



# ENCLAVE

## Techfluence Campaign Pre-Brief for Enclave Audio Wireless Home Theater Sound Systems

**Campaign Contact:** Barry Myers – [barry@techfluence.us](mailto:barry@techfluence.us)

**Campaign Objectives:** To drive awareness of the new Enclave Audio CineHome systems and showcase just how simple it is to achieve true 5.1 channel surround sound within your home with a system that sets up as quickly and easily as a soundbar, transmits audio wirelessly so there is no need to run speaker cable everywhere, and provides all the benefits of dedicated surround sound – something a soundbar cannot do.

### **Campaign Overview:**

- **Timeline:** Videos should be posted within six weeks from receiving the product.
- **Compensation Requests:** Considered on a case-by-case basis.
- **Product Compensation:** YES
- **Disclosure Required:** YES
- **Affiliate Marketing:** YES – via your own program or Enclave Audio.
- **Products for Giveaways:** YES – winners must live the US or Canada.

**Preferred Video Types:** Enclave Audio is interested in video content that highlights the unboxing process and the ease of setup of its products. The Enclave CineHome systems arrive in a large, intelligently packed box that walks consumers through the setup process step by step. On average, consumers spend more time unboxing the system than it takes to get the system up and running and to begin enjoying content. The wireless audio feature set of the system should be highlighted. There is no bulky, confusing A/V receiver required, no need to run reels of speaker wire all over the living room or the house. Simply unbox the speakers, place them, plug them in and the system syncs to itself automatically.

**Product Descriptions:** Both Enclave CineHome systems are wireless 5.1 channel surround sound home theater systems designed to take the headache out of augmenting your at-home entertainment experience with impactful, dynamic audio. The largest difference between the two systems is the price. The Enclave CineHome II system starts at \$999 and the Enclave CineHome PRO system starts at \$1499 and is the first THX-Certified, WiSA-Certified wireless surround sound system. Both systems leverage proprietary WiSA technology for wireless audio transmission with incredibly low latency and synchronization between the speakers of less than 1 microsecond. Each system operates on its own dedicated wireless network (at a different frequency than at-home Wi-Fi) which safeguards the system from latency, lag, or interference from other wireless devices operating at the 2.4 GHz and 5.0 GHz frequency bands. Each system can be set up as quickly and easily as a soundbar, often with just a single HDMI cable, but provides all the benefits a soundbar cannot - true, dedicated surround sound.

### **Product Pages:**

CineHome II - \$999.98

<https://www.enclaveaudio.com/products/enclave-cinehome-ii-wireless-home-theater-system>

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Product Video: <https://www.youtube.com/watch?v=H3AS1IagV6c>

**Amazon Pages:**

CineHome II

[https://www.amazon.com/Enclave-Audio-CineHome-Wireless-Surround/dp/B081QQ7YXY/ref=sr\\_1\\_2?crid=12JKQSBPHARLN&dchild=1&keywords=enclave+audio&qid=1589383975&prefix=enclave+audio%2Caps%2C167&sr=8-2](https://www.amazon.com/Enclave-Audio-CineHome-Wireless-Surround/dp/B081QQ7YXY/ref=sr_1_2?crid=12JKQSBPHARLN&dchild=1&keywords=enclave+audio&qid=1589383975&prefix=enclave+audio%2Caps%2C167&sr=8-2)

CineHome Pro

[https://www.amazon.com/Enclave-Audio-CineHome-Wireless-Surround/dp/B081QPQPGN/ref=sr\\_1\\_3?crid=12JKQSBPHARLN&dchild=1&keywords=enclave+audio&qid=1589383975&prefix=enclave+audio%2Caps%2C167&sr=8-3](https://www.amazon.com/Enclave-Audio-CineHome-Wireless-Surround/dp/B081QPQPGN/ref=sr_1_3?crid=12JKQSBPHARLN&dchild=1&keywords=enclave+audio&qid=1589383975&prefix=enclave+audio%2Caps%2C167&sr=8-3)

**Media Reviews:**

TechHive:

<https://www.techhive.com/article/3542752/enclave-audio-cinehome-pro-review.html>

Sound + Vision:

<https://www.soundandvision.com/content/enclave-audio-cinehome-pro-wireless-home-theater-system-review>

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