

# UWA-BR100- PRODUCT INFORMATION DOCUMENT

## ALTERNATE NAME(S)

Sony® BRAVIA® Wireless LAN Adapter  
 Sony® Wireless LAN Adapter  
 Sony® Wireless Adapter

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

Wireless LAN Adapter

## 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	<b>Easily Access Your Home Wireless Network</b>
2	<b>Wi-Fi® Protected Set-up support for easy, simple set-up<sup>2</sup></b>
3	<b>Compatible w/ 2010 TV's &amp; Home Video Products<sup>3</sup></b>
<b>Legal Footnotes</b> <i>(min. 8 pt font)</i>	1. Wi-Fi Protected Set-up (WPS) wireless router required (sold separately). 2. Compatibility is limited to Sony's 2010 models including HX900 Series, HX800 Series, EX700 Series, EX308 Seies, and EX40B Seires HDTV's; BDP-S370, BDP-S470, BDP-S270, and BDV-E370
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## KEY FEATURE COPY

MUST BE SELECTED AND COPIED FROM GLOSSARY OF TERMS

### FEATURE HEADLINE (35 CHARACTERS)

### FEATURE DESCRIPTION (250 CHARACTERS)

Access Wireless Network	Access your home wireless network when connecting this Wi-Fi® adapter to a Sony Wi-Fi® Ready HDTV or Blu-ray Disc™ theater system. <sup>1</sup>
Wi-Fi® Protected Set-up	Enjoy simple set-up when you pair this device with a Wi-Fi® Protected Set-up (WPS) wireless access point. <sup>2</sup>
<b>Legal Footnotes</b> <i>(min. 8 pt font)</i>	1. Requires home network with an 802.11 access point (802.11n recommended) and internet connection. 2. Compatibility is limited to Sony's 2010 models including HX900 Series, HX800
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## LOGOS:

LIST IN ORDER OF IMPORTANCE

Wi-Fi
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