

Product Information Document

Denon DHT-S217

Final | 3/14/2022

Table of Contents

1. Global Product Information	3
2. Product Positioning.....	5
3. Product Benefits, Features & Technologies.....	5
4. Front and Rear Panel Hot Spots.....	9
5. Merchandising Content	10
6. Photography	13
7. Version History.....	14

1. Global Product Information

Global SKU List

Model Name	Color	Region	EAP / JAN / UPC
DHTS217BKE3	Black	NA	UPC: 747192137373 EAN: 0747192137373
DHTS217BKE2	Black	EU	UPC: 747192137359 EAN: 0747192137359
DHTS217BKE1C	Black	China	UPC: 747192137380 EAN: 0747192137380
DHTS217BKEA	Black	AUS/NZ	UPC: 747192137397 EAN: 0747192137397
DHTS217K	Black	JP	UPC: 747192137366 EAN: 0747192137366

Product Category

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

Sound Bars

Formal Product Name

DHT-S217

Marketing Product Name

Denon DHT-S217 Sound Bar

Buy Box / SEO Product Description

Appears on Denon.com and other online retailers to better help the product page appear in relevant search engine results.

Denon DHT-S217 Dolby Atmos 2.1 sound bar with Bluetooth and integrated down-firing subwoofers

Product Series

Only if the product is part of a series – for example a series of AVRs or Denon Home.

N/A

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 product detail page buy box on Denon.com.***

Black

2. Product Positioning

Product Use Case Headline

Focus on the specific use case or consumer need this product satisfies within its series or product category within Denon. Why choose this product over the other products in the lineup? **Appears on Denon.com at the absolute top of the product detail page.** Try to stick to **only three words**, and never use more than five.

Full-Range Dolby Atmos Sound Bar

Product Description

Focus on how this product differentiates itself within the industry. Why would you choose this product over another in its class or category?

10 Words	Full-range Dolby Atmos sound bar with built-in subwoofers and Bluetooth streaming.
20 Words	Full-range Dolby Atmos sound bar with built-in subwoofers and crystal -clear dialogue to create a powerful home theater surround sound experience.
40 Words <i>Appears just below the Denon.com PDP buy box.</i>	The Denon DHT-S217 is a slender sound bar featuring two powerful, built-in down-firing subwoofers and Dolby Atmos 3D audio technology to create a surround sound experience without a separate subwoofer. Quickly connect devices through the HDMI (eARC) and Optical inputs or stream music via Bluetooth.
100 Words	Denon transforms any TV into a home entertainment center with the DHT-S217. The low-profile, wall-mountable sound bar features two powerful built-in down-firing subwoofers and Dolby Atmos 3D audio technology to create a powerful home theater surround sound experience without a separate subwoofer. Fully compatible with the latest 4K TVs, the built-in 4K UHD HDMI, 1 in/1 out with Enhanced Audio Return Channel (eARC), delivers clear images and amazing sound quality. Quickly connect your TV, Blu-ray or other devices or stream your favorite music via Bluetooth.

3. Product Benefits, Features & Technologies

Top Three or Four Consumer Benefits

Three or four core product benefits that focus not on what the product does, but on the experience the product provides to the user. **Appears on Denon.com below the Product Positioning copy.**

Consumer Benefit Headline <i>No more than six words.</i>	Consumer Benefit Description <i>No more than twelve words.</i>	Benefit Icon <i>Use existing Denon.com icons when available.</i>
Discover 3D audio with Dolby Atmos	Immersive surround sound for the perfect cinema experience.	
Upgrade your TV sound	Full-range sound bar with built-in subwoofers and crystal-clear dialogue.	
Easy music streaming via Bluetooth	Pair your smartphone or tablet to easily stream music via Bluetooth.	
Simple setup	Easy setup with a single HDMI connection to your TV using Enhanced Audio Return Channel (eARC).	

Key Features

*Key Features are the attributes of the product that allow it to deliver a Denon experience. Focus first on features that drive differentiation between this product and other products. The feature descriptions should explain the feature itself, the advantage delivered by that feature, and the unique benefit made possible by that advantage. **The first seven Key Features appear on the Denon.com product detail page feature carousel.***

Feature Name <i>No more than five words.</i>	Feature Description <i>No more than 25 words.</i>	Corresponding Photo Request <i>For the photo shot list.</i>
3D audio with Dolby Atmos	Dolby Atmos delivers spectacular, immersive 3D audio for the perfect cinema experience. Enjoy enhanced bass, crystal-clear dialogue, and enveloping sound.	
Full-range audio	With two built-in down firing subwoofers, dual mid-range drivers and tweeters, you enjoy an amazing movie and TV show audio experience when you upgrade to Denon premium-quality sound.	
Wireless music streaming	Easily stream your favorite music directly from your smart device to your sound bar via Bluetooth.	
4K HDMI with Audio Return Channel	Send the audio from the streaming apps built into your smart TV to the sound bar with 4K UHD HDMI (1in / 1out with eARC) via the included HDMI cable.	
Denon Dialog Enhancer	Denon Dialog Enhancer improves dialogue clarity with three different modes—ideal for movies and TV shows. Turn up the dialogue without having to adjust the overall volume.	

Low-profile design and wall mountable	At 2" (60mm) tall, the Denon DHT-S217 can be placed in front of your TV without blocking its bottom edge or can be easily mounted.	
Easy setup and user experience	Quickly connect to your TV with the supplied HDMI or Optical cables. Once connected, you can seamlessly control the sound bar volume with your TV remote.	
Sound modes for any occasion	With four different sound modes—Movie, Night, Music, and Pure—you can choose the perfect mode for any occasion.	
Pure mode	Eliminates surround sound processing and other adjusted characteristics for pure music listening.	
Bluetooth compatibility	Pair your smartphone or tablet with the DHT-S217 to easily stream music via Bluetooth.	
Over 110 years of audio innovation	Founded in 1910, Denon enables the moments that matter through the relentless pursuit of quality, innovation, and audio performance. We innovate for a better experience.	

Onboard Technologies

Focus on technologies that drive the performance of the product. **These appear as clickable logos in the Onboard Technologies section of the Denon.com product detail page.** You can include as many Onboard Technologies as you like, but only **the first twenty** will appear on the website.

Core Technology Name <i>No more than ten words.</i>	Technology Description <i>No more than 75 words.</i>	Technology Logo <i>Paste logo here. Use existing logos only. If a new technology needs a new logo, please request it here.</i>
Dolby Atmos	Enjoy immersive 3D sound for the perfect cinematic experience. Feel every dimension in Dolby Atmos.	
Dolby Vision	Dolby Vision is a stunning HDR imaging technology that brings extraordinary color, contrast, and brightness to the screen. See what you've been missing.	
Bluetooth Streaming	Connect and play music directly from your smartphone, tablet, or other compatible device.	

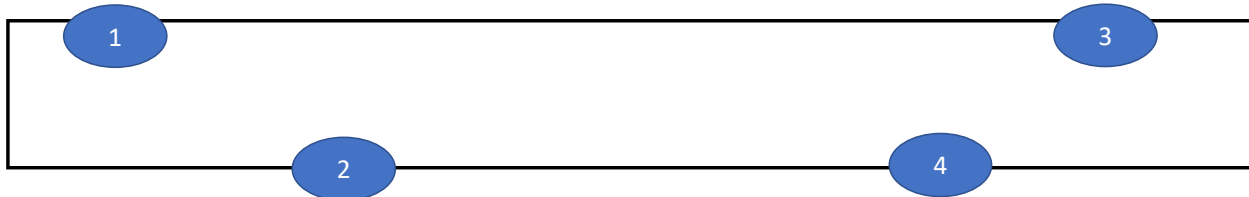
4K	Cinematic TV with nuanced contrast, detailed imaging, brilliant colors, and depth. Supports 4K TVs for video as detailed as it sounds.	
eARC	HDMI input and output features Enhanced Audio Return Channel (eARC) to receive the highest quality audio from a single cable connection between the soundbar and your TV.	
Denon Dialog Enhancer	Choose from three distinct levels of enhancement to reproduce clear, crisp dialogue and never miss a word of your favorite movie or TV show.	
Pure audio mode	Eliminates surround processing by removing any adjusted audio characteristics for sound in its purest state.	
110+ years of firsts in audio technology	Founded in 1910, Denon has a deep heritage of "firsts" in audio technology—from Japan's first audio electronics manufacturer to producing the world's first commercial CDs. This focused investment in audio R&D ensures you get the latest technology and highest quality with every listening experience.	<i>Denon 110th logo</i>

4. Front and Rear Panel Hot Spots

Focus on specific controls, screens, ports, etc., that are visible on the product to help the end-user understand what he or she has immediate access to and how it improves product usability. **Appears within the “Specifications” section of a Denon.com product detail page and may appear on the back of a Denon product info sheet.**

Front Panel

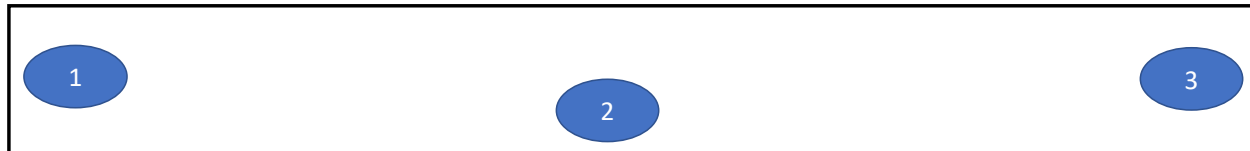
Hot Spot Label / Header <i>No more than six words.</i>	Front Panel Location	Explanation Copy <i>No more than fifty words.</i>
3D audio with Dolby Atmos	1	Dolby Atmos creates an immersive 3D audio experience for more realistic sound from movies and TV shows.
Built-in subwoofers	2	With built-in, down-firing subwoofers, you get the superior sound quality you want without the need of a separate subwoofer.
Music streaming via Bluetooth	3	Quickly and easily enjoy your favorite music from your Bluetooth-enabled smart device.
Denon Dialog Enhancer	4	Enjoy crystal-clear dialogue while watching movies and TV shows with complex audio soundtracks.



Rear Panel

Hot Spot Label / Header <i>No more than six words.</i>	Rear Panel Location	Explanation Copy <i>No more than fifty words.</i>
Slender design	1	At 2" (60mm) tall, the DHT-S217 fits in most spaces and won't block your TV's bottom edge like larger sound bars do.
HDMI with eARC	2	Experience exceptional sound clarity through one single HDMI connection to your TV.

Easy setup	3	Easy setup and use. Quickly connect to your TV with the supplied HDMI cable or via the Optical input.
------------	---	---



5. Merchandising Content

Top Ten 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	Dolby Atmos creates an immersive spatial sound experience.
2	Full-range sound from a multi-driver array and built-in, down-firing subwoofers.
3	4K UHD HDMI with Enhanced Audio Return Channel.
4	Wireless music streaming from your smart device via Bluetooth.
5	Denon Dialog Enhancer delivers crystal-clear dialogue.
6	Easy setup and connection via the supplied HDMI or Optical cable.
7	Low-profile design and wall-mountable to fit in most spaces.
8	Pure mode eliminates surround sound processing for pure music listening.
9	Bluetooth compatibility to pair easily to your devices.
10	Four different sound modes to choose the perfect mode for any occasion.

Amazon A+ Features

List the **six benefits or features** from “Top 3 or 4 Benefits” and “Key Features” areas of section 3 of this document to ensure they appear in the “From the Manufacturer” section of this product’s Amazon product page.

1	3D audio with Dolby Atmos Delivers immersive surround sound for the perfect cinema experience.
2	Upgrade your TV sound A full-range sound bar that delivers enhanced bass and crystal-clear dialogue.
3	Wireless music streaming Easily stream your favorite music from your smart device via Bluetooth.
4	4K UHD HDMI connection Send the audio from the built-in apps on your smart TV via a single 4K UHD HDMI connection with Enhanced Audio Return Channel (eARC).
5	Denon Dialog Enhancer Improves dialogue clarity with three different modes—ideal for movies and TV shows. Enhance the dialogue without having to adjust overall volume.
6	Slender design At 2" (60mm) tall, the Denon DHT-S217 can be placed in front of your TV without blocking its bottom edge or can be easily mounted.

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
3D audio with Dolby Atmos	Spectacular surround sound tuned by the Denon Sound Master for the perfect cinema experience.	
Upgrade your TV sound	Upgrade to amazing entertainment audio with two built-in down-firing subwoofers and dual midrange drivers and tweeters.	
Easy music streaming via Bluetooth	Pair your smartphone or tablet to easily stream music via Bluetooth.	
Single HDMI connection	Easily connect to your smart TV via a single HDMI connection with Enhanced Audio Return Channel (eARC).	
Denon Dialog Enhancer	Enjoy crystal-clear dialogue while watching movies and TV shows with complex audio soundtracks.	

Homepage Banner

Appears on Denon.com. For a product series, 1 homepage banner will be created for the full series. Otherwise, 1 homepage banner will be created per product launch.

Image Headline <i>No more than 12 words.</i>	Subhead	CTA	Photo / Image Requirements
Powerful Dolby Atmos sound bar with crystal-clear audio	DHT-S217	Explore	

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
Denon	Bluetooth	Yamaha YAS-109
Dolby Atmos	Streaming	Sony HT-X8500
		Bose TV Speaker

Companion Products

*Focus on Denon products that can work with this product to create a greater or more impactful experience. **Companion Products appear as a navigable product block at the bottom of the Denon.com product detail page.***

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

Companion Product <i>Shown left to right at the bottom of the Denon.com PDP</i>

6. Photography

Note: Ensure you capture all the photography requested in previous sections of this document here, as well.

Studio and Low-Key Photography

Studio Photography is typically shot against a white background. Low Key Photography is typically shot against a black background.

Studio / Low Key Shot	Photo Requirements

In Situ Photography

In Situ Photography is typically shot in a home or another end-user location, to show the product in a proper environment.

Location Requirements	
In Situ Shot	Photo Requirements

Lifestyle Photography

Lifestyle photography typically features people alongside the product, to show them interacting with the product and to show the product in a more human environment.

****A proper lifestyle photoshoot costs a minimum of \$10k incremental. Please do not request unless you are prepared to spend.****

Location Requirements	
Talent Requirements	
Lifestyle Shot	Shot Requirements

--	--

8. Version History

Version	Updates	Edited by	Date
Pre-PID	Initial data	P. Belanger	1/31/22
Brand First Draft	Added content in new template sections, streamlined to fit word count, prioritized messages	D. Celuch	2/8/22
Review of first draft	Reviewed: Copyedits and notes/questions to author	K. David	3/10/22
Final	Approved by E. Laya. Final saved to Marcom.	K. David	3/14/2022



(All done? Don't forget to update the Version History here and the Table of Contents on page two.)