



Bose® 301® Series IV Direct/Reflecting® Speakers

Owner's Guide

October 30, 2001

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Thank you

Congratulations on your purchase of Bose® 301® Series IV Direct/Reflecting® speakers. Their integrated system of advanced Bose technologies delivers superior sound reproduction from a bookshelf design.

For your records

Serial numbers are located on the back of each 301 speaker.

Serial numbers: _____ and _____

Dealer name: _____

Dealer phone: _____ Purchase date: _____

We suggest you keep your sales slip and warranty card together with this owner's guide.

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:	Loudspeakers
Type designation:	301® Series IV Direct/Reflecting® speakers

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
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Accredited by Bose Corporation

3 November 1995

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

A handwritten signature in cursive script that reads "Paul Olean".

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

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Bose® Corporation inside back cover

Before you begin

Your 301® Series IV Direct/Reflecting® speakers re-create a natural balance of reflected and direct sound energy for an open, spacious performance. They are designed at Bose® to bring you high-quality listening pleasure.

The Direct/Reflecting® tweeter inside each speaker creates a pattern of sound similar to what you experience at a live concert. In addition, the Stereo Targeting® tweeters help establish the natural balance of sound, for full enjoyment of stereo even when you move around the room. These distinct left and right speakers also feature tuned port enclosures that contribute to their deep, room-filling bass. An advanced crossover design adds to the realism and clear definition of both musical instruments and voices.

Your 301 Series IV speakers are significantly different from conventional speakers, so be sure to read this owner's guide. It will help you set up and use your speakers properly, for the greatest enjoyment.

Unpack the carton

Carefully unpack the carton and save all packing materials for possible future use. Check the carton contents (Figure 1).

If either speaker appears damaged, do not use them. Instead, repack both speakers in the original carton and notify your authorized Bose dealer immediately.

Note: Now is a good time to record the speaker serial numbers on page 2 of this guide and on your warranty card.

CAUTION:

To avoid danger of suffocation, keep the plastic bags that wrap these speakers out of the reach of children.

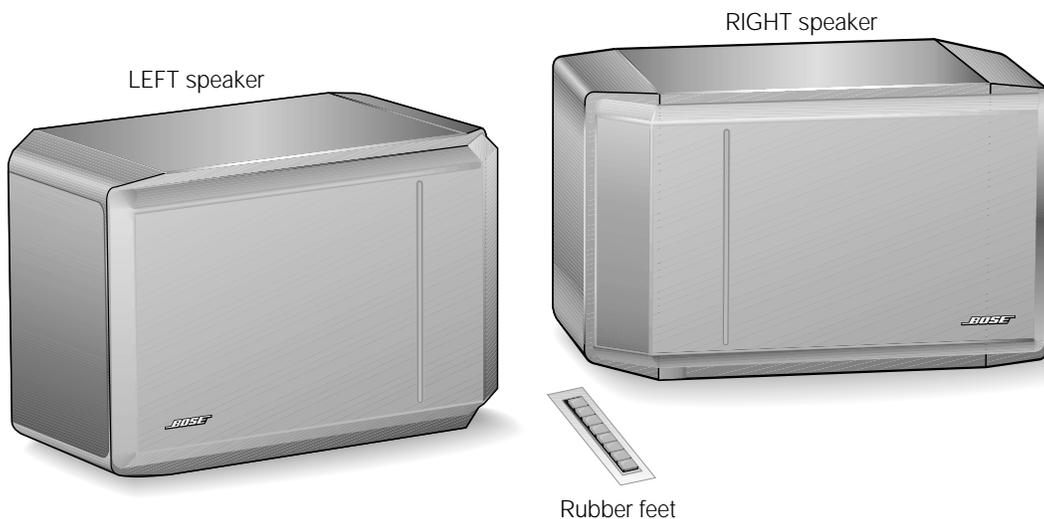


Figure 1

What comes in the carton:

- Left speaker
- Right speaker
- 8 self-adhesive rubber feet

Select the locations for your 301[®] speakers

Bose[®] 301 speakers are designed to fit horizontally on a table or shelf (Figure 2). Be sure to choose a stable and level surface for each speaker.

Place the left and right speakers (marked on the back of each one) on the left and right sides of your room, as you face them. Exactly where you put them depends on the size and style of your room and where you think they sound best. Feel free to experiment to find a location that is both convenient and provides the sound you prefer.

Note: Because the grilles on the front of each speaker protect the drivers inside, we recommend that you do not remove the grilles.

Here are some basic guidelines:

- Place the speakers 4 to 12 feet (1 to 4 m) apart.
- Choose a stable and level surface for each speaker, and attach the rubber feet.
- Leave at least 12 inches (30 cm) of space from the end of a speaker to the side wall.
- Leave at least 18 inches (45 cm) from the speakers to the floor or ceiling.
- Leave at least 24 inches (60 cm) from the speakers to any TV screens or monitors.
- Keep the back of the speakers within 18 inches (45 cm) of the wall behind them.
- Do not place the speakers exactly halfway between the floor and ceiling or any other sound-reflecting hard surface.
- Do not put the speakers in a vertical position.

Note: Bose speaker stands or wall brackets can extend your placement options. See "Optional accessories" on page 10.

CAUTION:

301 speakers are designed specifically for placement on a stationary shelf, table, or stand. On smooth surfaces like marble, glass or highly polished wood, vibrations may cause the speakers to slide. So be sure to attach the self-adhesive rubber feet to the bottom surface of each speaker for added stability and protection. The feet go in the corners of the flat surface, inside the seam.

Do not use these speakers in a moving vehicle.

To mount the speakers on a wall, use only the Bose WB-3 wall mounting bracket. Please follow the mounting instructions that come with these brackets. Improperly mounted speakers may fall, causing injury and damage.

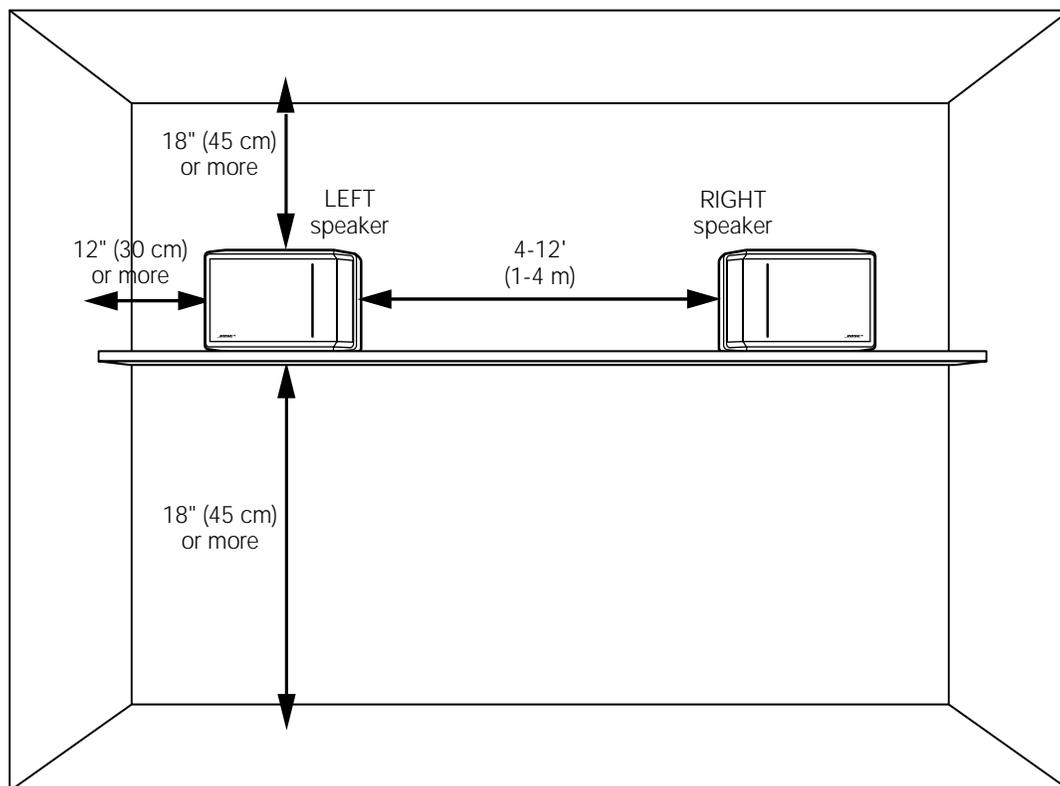


Figure 2

Placement guidelines

CAUTION:

For the most realistic sound image, make sure the left speaker is placed on the left and the right speaker is on the right side of your room, as you face them.

Choose the cord

It is important to use the proper gauge (thickness) of speaker cord. Standard zip cord (2-conductor, 18-gauge wire) works 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 (9 m) from a receiver (or amplifier). Refer to the wire recommendations under "Technical information" on page 10, or contact your authorized Bose® dealer for more information.

Note: Before running speaker cord through a wall or under a floor, check your local building code requirements and safety regulations. You may want to contact an electrical installer for this information.

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 speakers and the receiver.

At the ends of each cord, strip approximately 1/2 inch (12 mm) of insulation from both wires. Twist the bare end of each wire so loose strands will not touch across terminals. Be sure to connect each wire to the proper terminal (positive to positive and negative to negative).

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

Make the connections

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

1. Connect one speaker cord to your right speaker.
 - 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 the RIGHT SPEAKER OUTPUT of your receiver.
 - 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 and LEFT SPEAKER OUTPUT. Follow the steps in 1 and 2 above.

CAUTION:

Never use broken or frayed wiring, which can result in electrical shock or damage.

CAUTION:

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

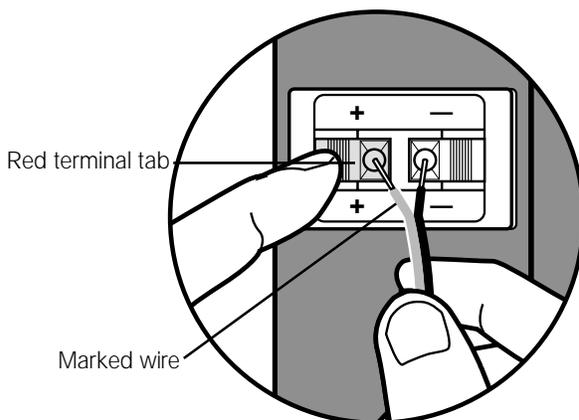


Figure 3

How to make terminal connections

Check the connections

Check to be sure all connections are made positive to positive (+ to +) and negative to negative (- to -) (Figure 4). Make sure that no loose strands of wire touch across terminals. Bridged wires can short circuit and damage the amplifier. Tighten any loose connections before you plug in the receiver and turn it on.

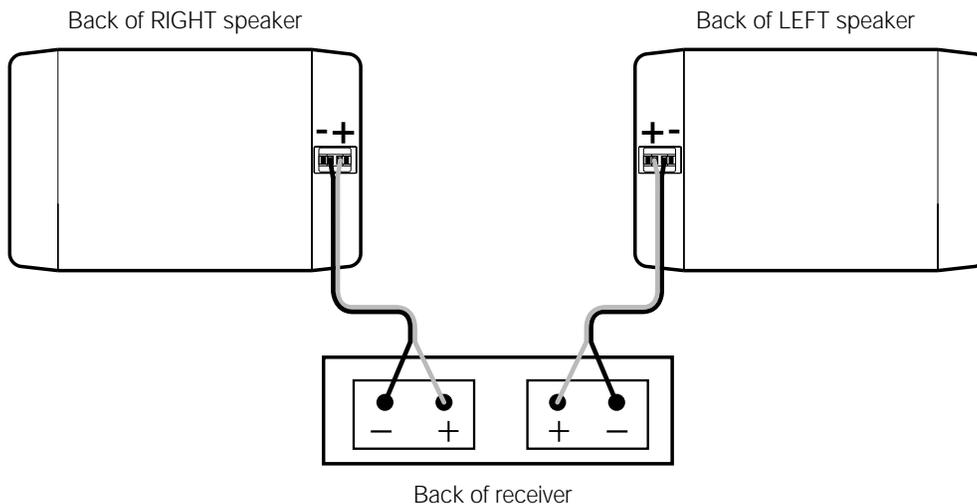


Figure 4

Completed connections

Test the speakers

To make sure your speakers operate correctly:

1. Place the speakers less than 6 inches (15 cm) apart, facing each other.
2. Turn on your receiver. Set the receiver to MONO (monophonic), if that is an option on your receiver.
3. Make sure that all special effects (such as surround sound) are turned off.
4. Set the balance control to normal (center position).
5. Play some deep bass passages of music through the speaker.

The sound should seem to come from a point between the two speakers. The bass should be full and natural. If it is not, one of the connections may be reversed, causing the speakers to play out of phase (refer to "Make the connections" on page 6).

To correct the problem, make sure all the wires are connected positive to positive (+ to +) and negative to negative (- to -). Then repeat steps 1 through 5 above to re-test the speakers.

Enjoying sound in a variety of ways

Bose® 301® Series IV Direct/Reflecting® speakers are designed to work with a variety of stereo receivers and amplifiers. The open, spacious performance of these speakers also makes them an ideal choice for home theater, or for listening to CD's, tapes, or radio broadcasts (Figure 5).

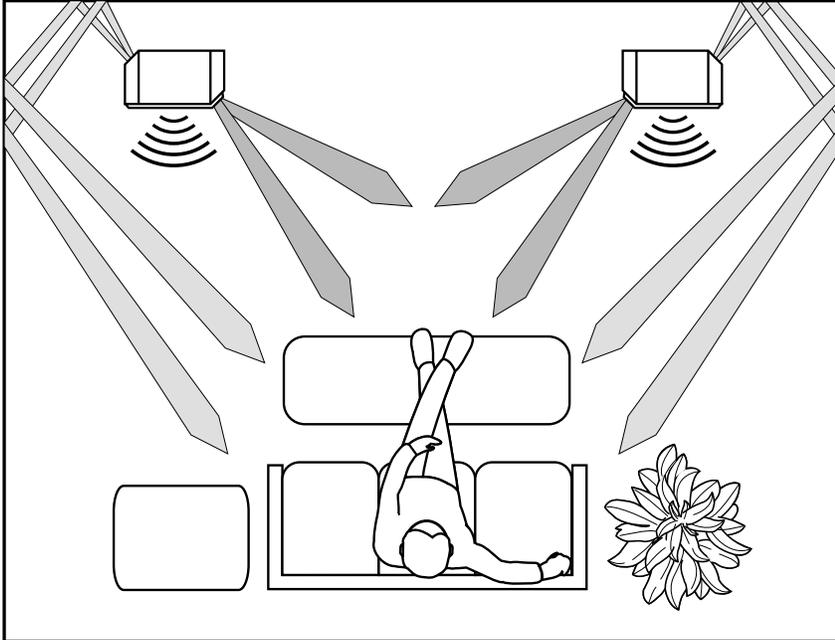


Figure 5

301® Series IV Direct/Reflecting®
speaker sound path

Cleaning the speakers

Clean the surface of your speakers with a soft damp cloth. Do not use any sprays near the system or allow liquids to spill into any openings. Also, do not use any solvents, chemicals, or cleaning solutions containing alcohol, ammonia, or abrasives.

The speaker grille panels require no special care. You may vacuum them carefully to remove dust.

Warranty period

Bose 301 Series IV 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.

Troubleshooting

<i>Problem</i>	<i>What to do</i>
No sound	<ul style="list-style-type: none"> • Make sure the receiver is plugged in and turned on. • Check to be sure the AC power (mains) outlet is working. • Disconnect any headphones plugged into the headphone jack. • Make sure the receiver is not set to MUTE. • Refer to the owner's guide that came with your receiver. • Check connections to both the speakers and the receiver. Refer to "Make the connections" on page 6. Correct any connection errors.
No sound from one speaker	<ul style="list-style-type: none"> • Disconnect the working speaker from the receiver. • Switch the cord of the "faulty" speaker from its original receiver jacks to the other set of jacks (the working speaker was originally attached to those jacks). <ul style="list-style-type: none"> – If the speaker now works, the problem is in your receiver. – If the speaker does not work, continue below. • Remove the cord from the working speaker and connect it to the "faulty" speaker and either set of receiver jacks. <ul style="list-style-type: none"> – If the speaker now works, the problem was in the original speaker cord. – If the speaker does not work, the problem is in the speaker.
One speaker sounds distorted	<ul style="list-style-type: none"> • Follow the same procedure for the problem of no sound from one speaker, as outlined above.
Not enough bass or treble	<ul style="list-style-type: none"> • Adjust the bass and treble controls on the receiver. • Check the connections to make sure they are correctly in phase (+ to + and – to –). Refer to "Make the connections" on page 6. • Move the speakers closer to or farther from the side walls or other sound-reflecting hard surfaces.

Customer service

If the troubleshooting guidelines above do not solve your problem, contact your authorized Bose® dealer to arrange for service. To obtain information or service directly from Bose, refer to the listing at the end of this guide. Bose Corporation will make every effort to correct any problem within the terms of your warranty.

Technical information

Features

Direct/Reflecting® speaker design

Stereo Targeting® tweeters

Tuned port enclosure

Syncom® computer quality control

Driver complement

One (1) 8-inch (20 cm) woofer

One (1) 3-inch (7.6 cm) high-sensitivity tweeter

One (1) 2-inch (5 cm) high-sensitivity tweeter

Compatibility/Impedance

Compatible with amplifiers and receivers rated from 10 to 150 watts per channel.

Rated 8 ohms

Wire recommendations

Based on a maximum frequencies 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

Enclosure

Polymer and vinyl veneer over wood construction with black, rosewood, or gray finish

Size/Weight

Speaker: 10¹/₄"H x 16³/₈"W x 9¹/₂"D (26 x 42 x 24 cm)

Each speaker, unpacked: 11.6 lb (5.2 kg)

Speaker pair in shipping carton: 27.7 lb (12.5 kg)

Optional accessories

Bose® AS-3 speaker stands and WB-3 wall mounting brackets are designed for use with 301® Series IV Direct/Reflecting® speakers. For information, or to order accessories, contact your authorized Bose dealer. To contact Bose directly, refer to the listing at the back of this owner's guide.

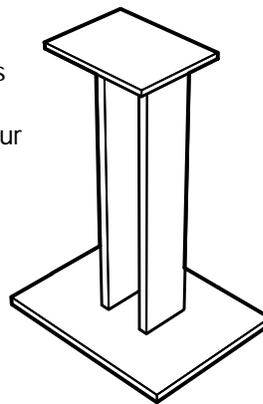
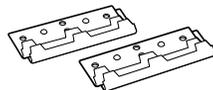


Figure 6

Bose® AS-3 speaker stand and WB-3 wall mounting brackets

USA

Bose Corporation, The Mountain
Framingham, MA 01701-9168
1-800-367-4008
Phone hours - ET (eastern time):
Weekdays 8:30 a.m. to 8 p.m.
Saturdays 9 a.m. to 3 p.m.

Canada

Bose Ltd., 1-35 East Beaver Creek Road
Richmond Hill, Ontario L4B 1B3
1-800-465-2673
Phone hours - ET (eastern time):
Weekdays 9 a.m. to 5 p.m.

European Office

Bose Products B.V., Nijverheidstraat 8
1135 GE Edam, Nederland
TEL 0299-390111 FAX 0299-390114

Australia

Bose Pty Limited, 1 Sorrell Street
Parramatta NSW, 2150
TEL 02 9204-6111 FAX 02 9204-6122

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) 9661988 FAX (042) 9661998

Italia

Bose S.p.A., Via della Magliana 876
00148 Roma
www.bose.it
TEL 06-65670802 FAX 06-65680167

Japan

Bose K.K., Shibuya YT Building
28-3 Maruyama-cho
Shibuya-ku, Tokyo 150
TEL 3-5489-0955 FAX 3-5489-0592

Nederland

Bose B.V., Nijverheidstraat 8
1135 GE Edam
TEL 0299-390111 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, Blandsädsgratan 2D
S-43146 Mölndal
TEL 31-878850 FAX 31-274891

United Kingdom

Bose Limited
1 Ambley Green
Gillingham Business Park
Gillingham, Kent ME8 ONJ
TEL 0870-741-4500 FAX 0870-741-4545

From other locations

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

World Wide Web

www.bose.com

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