

iDesign Tower

SUPER: More Music. Less Equipment.

VO: Hi, this is Mike at Brookstone. What's great about the iDesign Tower is that it replaces a room full of stereo equipment, and it's an easy way to play all the music in your iPod library.

VO: Just dock your iPod. Turn the tower on, and use the big dial to adjust the volume.

iPod is docked into Tower and is powered up.

VO: And it fills the room with music. You'd swear you were listening to a surround home theater.

SUPER: Multi-angled stereo speakers

VO: The reason the sound is so big is that inside the tower there are twin full-range stereo speakers placed at different angles.

Shot of Tower with speaker cover off -

VO: Each music channel goes out into the room in different directions. Sound bounces off walls and other objects in the room and you get terrific stereo separation, and feel surrounded by the music.
Select a sound profile on your iPod's screen to tailor the bass, treble and other audio settings.

SUPER: Built-in subwoofer

VO: There's also a built-in subwoofer for deep, full bass. Because of the way we positioned the subwoofer and designed the cabinet, the sleek Tower system is able to deliver an amazing amount of omnidirectional sound throughout the room.

SUPER: Slim tower design

VO: Best of all, the tower can be placed anywhere in any room, where other stereos might not fit.

SUPER: Includes remote control

VO: The tower comes with a remote that controls basic iPod functions, such as play, pause and advance.

Shot of hand holding remote - changing song (audio to reflect change)

VO: As good as it sounds and looks, the best thing about the iDesign Tower is that it's like a massive 100-CD jukebox, putting thousands of songs at your fingertips.

Super: Charges iPod while docking

VO: The Tower features a very simple, backlit volume control, and even charges your iPod while docking.

Shot of iPod being docked and battery icon coming up on screen

VO: The iDesign tower is the simple and great sounding alternative to a more complicated stereo system. You get all the music you want without all the bulk and clutter. It'll also be the easiest stereo you've ever owned.