and Descend Series subwoofers to design the high-performance home theater system of your dreams.	

Keywords / Search Terms

Focus on terms consumers search for while looking for a product similar to this product. Do not include other Sound United brands in the competitive terms. **Will be used by partner retailers and our own search engine marketing efforts.**

Branded Terms	Category Terms	Competitive Terms

Cross Sell / Up-sell Option

Focus on DT products that can either enhance the experience provided by this product or can offer a little more or a little less than what this product can deliver.

Up to two companion products can be linked to this product.

Companion Product Name	Product Description	Relationship Statement

5. Version History

Version	Updates	Edited by	Date
Intake, Draft 1		Brand	6/20/23
Draft 2	Proofread and copyedit	K. David	6/27/23
Final	Approved, cleaned up, saved to HUB	K. David	7/3/23