

R12U Active 2.0 USB Powered Speakers



White

Black

Red

Product Summary

Edifier's R12U is our entry level mass market 2.0 active USB connected speakers that come in three colors – Red, White & Black - in rich high-gloss finishing. This product is our replacement to the M1250 based on pricing and feature set. It is a basic 2.0 model that fits any small space for desktop and personal use. It is also a great little speaker that is compatible with your devices.

R12U certainly continues in the same vein as Edifier's signature products and features our brand's design principles drawn from a continued love for good design within a compact durable speaker system. As they say, good design makes a product innovative. Therefore what are the merits of R12U?

Features:

- Active USB powered speakers
- Bass reflex port
- Master volume with built-in power switch
- 3.5mm auxiliary input
- Headphones Jack

Specifications:

Total power output:	RMS 2W x 2
Signal to noise ratio:	≥ 85dBA
THD (Total harmonic distortion):	≤ 0.5% :
Frequency response:	180Hz ~ 20 KHz
Input sensitivity:	700mV ± 50 mV
Input type:	AUX IN
Speaker driver:	2 1/4 inch (60mm)

Critical Information:

Communication Embargo (To Media): Sep 2015

International Launch: September 2015 (FALL)

Ex-Factory: End July

Marketing Objectives:

1. Seed the Edifier brand name with this product by highlighting key words “EDIFIER”, “A PASSION FOR SOUND”, PERSONAL ENTERTAINMENT, “PERSONAL TECH”, “EDIFIER SOUND”.
2. Introduce product to all age groups who enjoy great audio and design. R12U can be for the home or the office, a secondary speaker set for entertainment without conscious buying.
3. Develop channels suited for the lifestyle & personal tech category & promote R12U for the trendy and gadget seekers. This includes all age groups, genders as well as singletons to settled families.

End User Demographic:

1. Associates with the existing demographic established by M1250 owners
2. The price is competitive and can be the easy choice, a trendsetting item for back to school in September.
3. Focus: Style-conscious & gadget-friendly male and female, age 18-68
4. Youth, single, settled, or with a family, the R12U fit everyone in all walks of life
5. Easily connects with devices and headphones for personal enjoyment aside from compact desktop use.
6. Though technical specs are important for credibility, they are not widely understood and must be accompanied by the relevant benefit statement.
7. This target market is driven by: Desire for #) affordable, #) good quality speakers in a #) cool design that fits their needs
8. Unhappy with conventional looking black boxes for their personal audio speakers, they are motivated to upgrade their speakers in search of **superior sound quality, improved design and appealing industrial ID; and durability.**



Value Propositions:

End User

Edifier R12U 2.0 USB powered active speaker system combines design, superior audio performance and functionality for the room, home or office suitable for all age groups who appreciate cool design and great sound at an affordable price.

Reseller

Edifier R12U 2.0 USB powered speaker system drives consumer demand by capitalizing on the product's good design at a very competitive price point. No other company combines modern heritage (20 years in the making) with favorable partnership opportunities (THX), marketing expertise and product support & service.

Competitive analysis :

BRAND	MODEL	FEATURES	LOUDSPEAKER	CONNECTIVITY	PACKAGING	WEIGHT	PRICE
Logitech	Z130	<ul style="list-style-type: none"> ✧ 5 watts ✧ compact low profile design ✧ stereo sound ✧ volume control ✧ Plastic / synthetic finish 		3.5mm stereo AUX	Standard	0.129kg	USD24.99
Edifier	R12U	<ul style="list-style-type: none"> ✧ Active USB powered speakers ✧ Bass Reflex port ✧ Master volume with built-in power switch ✧ 3.5mm auxiliary input ✧ Headphones Jack 	2.35" Satellite Speaker Drivers	3.5mm stereo AUX	Standard	0.68kg	EURO16.99 USD19.99
Philips	SPA2201	<ul style="list-style-type: none"> ✧ Stereo sound ✧ USB plug ✧ 2.0 channel stereo ✧ Green product ✧ 110 Hz - 20k Hz at 10 dB Hz ✧ Bass Boost ✧ Analogue volume control ✧ For Mac & PC 	1.5" Satellite Speaker Drivers	3.5mm stereo AUX	Standard	0.68kg	USD21.00

Simply put, the Edifier R12U is the most competitive entry level product on the market in this category. Sell it based on its merits, brand value and design. We are an award-winning manufacturer of speakers that fit every lifestyle needs and we have been doing this for almost 20 years.

Pricing:

International MSRP: Euro16.99 €