

Klipsch

Icon Series

Development: Design

Klipsch recognized that they needed to extend their product offer to address and capitalize on the rapid adoption rate of flat panel televisions. Through our efforts to more closely align Klipsch DNA with contemporary lifestyles, Essential created an entirely new home theater family, comprised of five complementary products. The new design language sets this line apart from other products within the Klipsch portfolio, creating the first high-end Klipsch product line targeted toward the flat panel TV market.

From a business perspective, our work had an immediate impact: The new design enabled Klipsch to regain placement within Best Buy's Magnolia Home Theater Channel.

