



The Bose® 701® Direct/Reflecting® Speakers

Owner's Guide

December 20, 2001

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Congratulations on your purchase of Bose® 701® Direct/Reflecting® speakers. We are confident that their fine sound quality will provide you with full listening enjoyment.

Please read and follow the instructions in this owner's guide. That should ensure proper operation and performance of your speakers.

For your records

The label on the bottom of each 701 speaker shows the serial number.

Serial numbers _____ and _____

Date of purchase _____

Retailer's name _____

Retailer's address _____

City _____ State _____ Zip _____

Telephone _____



DECLARATION OF CONFORMITY

We, the offerer:

Bose® Corporation, The Mountain,
Framingham, MA 01701-9168 USA

acknowledge our sole responsibility, that the product:

Kind of equipment: Loudspeaker
Type designation: 701® SPEAKER

in accordance with EMC Directive 89/336/EEC
and Article 10(1) of the Directive,
is in compliance with the following norm(s) or document(s):

Technical regulations: EN50081-1, EN50082-1
Accredited by Bose Corporation

6 October 1995

Bose B.V.
Nijverheidstraat 8, 1135 GE Edam
The Netherlands

Paul Olean
General Manager, Bose Europe Manufacturer's
authorized EU representative

Where you'll find...

Getting Started 4

Introduction 4

Unpack the speakers 4

Speaker Placement 5

Where to stand the speakers 5

Connections 6

Choose the speaker cord 6

Prepare the cord 6

Make the connections 6

Check the connections 7

Test the connections 7

Maintenance 8

To clean your speakers 8

Troubleshooting 8

How to troubleshoot problems 8

Warranty 9

Warranty information 9

Technical Information 9

Technical information 9

For Service 10

To contact Bose® 10

Introduction

Your 701® Direct/Reflecting® speakers re-create a natural balance of reflected and direct sound energy for an open, spacious performance. As with all Bose® products, their design is meant to bring you high quality listening pleasure. For instance, there are distinct left and right speakers, to make the most of your room acoustics. And the multi-chamber bass enclosure in each one reproduces low frequencies free of audible distortion. So it delivers a wider band of pure, deep bass than conventional designs that are considerably larger and more costly.

Unpack the speakers

Carefully unpack the speakers and inspect each one. If either speaker appears damaged, do not use them. Repack both speakers in the original carton and notify your authorized Bose dealer immediately.

CAUTION:

To avoid danger of suffocation, keep the plastic bag that wraps these speakers out of reach of babies and children. The thin film may cling to nose and mouth and prevent breathing.

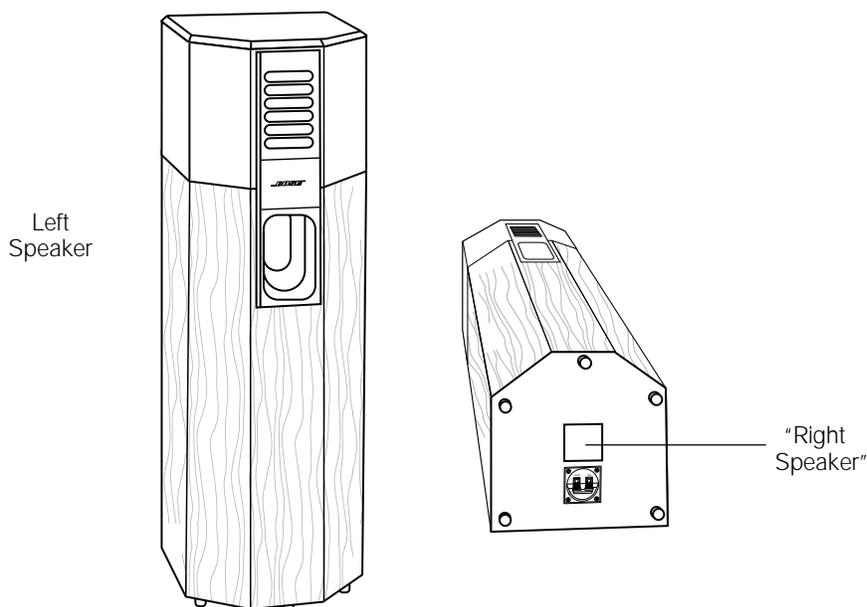


Figure 1

The product label on the bottom of the speaker indicates if it goes on the left or the right side of your room.

Where to stand the speakers

The product label on the bottom of each speaker indicates "Left" or "Right" (Figure 1). For best acoustic performance, stand the left speaker on the left side of your room. Stand the right speaker on the right side.

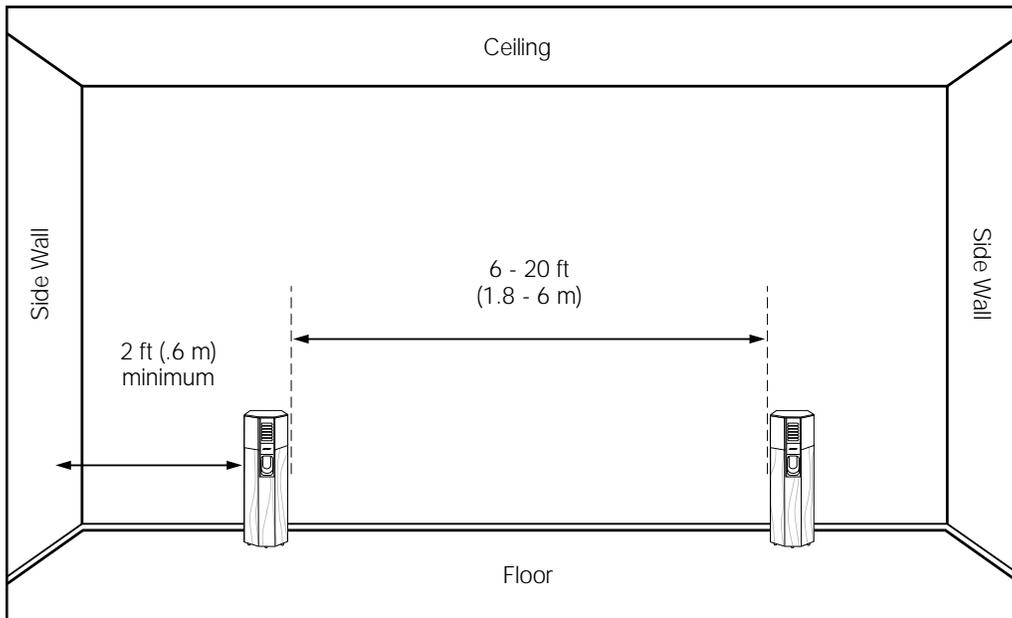


Figure 2

Ideal placement in an average-sized room.

CAUTION:

Bose® 701® speakers are not intended to hang from walls, or to stand on shelves or tables. They are designed as floorstanding speakers only.

To prevent injury to children and pets, and to protect your speaker investment, do not place your 701 speakers in high traffic areas where they can be accidentally knocked over.

Place the speakers 6 to 20 feet (1.8 - 6 m) apart and at least 2 feet (.6 m) from side walls (Figure 2). Make sure each speaker is at least 2 feet (.6 m) from your TV screen, to prevent video interference.

For more bass response, move your speakers closer to the walls of your room. To reduce bass response, move them farther from the walls. This will soften heavy or booming bass.

Attention: Be sure to place each speaker at least 2" (5cm) from the wall behind it. For the best performance, it is important not to block the acoustic port at the rear of each speaker.

Choose the speaker cord

It is important to use the proper gauge (thickness) of speaker cord. Standard zip cord (2-conductor, 18-gauge wire) is recommended for most applications. You can find this wire at most electrical and hardware stores.

You will need thicker wire if your speakers will be more than 30 feet from a receiver or amplifier. Refer to the "Wire recommendations" under "Technical Information," or contact your authorized Bose® dealer for more information.

To run speaker wire through a wall or under a floor

Make sure you have enough wire to reach from the receiver to each speaker. Also check your local building code requirements. Before proceeding, you may want to contact an electrical installer for information about your local building or safety regulations.

Prepare the cord

Speaker cord consists of two insulated wires. The insulation around one wire is marked (striped, collared, or ribbed). This marked wire is always positive (+). The plain wire is always negative (-). These wires correspond to the red (+) and black (-) terminals on the speaker, receiver, or amplifier.

Note: It is sometimes difficult to distinguish wire markings. Inspect both wires carefully.

To prepare ends of cord:

1. Strip approximately 1/2 inch (12 mm) of insulation from both wires.
2. Twist the bare ends of each wire.

Make the connections

Just press down the terminal tab on the bottom of each speaker to insert the appropriate wire (Figure 3).

1. Connect one cord to the right speaker output of your receiver or amplifier.
 - a. Attach the marked wire at one end to the red (+) terminal.
 - b. Attach the plain wire at that end to the black (-) terminal.
2. Connect the other end of the same cord to your right speaker.
 - a. Attach the marked wire to the red (+) terminal.
 - b. Attach the plain wire to the black (-) terminal.
3. Connect the second cord to the left speaker output and left speaker. Follow the procedure described above.

Note: Be careful when using stranded wire. Loose strands should not touch across terminals.

CAUTION:

Never use broken or frayed wiring, as electrical shock or damage may result.

CAUTION:

Before making any connections, turn off your receiver or amplifier and unplug from outlet (the AC power mains). Not doing so may result in damage to your system.

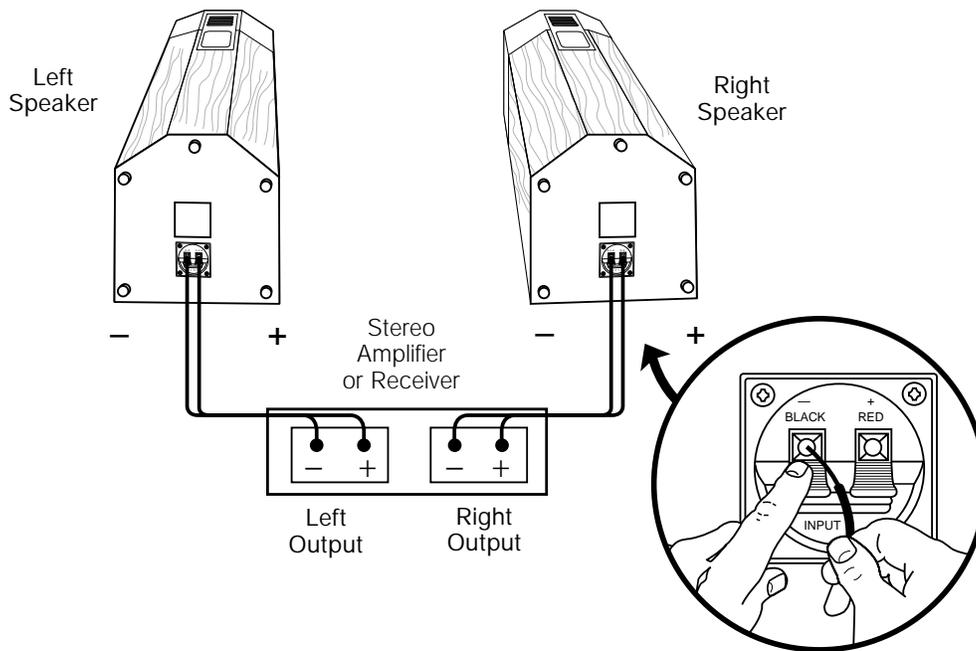


Figure 3

To complete the speaker connections.

Check the connections

Make sure that no loose strands of wire touch across terminals. Bridged wires can short circuit and damage the speakers or components. Tighten any loose connections before you plug in the receiver or amplifier and turn it on.

Test the connections

To make sure your speakers operate correctly:

1. Set your receiver or amplifier for MONO (monophonic) and turn it on.
2. Set the balance control to normal (center position).
3. Place the speakers less than 6 inches (15 cm) apart, facing each other.
4. Play some deep bass passages of music through the speakers.

The sound should seem to come from a point between the two speakers. The bass should be full and natural. If it is not, your connections may be out of phase. To correct the problem, reverse the connections on the back of one speaker. Then repeat steps 1 - 4.

To clean your speakers

Wipe the 701® speaker cabinets clean using a soft cloth dampened with a mild detergent. No other regular maintenance is required.

How to troubleshoot problems

If you have a problem with your 701 speakers:

1. Turn off the amplifier or receiver and check all the connections between the speakers, amplifier, or receiver. Refer to Figure 3 on page 7.
2. Check your amplifier or receiver owner's guide, since other components may be the cause of the problem.
3. Use the chart below as troubleshooting guidelines. If this does not solve your problem, contact your Bose® dealer to arrange for service. Or use the "For Service" information listed on page 10. Bose Corporation will make every effort to remedy any problem within the terms of your warranty.

Problem	Possible cause	How to find out	Solution
One speaker doesn't play or sounds distorted.	Defective amplifier or receiver channel, or defective speaker.	Disconnect the cords from both speakers. Then switch them, connecting the right speaker cord to the left speaker and the left speaker cord to the right speaker.	If the previously "broken" speaker now plays properly, and the other one does not, one channel in the amplifier or receiver is probably defective. If the original speaker still does not play properly, call Bose or your retailer to arrange for service.
Both speakers do not play or sound distorted.	Defective amplifier or receiver.	Disconnect the amplifier or receiver from the speakers.	Reconnect the speakers to another amplifier or receiver that is working properly.
High sound volume drops suddenly.	The automatic system protection circuit has activated to protect the speakers from electrical stress or overload.	Lower the volume. If it returns to normal, your speakers' automatic protection circuit caused the sudden drop. This volume reduction protects the speakers from electronic stress and overload.	Return the volume to a reasonable level and avoid extremely high volume settings.

Warranty information

Bose® 701® Direct/Reflecting® speakers are covered by a limited 5-year transferable warranty. Details of the coverage are provided on the warranty card that came with your speakers. Please fill out the information section on your card, detach, and mail to Bose.

Technical information

Features

- Direct/Reflecting® speaker design
- Patented multi-chamber bass enclosure
- Side-firing mid-range driver design
- Automatic system protection circuitry
- Syncom® computer quality control

Driver complement

- Two 8" woofers (20.3 cm) per cabinet
- One 6 ½" (16.5 cm) mid-range driver per cabinet
- Two 2 ¼" (5.7 cm) ferrofluid-cooled tweeters per cabinet

Compatibility/Impedance

- Compatible with receivers or amplifiers rated from 10 to 400 watts per channel and 4 to 8 ohms
- Power rating: 200 watts IEC

Enclosure

- Black ash vinyl veneer

Dimensions/Weight

- 32½"H x 10¾"W x 12½"D (82.6 x 26.3 x 31.8 cm)
- Shipping weight: 66 lb (30 kg) per pair, in cartons
- Speaker weight: 27 lb (12.3 kg) per speaker

Wire recommendations

Based on maximum frequency response deviation of ± 0.5 dB

- | Gauge | Length |
|----------------------------|----------------------|
| 18 (0.75 mm ²) | 30 ft (9 m) maximum |
| 16 (1.5 mm ²) | 45 ft (14 m) maximum |
| 14 (2.0 mm ²) | 70 ft (21 m) maximum |

To contact Bose®

Use the information below to contact Bose directly with questions or requests. Please use the address for your country when you complete and mail in your Warranty Registration card.

USA

Bose Corporation, The Mountain
Framingham, MA 01701-9168
1-800-367-4008
Phone hours - ET (eastern time)
Weekdays 9 a.m. to 8 p.m.
Saturdays 9 a.m. to 3 p.m.

Canada

Bose Ltd., 8-35 East Beaver Creek Road
Richmond Hill, Ontario L4B 1B3
1-800-444-BOSE (1-800-444-2673)
Phone hours - ET (eastern time)
Weekdays 9 a.m. to 5 p.m.

European Office

Bose B.V., Nijverheidstraat 8
1135 GE Edam, Nederland
TEL 0299-390190 FAX 0299-390109

Australia

Bose Australia, Inc., 1 Sorrell Street
Parramatta, N.S.W. 2150
TEL 02 204-6111 FAX 02 204-6122

Belgique/België

Bose N.V., Limesweg 2, B-3700 Tongeren
TEL 012-390800 FAX 012-390840

Danmark

Bose A/S, Industrivej 7, 2605 Brøndby
TEL 4343-7777 FAX 4343-7818

Deutschland

Bose GmbH, Max-Planck-Straße 36d
D-61381 Friedrichsdorf
TEL 06172-71040 FAX 06172-710419

France

Bose S.A., 6, rue Saint Vincent
78100 Saint Germain en Laye
TEL 01-30616363 FAX 01-30614105

India

Bose Corporation India Private Limited
W-16, Greater Kailash-II
New Delhi 110 048
TEL (011) 648 4462 FAX (011) 648 4463

Ireland

Bose Corporation
Carrickmacross, Co Monaghan
TEL 042-61988 FAX 042-61998

Italia

Bose S.p.A., Via Luigi Capucci, 12
00147 Roma
TEL 06-5127641 FAX 06-5115438

Japan

Bose K.K., Shibuya YT Building
28-3 Maruyama-cho
Shibuya-ku, Tokyo 150
TEL 3-5489-1054 FAX 3-5489-0591

Nederland

Bose B.V., Nijverheidstraat 8
1135 GE Edam
TEL 0299-390139 FAX 0299-390109

Norge

Bose A/S, Solheimsgate 11
N-2001, Lillestrøm
TEL 63-817380 FAX 63-810819

Österreich

Bose Ges.m.b.H., Vienna Business Park
Wienerbergstrasse 7 (10.OG)
A-1100 Vienna
TEL 01-60404340 FAX 01-604043423

Schweiz

Bose AG, Rünenbergerstrasse 13
4460-Gelterkinden
TEL 061-9815544 FAX 061-9815502

Sverige

Bose A/S, Blandsädsgatan 2D
S-43146 Mölndal
TEL 31-878850 FAX 31-274891

United Kingdom

Bose Limited, Unit G2
Trinity Trading Estate
Sittingbourne, Kent ME10 2PD
TEL 01795-475341 FAX 01795-427227

Other Locations

Bose Service, 1 New York Avenue
Framingham, MA 01701-9168 USA
TEL (508) 766-1900 FAX (508) 766-1919

World Wide Web

www.bose.com



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The Mountain, Framingham, MA 01701-9168 USA
JN99251 PN172642 Rev.04 AM172642 Rev.03