

BDV-E3100 - PRODUCT INFORMATION DOCUMENT

MODELS (FAMILY-IN STEP UP ORDER)

BDV-N8100W

BDV-N7100W

BDV-N790W

BDV-E3100

BDV-E2100

ALTERNATE NAME(S)

Sony® BDV-E3100-5.1 Channel 3D Blu-ray Disc™ Home Theater System with built-in Wi-Fi®
Sony® 5.1 Channel 3D Blu-ray Disc™ Home Theater System with built-in Wi-Fi®

CONSUMER FACING DESCRIPTION (40 CHARACTERS)-FEEDS ONTO FACT TAGS

Blu-ray Disc™ Home Theater System w/ Wi-Fi®-BDV-E3100

ADVERTISING COPY

HIGHLIGHT PRODUCT BENEFIT AND/OR FEATURE MESSAGE.

PRODUCT HEADLINE:

Your ticket to the movies every night

10 Words	Amp up the action, and fill your room with movie theater-like sound
25 Words	Fill your room with theater-like sound and with built-in Wi-Fi® access blockbuster movies, shows, music, and more ¹ – right on your TV
50 Words	Amp up the action, and fill your room with theater-like sound. With built-in Wi-Fi® access blockbuster movies, shows, music, and more ¹ -right on your TV. Plus, easily connect your smartphone with one-touch Bluetooth pairing to start streaming your music instantly ¹¹ . You can now easily enjoy that perfect party mix in surround sound without the fuss of wires.

SHORT BULLETS / FACT TAG BULLETS (55 CHARACTERS)

FEEDS ONTO FACT TAGS FOR SELECT RETAILERS AND SHOULD BE COMPETITIVE GIVEN OTHER MANUFACTURER FACT TAG APPROACH.

KEY SELLING POINTS IN ORDER OF PRIORITY. MUST BE WORDED AS CLEAN AND SIMPLE BENEFITS FOR THE CONSUMER. (MAX 10 BULLETS) HIGHLIGHT PRODUCT BENEFIT AND/OR FEATURE MESSAGE.

1.	1000W 5.1channel 3D Blu-ray Disc™ Home Theater System
2.	Built-in Wi-Fi®: Stream Netflix®, HuluPlus™, Pandora® & more ¹
3.	Full HD 1080p: Upscale standard DVDs to near HD quality
4.	Wirelessly stream music from Bluetooth® devices w/just one-touch ¹¹
5.	Full range bass reflex speaker system & 7.1" sub-woofer
6.	Experience HD sound with Dolby® TrueHD and dts®-HD
7.	Life-like stadium sound with Football sound mode

8.	Wirelessly access music, photos, etc. on your home network ⁹
9.	Restore lost audio fidelity with Digital Music Enhancer
10.	Access and playback content from USB devices
11.	HDMI 1.4 (w/ARC): Digital Optical & Analog Audio Inputs
12.	FM Radio with 20-station Presets: Remote Control

RETAIL EXPERIENCE BULLETS (55 CHARACTERS MAX)

UTILIZED ON TILES AND TAGS FOR SONY STORES, WEBSITE, RETAIL DISPLAYS AND CRM ACTIVITIES; SHOULD BE ALIGNED WITH FACT TAG BULLETS IN ORDER OF PRIORITY WHEN POSSIBLE. HERO MODELS ONLY AND NO ACCESSORIES NEED EXPERIENCE BULLETS. MUST BE WORDED AS CLEAN AND SIMPLE BENEFITS FOR THE CONSUMER AND AS SHORT AS POSSIBLE FOR USE IN SMALL SPACES AT RETAIL AND ONLINE. (MAX 3 BULLETS)

1.	Experience the movie theater at home w/5.1ch 3D Blu-ray Disc™ System
2.	Built-in Wi-Fi®: Stream Netflix®, HuluPlus™, Pandora® & more ¹
3.	Connect & stream music from Bluetooth® devices with just one-touch ¹¹

HOW TO SELL (FILLED OUT BY TRAINING TEAM UNDER G. SHILLING DIRECTION)-




KEY SELLING POINTS FOR TRAINERS TO QUICKLY AND EASILY DESCRIBE HERO BENEFITS.


1	
2	
3	
4	
5	

KEY FEATURE COPY

CONSUMER FACING KEY SELLING POINTS IN ORDER OF PRIORITY. MUST BE WORDED AS CLEAN AND SIMPLE BENEFIT DRIVEN. IMAGE JPG CAN BE HERO IMAGE OF ASSOCIATED TECH FEATURE OR TECH ICON; DO NOT PUT LIFESTYLE IMAGES IN FEATURE AREA.

IMAGE FEATURE (35 CHARACTERS MAX) MARKETING DESCRIPTION AND SUPPORTING BULLETS (350 CHARACTERS MAX)

	Simple. Integrated. Powerful.	Bring the movie theater experience home with the Full HD 1080p ⁸ Blu-ray Disc™ player, vibrant 5.1 channel HD surround sound ² , and 1000 Watts of power to immerse you in sound.
	Built-in Wi-Fi® for easy setup	Easily connect to the internet without the clutter of cables. ¹
	Make your movies more entertaining with 3D conversion &	Enjoy 3D Blu-ray Disc™ movies in Full HD 1080p and upscale standard DVDs to near HD quality. In addition, bring the 3D experience to your entire movie collection with the ability to convert 2D Blu-ray and DVDs into 3D movies for a stunning

	DVD HD upscaling	experience.
	Connect & stream music from Bluetooth® devices with just one-touch	The easiest and fastest way to start streaming music from your NFC enabled device to your home theater system. Utilizing Near Field Communication and Bluetooth, connect and wirelessly stream music from your smartphone, tablet or other Bluetooth & NFC enabled device by touching them together just once ¹¹ . No NFC, no problem...you can still connect and stream music from your smartphone, tablet, or computer via Bluetooth.
	Unlimited streaming choices with the Sony Entertainment Network	With the Sony Entertainment Network, you'll never run out entertainment options with access to 100+ streaming services including movies, TV shows, and music from Netflix®, YouTube™, HuluPlus™, Pandora®, Amazon Instant Video, and more. ¹ Also, access My Sports & Fitness apps designed for your Health and optimized for your TV.
	Experience movies as the director intended them to be	Experience movies as the directors intended them to sound like with Dolby® TrueHD and dts-® HD Master Audio modes that re-produce high definition, discrete sound for uncompromised quality.
	Display your multi-media wirelessly from your PC with DLNA®	Using DLNA® you can wirelessly access music, videos and photos from your PC or other compatible Android™ device and play them on your TV ⁵ .
	TV SideView enables you to enjoy multimedia from your Tablet on your TV ¹²	With the free Sony TV Side View app., you can "Throw" (<i>display</i>) your videos, pictures, and music on your TV from your tablet ¹² . Also, control the player remotely with a Sony Tablet®, Android™, device, iPhone®, iPad®, or iPod touch®.
	Socialize™ with your on-line friends while you watch TV.	Share your thoughts with your friends on Facebook™ and Twitter® via your TV with the Socialize™ application ¹³ .
	Learn more about your movies with Gracenote®	Gracenote® searches across internet apps and external services such as YouTube® and Video Unlimited to provide you with detailed information on a wide-variety of movies ¹⁴ .
	Improve your movie watching experience with I/P noise reduction	I/P noise reduction for the Blu-ray Disc™ drive is specifically designed to eliminate playback noise and to protect it from dust and other debris for a better movie watching experience.

	Quickly display multimedia with the Front USB slot	Easily display your videos and photos on your TV or listen to your digital music by simply connecting your USB storage device to the Blu-ray player's front USB slot for ultimate access.
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POSITIONING:

SONY® CAMPAIGN MANTRA

make.believe

make.believe (make-dot-believe): Anything you can imagine, you can make real.

CATEGORY HEADLINE

Elevate your entertainment expectations.

CATEGORY MESSAGE

From sports to movies to music, Sony Blu-ray Disc™ home Theater Systems provide simple, all-in-one solutions for bringing dynamic, theater-quality sound into your living room across all your entertainment choices including streaming and discs.











IMPORTANT PRODUCT INFORMATION

REFERENCE INFORMATION ONLY. NOT FOR USE IN COMMUNICATION

TARGET INFORMATION: (TARGET AUDIENCE)	This product is for customers looking for a simple, integrated 5.1 channel Blu-ray Disc™ Home Theater system that still packs a wallop. They will enjoy Full HD 1080p Blu-ray Disc™ movies, even in 3D, plus upscaling of standard DVDs to near 1080p quality. Users can even convert 2D content to 3D for viewing on a 3D TV. With built-in Wi-Fi®, customers can also wirelessly stream thousands of movies, TV episodes and music from Netflix®, YouTube™, HuluPlus™, Pandora®, and more. ¹
MAJOR COMPETITORS: (WHAT IS CURRENTLY IN MARKET)	Samsung LG Panasonic
COMPETITIVE FEATURES: (WHAT ARE THE SONY SPECIFIC FEATURES)	The key "Sony" features that should be focused upon are: <ol style="list-style-type: none"> 1. Better sound quality/performance when compared to competitors 2. Built-in Wi-Fi®, 3. Sony Entertainment Network 4. Free remote control app for iPad/iPhone and Android™ devices 5. New GUI for streaming content 6. Upscaling standard DVD to near HD quality
LINE-UP FEATURES: (HOW THIS FITS IN OUR PRODUCT LINE-UP)	BDV-N8100W BDV-N7100W BDV-N790W BDV-E3100 BDV-E2100

ADDITIONAL RESOURCES:

TECHNOLOGY LOGOS:

Full HD 1080p in 3D	
HomeShare	
Sony Entertainment Network	
Gracenote	
Socialize™	
Wi-Fi Certified	
Media Remote	
Dolby Tru-HD	
DTS-HD	
DVD	

LEGAL AND FOOTNOTES

MUST BE SELECTED FROM GLOSSARY OF LEGALLY APPROVED FOOTNOTES

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FOOTNOTES

1. Broadband speed of at least 2.5 Mbps recommended (10 Mbps for HD). Content subject to change and may require fees. Wireless connectivity requires an 802.11 home network.

2. Requires 3D content, 1080p 3D HDTV, 3D glasses, 3D emitter, and HDMI™ cable (at least 10.2 Gbps).
3. Applications must be downloaded from the iTunes® or Android™ application store. Check Android market from your device for compatibility. Requires devices connected to the same wireless home network.
4. Requires Sony HomeShare compatible products and a home network.
5. Requires a home network with content stored on a DLNA® compliant PC or server, and HomeShare network speaker, dock, or Blu-ray Disc player or home theater system. See dlna.org for compatibility.
6. Simulated 3D image will vary based on source content.
7. Not all USB devices are supported. Please check Owner's Manual for compatibility.
8. Requires compatible HDTV and HDMI® cable sold separately.
9. Requires HDTV with equivalent display and HDMI® cable sold separately.
10. Requires devices connected to the same wireless home network
11. Requires NFC-enabled device and downloadable NFC app. Check device's user manual for compatibility.
12. TV SideView Application must be downloaded from the iTunes® or Google Play application store. Check Android market from your device for compatibility. Requires devices connected to the same wireless home network.
13. Socialize requires user to have Twitter or Facebook account setup on player and internet connectivity.
14. Gracenote® requires internet connection.