



CD MANUAL **CATALOGUES**

VALID FROM 02|2019

Photography

The covers, introductory and catalogue pages of the **Blaupunkt** catalogues may show lifestyle images from stock photo agencies.

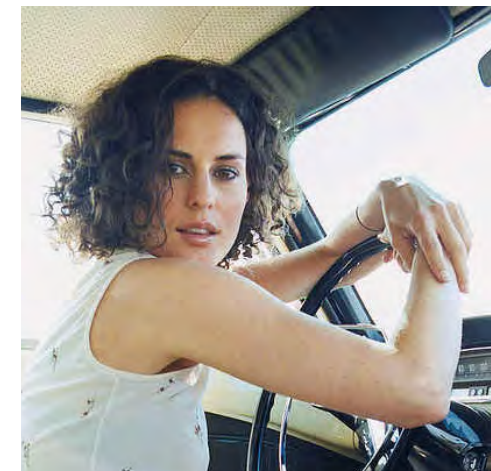
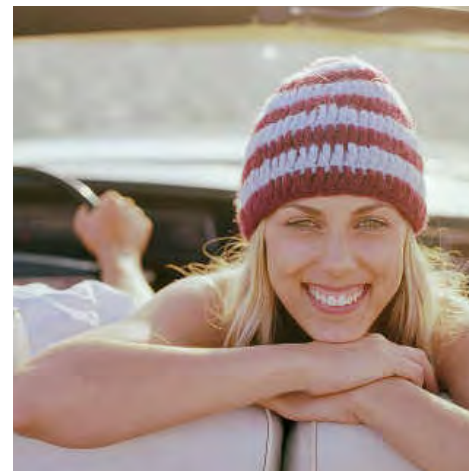
The photos should appear authentic, but be high quality photography.

Viewers should be able to feel they could be part of that scene. The focus should be on the faces, telling a simple story:

Blaupunkt products make life fun – *Enjoy it.*

When selecting the photos, it might be a good idea to ensure that the persons shown have something in common with your region.

People – Lifestyle



Headline

Blaupunkt – the World of
Entertainment.

Typeface: Myriad Pro Light

Colour: black

Size: 32 pt

Line spacing: 35 pt

Subline

A Symbol of Quality Becomes a Brand.

Typeface: Myriad Pro Light

Colour: black

Size: 22 pt

Line spacing: 25 pt

Copy

Let Blaupunkt fascinate you. On the following pages, you can expect to experience an explosion of innovations from our **Mobile Entertainment Program**.

Typeface: Myriad Pro Light

Colour: black

Size: 12 pt

Line spacing: 15 pt

Alignment: Justified flush left, ragged right

Bold type: **Myriad Pro Semibold**

Product label

CD/Radio

- Toploader CD/-R/-RW/MP3 Player
- Cassettenlaufwerk mit Player Funktion

Typeface: Myriad Pro Regular/Bold

Colour: black

Size: 8 pt

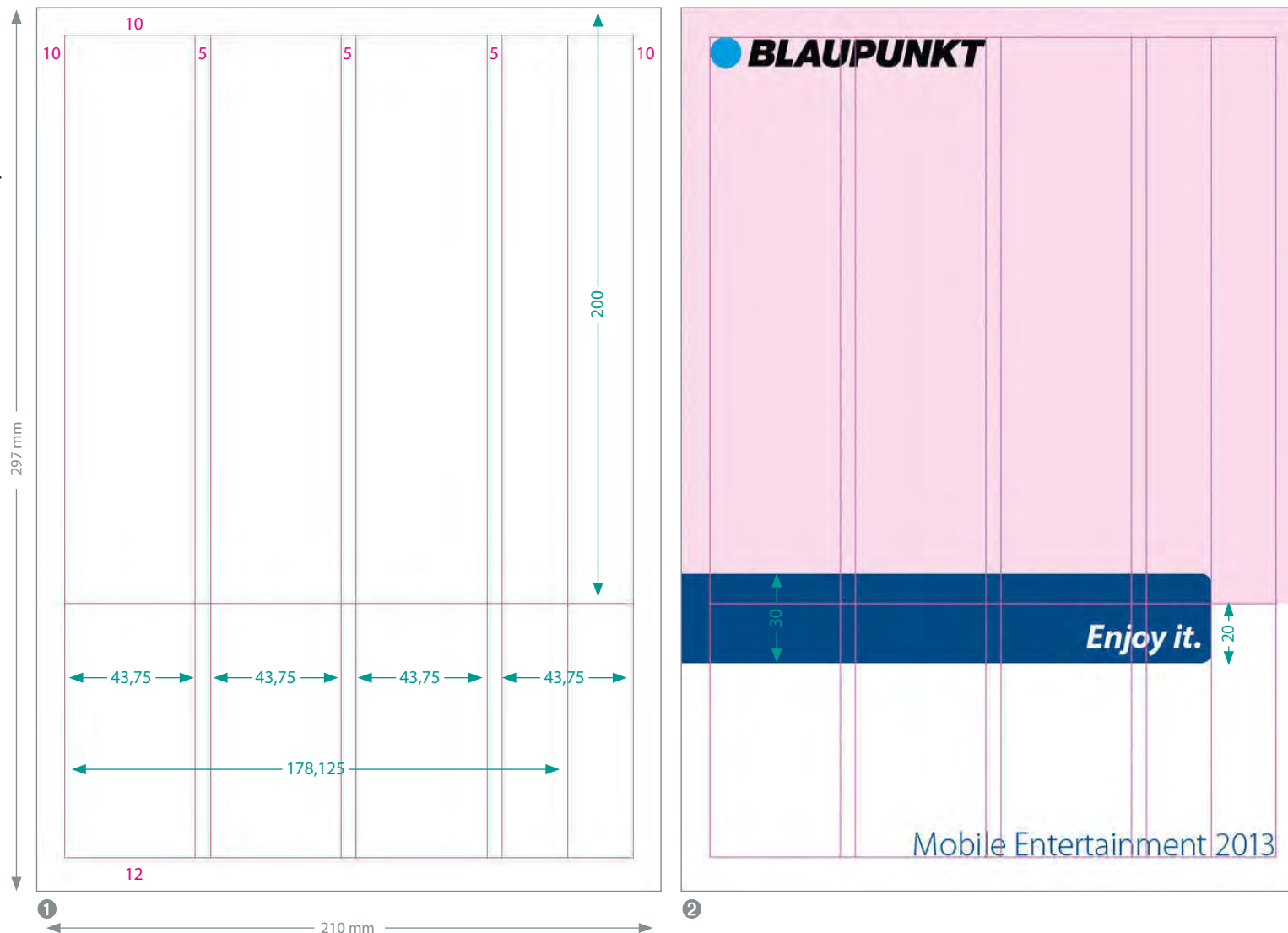
Line spacing: 10 pt

Blaupunkt product catalogue – grid for the cover and reverse

① A4 portrait format (210 x 297 mm) is the preferred layout for **Blaupunkt** catalogues.

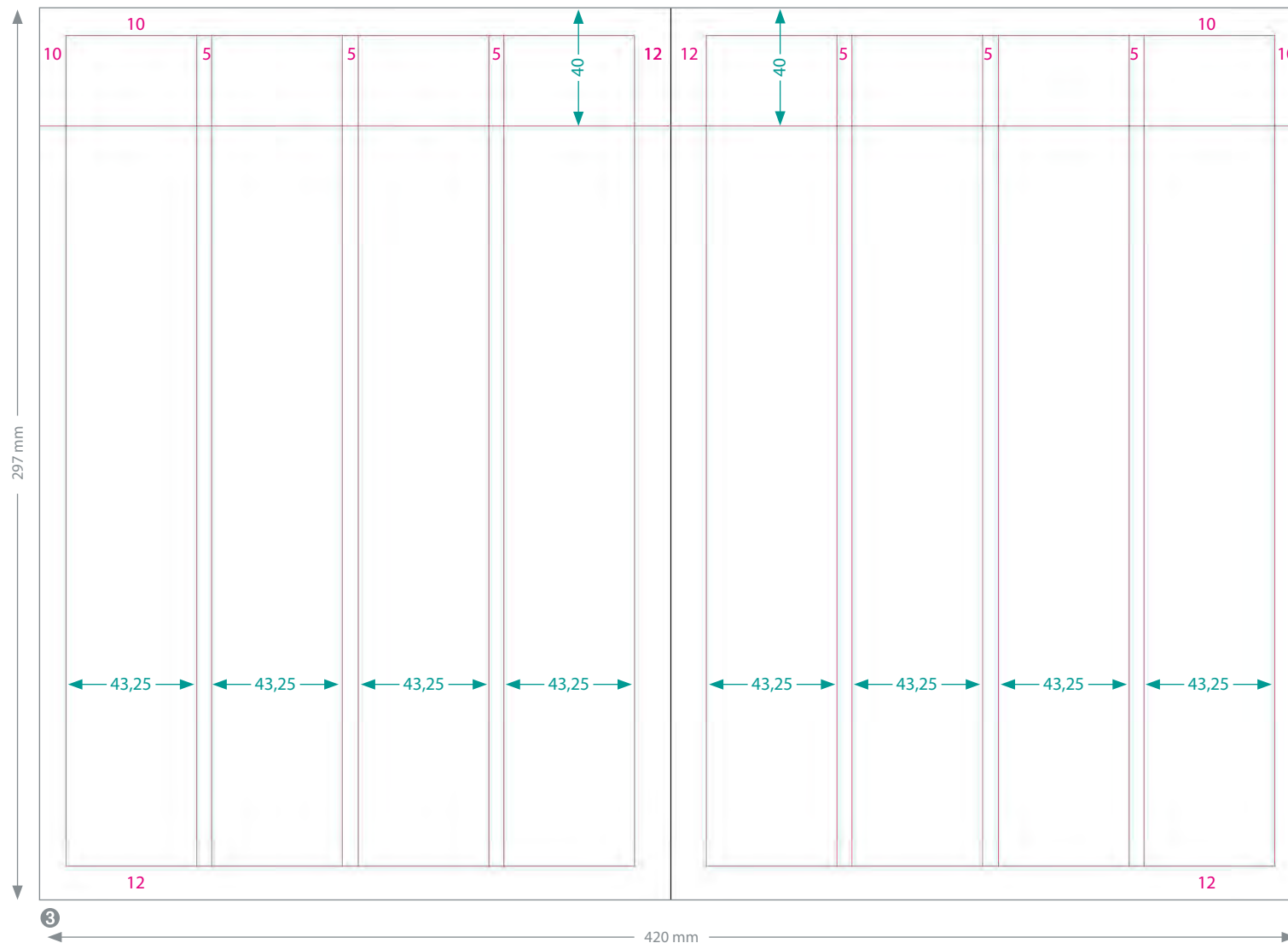
The following layout grid is provided for the cover and reverse.

② The cover can show a large picture. The bottom edge of the picture is bordered by an insert area with the claim **Enjoy it.** The area is 30 mm high, extends into the picture by 10 mm and ends in the middle of the last column.



The red and green numbers are the specifications for spacing in millimetres (mm).

Blaupunkt product catalogue – grid for the inside pages



③ The copy on the inside pages starts at a 40 mm distance from the top edge of the page.

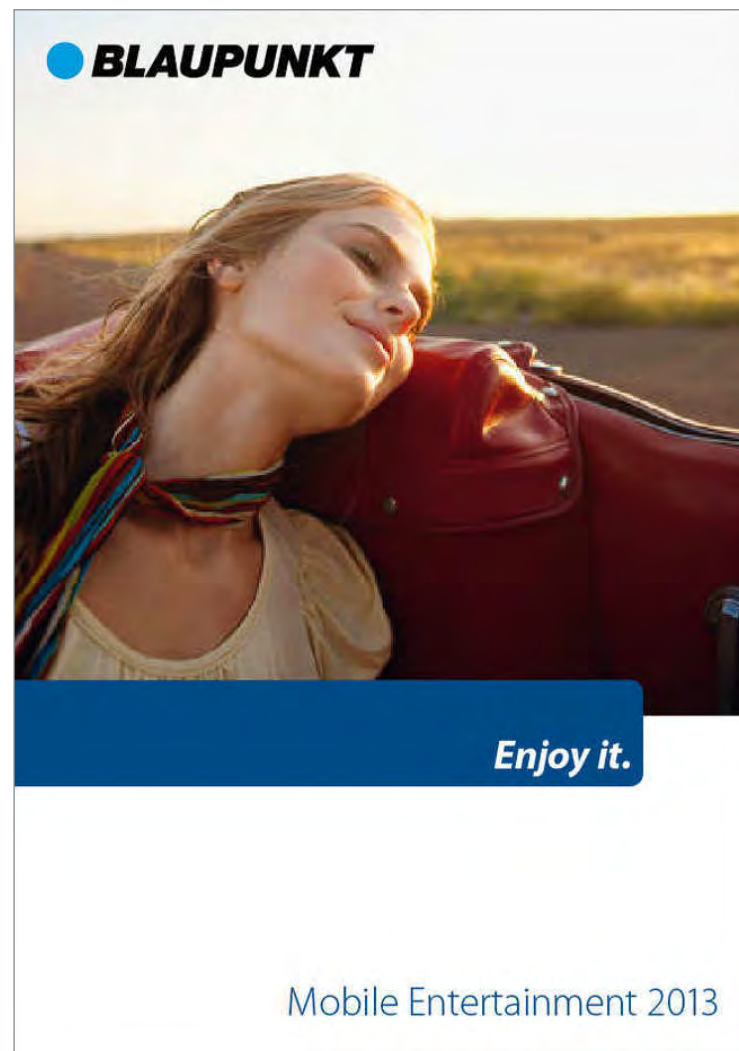
The red and green numbers are the specifications for spacing in millimetres (mm).

Blaupunkt product catalogue – sample covers

There are several ways to design the cover, which can be adapted according to product category:

- 1 Cover showing people/lifestyle
- 2 Cover showing a product

The cover should not show more than 2 products.



1



2



③ Reverse

The layout of the reverse is always the same, and should only be adapted to include the respective address details.

③

Blaupunkt product catalogue – sample introduction and table of contents

1 Example of an introductory page with a table of contents. Select and place images which match the topic.

Blaupunkt – the World of Entertainment.

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Enjoy it.

Inhalt

BLAUPUNKT – The World of Entertainment	1
Mobile Navigation	3
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Car Sound	12
LCD TV	16
Accessoires	20

MOBILE ENTERTAINMENT 2013

1

Blaupunkt Car Radio – Freiheit erfahren

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Enjoy it.



TORONTO 420 BT

Bluetooth MP3 USB

Features Bluetooth <ul style="list-style-type: none"> Integriertes Bluetooth-Modul Telefon-Freisprechen, Gesprächsannahme/-beendigung über Autoradioanlage Audio Streaming CD <ul style="list-style-type: none"> CD-DA CD-R/RW kompatibel 	Radio <ul style="list-style-type: none"> Tunertyp: Codem Receiver, WST – World Standard Tuner; einstellbar für Europa (Auslieferungszustand), Amerika, Asien UKW, MW Radio Data System (RDS): PS, AF, REG, EON, PTY, TR, TA Eingänge <ul style="list-style-type: none"> Front USB (A-type) Front Aux-in 	Media-Player <ul style="list-style-type: none"> Komfortables Ordner-, Datei- und MP3-Browsing Wiedergabeformate: MP3, WMA Unterstützung variabler Bitraten (32-320 Kbit/s) Display <ul style="list-style-type: none"> 9-stellig, etzeflig Equalizer <ul style="list-style-type: none"> Sound Presets 	Verstärker <ul style="list-style-type: none"> Vorverstärker: 2-Kanal (2 V) Max. Leistung (Watt): 4 x 45 Allgemein <ul style="list-style-type: none"> Bedientyp: abnehmbar Nichtdesign weiß
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SAN FRANCISCO 320 BT

Bluetooth MP3 USB

Features Bluetooth <ul style="list-style-type: none"> Integriertes Bluetooth-Modul Telefon-Freisprechen, Gesprächsannahme/-beendigung über Autoradioanlage Audio Streaming CD <ul style="list-style-type: none"> CD-DA CD-R/RW kompatibel 	Radio <ul style="list-style-type: none"> Tunertyp: Codem Receiver, WST – World Standard Tuner; einstellbar für Europa (Auslieferungszustand), Amerika, Asien UKW, MW Radio Data System (RDS): PS, AF, REG, EON, PTY, TR, TA Eingänge <ul style="list-style-type: none"> Front USB (A-type) Front Aux-in 	Media-Player <ul style="list-style-type: none"> Komfortables Ordner-, Datei- und MP3-Browsing Wiedergabeformate: MP3, WMA Unterstützung variabler Bitraten (32-320 Kbit/s) Display <ul style="list-style-type: none"> 9-stellig, einzellig Equalizer <ul style="list-style-type: none"> Sound Presets 	Verstärker <ul style="list-style-type: none"> Vorverstärker: 2-Kanal (2 V) Max. Leistung (Watt): 4 x 45 Allgemein <ul style="list-style-type: none"> Bedientyp: abnehmbar Nichtdesign weiß
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CUPERTINO 220 BT

Bluetooth MP3 USB

Features Bluetooth <ul style="list-style-type: none"> Integriertes Bluetooth-Modul Telefon-Freisprechen, Gesprächsannahme/-beendigung über Autoradioanlage Audio Streaming CD <ul style="list-style-type: none"> CD-DA CD-R/RW kompatibel 	Radio <ul style="list-style-type: none"> Tunertyp: Codem Receiver, WST – World Standard Tuner; einstellbar für Europa (Auslieferungszustand), Amerika, Asien UKW, MW Radio Data System (RDS): PS, AF, REG, EON, PTY, TR, TA Eingänge <ul style="list-style-type: none"> Front USB (A-type) Front Aux-in 	Media-Player <ul style="list-style-type: none"> Komfortables Ordner-, Datei- und MP3-Browsing Wiedergabeformate: MP3, WMA Unterstützung variabler Bitraten (32-320 Kbit/s) Display <ul style="list-style-type: none"> 9-stellig, einzellig Equalizer <ul style="list-style-type: none"> Sound Presets 	Verstärker <ul style="list-style-type: none"> Vorverstärker: 2-Kanal (2 V) Max. Leistung (Watt): 4 x 45 Allgemein <ul style="list-style-type: none"> Bedientyp: abnehmbar Nichtdesign weiß
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2 Example of a catalogue page with a lifestyle photo and subsequent product overview.

1 Example of a catalogue page with a product presentation and subsequent product overview.

Der Blue Magic Speaker – eine Legende

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BLUE MAGIC TL 170

● BLAUPUNKT





<p>CL 100</p> <p>System Diameter Rated power Peak power sensitivity 2,83 V/m Frequency response Impedance Cone material Installation depth</p>	<p>3-way Triaxial 130 mm 51 watts 220 watts 91 dB 40 - 25.000 Hz 3 ohms Injected PP 56,5 mm</p>
<p>TL 130</p> <p>System Diameter Rated power Peak power sensitivity 2,83 V/m Frequency response Impedance Cone material Installation depth</p>	<p>3-way Triaxial 130 mm 51 watts 220 watts 91 dB 40 - 25.000 Hz 3 ohms Injected PP 56,5 mm</p>
<p>TL 160</p> <p>System Diameter Rated power Peak power sensitivity 2,83 V/m Frequency response Impedance Cone material Installation depth</p>	<p>3-way Triaxial 130 mm 51 watts 220 watts 91 dB 40 - 25.000 Hz 3 ohms Injected PP 56,5 mm</p>

QL 690

System
Diameter
Rated power
Peak power
sensitivity 2,83 V/m
Frequency response
Impedance
Cone material
Installation depth

TL 130

System
Diameter
Rated power
Peak power
sensitivity 2,83 V/m
Frequency response
Impedance
Cone material
Installation depth

TL 160

System
Diameter
Rated power
Peak power
sensitivity 2,83 V/m
Frequency response
Impedance
Cone material
Installation depth

QL 690

System
Diameter
Rated power
Peak power
sensitivity 2,83 V/m
Frequency response
Impedance
Cone material
Installation depth

CX 130

System
Diameter
Rated power
Peak power
sensitivity 2,83 V/m
Frequency response
Impedance
Cone material
Installation depth

CX 160

System
Diameter
Rated power
Peak power
sensitivity 2,83 V/m
Frequency response
Impedance
Cone material
Installation depth

MOBILE ENTERTAINMENT 2013

1

Boombox – satter Sound für unterwegs

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CD/MP3 BOOMBOX B10



Features

- CD**
 - Toploader CD-R/RW/MP3 Player
 - Cassettenaufwerk mit Player Funktion
 - Wiederholung 1 alle
 - Programmierbare Tracks: CD=20, MP3=60
- Radio**
 - AM/FM Tuner
 - Stereo Lautsprecher
 - Großes LCD Display mit Backlight
 - Ausgangsleistung: 2 x 1 W
 - Analoges Radio, Mono/Stereo Empfang
- Allgemein**
 - Abmessungen: 246 x 300 x 156mm (L x B x H)
 - Gewicht: 2 kg



CD/MP3
leicht zu bedienen und
perfekt zu handhaben



Cassettenaufwerk
leistungsstarke
Kassettenkapazität



Stereo Lautsprecher
besonders ausgewoge-
nes Klangvolumen



LCD Display
mit angenehmer Hinter-
grundbeleuchtung

MOBILE ENTERTAINMENT 2013

2



GIP Development SARL

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