NAS-SV20i PRODUCT INFORMATION DOCUMENT

MODELS (FAMILY-IN STEP UP ORDER)
NAS-SV20i
NAC-SV10i
SA-NS400
SA-NS300
RMN-U1

ALTERNATE NAME(S)
NAS-SV20i iPhone®/iPod® Speaker Dock with Wi-Fi® and Internet Music Services
NAS-SV20i iPhone®/iPod® Speaker Dock with Internet Music Services
Sony® Wi-Fi® Network iPhone® Dock
Sony® iPod® Dock with Wi-Fi® network services
Sony® iPhone® Network Dock
Wi-Fi® Network iPod®/iPhone® Dock

CONSUMER FACING DESCRIPTION (40 CHARACTERS)-*FEEDS ONTO FACT TAGS*
NAS-VS20i iPhone® Speaker Dock with Wi-Fi® and Internet Music Services

IMPORTANT PRODUCT INFORMATION
REFERENCE INFORMATION ONLY. NOT FOR USE IN COMMUNICATION.

FOR INTERNAL USE ONLY

TARGET INFORMATION: **(WHO IS THIS PRODUCT FOR?)**	Anyone who wants a next-generation speaker dock for an iPhone® or iPod®. This one also lets you stream music wirelessly to and from your PC, enjoy BRAVIA® Internet music services like Slacker. Add Sony Net Speakers to extend listening throughout the home through your WiFi network. This unique dock will also transmit music or apps from a docked iPod to Sony Net Speakers, BD Players, BD Systems and select AV receivers. All Sony network multi-room products can be controlled from a PC or a free iPhone/iPod Touch Age range is 25 – 50
MAJOR COMPETITORS: **(WHAT IS CURRENTLY IN MARKET?)**	Sonos Logitech (Squeeze Box) Bose (SoundLink) Rocket Fish Grace Digital Apple (Airport Express)
COMPETITIVE FEATURES: **(WHAT ARE THE SONY UNIQUE FEATURES/ TECHNOLOGIES)**	□ The only iPhone® / iPod Touch speaker dock that also lets you wirelessly stream music stored on your PC. □ Acts as a DLNA Server – it can share music services, PC music or a docked iPod/iPod Touch or iPhone with Sony BD players, BD Systems and Select AV receivers and other DLNA-enabled products. □ Add Sony Network Speakers to extend playback to other rooms. The multi-room system supports several simultaneous music streams. □ Superb sound quality □ Accesses BRAVIA® Internet Music Services including Slacker, NPR and Qriocity Music. □ WiFi □ iPhone App to control Music from PC. (Android app will be available as at a later datel.) □ Plays music from and streams music to ANY DLNA enabled PC.

LINE-UP FEATURES: (HOW THIS FITS IN OUR PRODUCT LINE-UP)	The NAC-SV20i iPhone Speaker dock with Internet Music Services is part of our Network Multi-room line which includes the following models: ▫ **SA-NS300** Net Speaker "entry level" model ▫ **SA-NS400** Net Speaker "core" model with larger chassis, 4 full-range drivers, plus subwoofer ▫ **NAC-SV10i** iPod®/iPhone® dock with line-level output to a local audio system ▫ **RMN-U1** Wi-Fi enabled universal remote that controls both home theater system and music in any room.

SONY® CAMPAIGN MANTRA
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PRODUCT CAMPAIGN MESSAGE

Home Entertainment System Materials:

ADVERTISING COPY
HIGHLIGHT PRODUCT BENEFIT AND/OR FEATURE MESSAGE.

10 Words (12 words)	Wirelessly stream and share music from your iPod®, iPhone®, PC[1] or the Internet[2] with the Sony® NAS-SV20i iPhone Speaker Dock.
25 Words (23 words)	Enjoy incredible sound quality from a simple speaker system plus wirelessly access music from your iPod®, iPhone®, PC[1] or the Internet[2] with the Sony® NAS-SV20i iPhone Speaker Dock. You can even share your streamed music to multiple rooms in your house.
50 Words (43 words)	Enjoy incredible sound quality from a simple speaker system plus wirelessly access music from your iPod®, iPhone® or PC with the Sony® NAS-SV20i iPhone Speaker Dock[1]. Stream music from Pandora®, Slacker® and Qriocity™ direct from the Internet[2] and share all your music with other rooms in you house. Plus, turn your iPhone® / iPod touch® or into a remote control to run your system by downloading the free Sony "Network Audio remote" app[3].
Legal Footnotes (min. 8 pt font)	1. Wireless 802.11 home network with a broadband internet connection required. Audio quality may vary and is dependent upon broadband speed and delivery by content provider. 2. Premium content may require additional fees and/or PC registration. 3. Application must be downloaded from the iTunes® application store. Requires that the wireless speaker, PC and the remote device be connected to the same wireless network.
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FACT TAG BULLETS (55 CHARACTERS)
KEY SELLING POINTS IN ORDER OF PRIORITY. MUST BE WORDED AS CLEAN AND SIMPLE BENEFITS FOR THE CONSUMER. (MAX 10 BULLETS)

1	iPhone® / iPod® Touch speaker dock, wireless music streaming[1]
2	Wirelessly stream[1] music from your PC[4] to this speaker dock.
3	Stream Internet music: Slacker® and vTuner more services to be added[2]
4	Wirelessly share music with Sony® Net Speakers in any room[1]
5	PartyStreaming playback w. Sony® BD players and BD systems[5]
6	Stream music from a docked iPod® to Sony's Net Speakers in other rooms[1]
7	Free iPhone®/iPod touch® Remote Control App available[3]
8	Expand to more rooms with Sony's family of Wi-Fi® Net speakers[1,6]
9	Simple guided set up CD for easy installation
10	Streams to and from DLNA® enabled PCs and electronics[1]
11	WPS (Wi-Fi® Protected Setup) home network sync[6]
12	Auxiliary input for direct playback of portable devices

13	Remote Control	
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KEY FEATURE COPY
MUST BE SELECTED AND COPIED FROM GLOSSARY OF TERMS

FEATURE HEADLINE (35 CHARACTERS)	FEATURE DESCRIPTION (250 CHARACTERS)
iPhone® / iPod touch® speaker dock	iPhone® / iPod® speaker dock that also lets you wirelessly stream music stored on your PC. The dock also allows streaming from popular internet music services like Slacker®.[1]
Enjoy your PC music in any room	Free your PC's music library. The dock streams music from DLNA® (Digital Living Network Alliance) compatible PCs and storage devices. The dock also acts as a DLNA server, streaming content to compatible PCs, televisions and more[1].
Enjoy BRAVIA® Internet Music	Enjoy Sony's incredible range of BRAVIA® Internet music services including Slacker® and vTuner™[2]. New services are continually added for additional enjoyment.
iPhone®/iPod touch® and Anroid™ Remote Control	Download the free app to your iPhone® or iPod touch® and turn it into a versatile remote control[3]. Set the volume, browse your music collection, and send music from your computer to the Net Speakers.[1] There's independent volume control for each Net Speaker and more.
Whole-house music	Enjoy music throughout the house. Any music that you can hear on the NAS-SV20i dock, you can also stream wirelessly to additional Sony® Network speakers, Sony BD home theater systems or Sony BD players[5]. You can share iPhone® and iPod® songs, BRAVIA® Internet music, and DLNA® streaming music.[1]
PartyStreaming	Sync with Sony® network speakers, select Sony Blu-ray Disc™ home theater systems, BD players and AV receivers to enjoy music throughout the house[5]. Music from the BD system can play on the dock, creating the perfect environment for enjoying music throughout your home.
Share iPod® content with Sony® Net Speakers	Wirelessly transmit content stored in or streamed through a docked iPhone® to multiple Sony® NetSpeakers.[1]
Expand to more rooms	No room should be without music. Purchase additional Sony® network speakers or docks to expand your music enjoyment into every room of the home.
Wi-Fi® w/WPS	Connect to compatible WPS Wi-Fi® routers with a simple press of a button. No passwords or lengthy numbers to remember.[6]
Auxiliary input	Plug in other music sources.
Remote Control	Operate the dock locally with the supplied remote control.
Compact Design	Elegant design for flexible placement in a kitchen, office or bedroom.

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LOGOS:
LIST IN ORDER OF IMPORTANCE

Windows® 7
BRAVIA® Internet Video
Slacker®
Wi-Fi® certified
iPhone® app store
DLNA®
PartyStreaming
Wi-Fi® Protected Setup

LEGAL AND FOOTNOTES
MUST BE SELECTED FROM GLOSSARY OF LEGALLY APPROVED FOOTNOTES

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Full Footnotes:
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