

MHC-EC619iP - PRODUCT INFORMATION DOCUMENT

Product announces date: TBD: 8/15/13

Product on shelf date: TBD: 9/15/13

MODELS (FAMILY)

MHC-EC619iP

MHC-EC719iP

MHC-EC919iP

ALTERNATE NAME(S)

Primary: MHC-EC619iP Music System

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

Primary: Sony MHC-EC619iP Music System

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.

Step up features

1	Powerful 120 Watts (RMS) music system
2	2-way bass reflex speaker system
3	Charge, playback & control your iPod® & iPhone® music ³
4	Front loading single disc CD player ¹
5	USB input ² allows you to easily play & record music
6	FM Radio with 20 station presets
7	EQ & Bass Boost lets you customize the sound
8	Clock, alarm & sleep timer; wake or fall asleep to music
9	Remote control with full iPod® & iPhone® menu control ³

REFERENCE INFORMATION ONLY. NOT FOR USE IN COMMUNICATION.

FOR INTERNAL USE ONLY!

TARGET INFORMATION: (TARGET AUDIENCE)	<ul style="list-style-type: none">-Experience embracer; life simplifier- Predominantly male-Youth:, aged 16-25-Ethnicity: multi-cultural-Value conscious consumer that wants the best performance at a reasonable value/price. <p>Music lovers who may not have deep pockets but are passionate about their music and want a simple, easy-to-use, fully featured stereo system at a good value that supports a wide variety of audio sources.</p>
MAJOR COMPETITORS: (WHAT IS CURRENTLY IN MARKET?)	<ul style="list-style-type: none">-Samsung-RCA-Sharp-LG


	-Panasonic
COMPETITIVE FEATURES: (WHAT ARE THE SONY SPECIFIC FEATURES)	<ul style="list-style-type: none"> • Quartz design • 120 Watts (RMS) • Supports Apple® iPod® & iPhone® models with the new 8- pin Lightning connector and older iPod® & iPhone® model with 30-pin connector Charge, control & playback music on iPod® & iPhone® devices • Rivals the performance of larger, more complex stereo systems • Supports a wide variety of audio sources including: CD, iPods, iPhones, USB devices and FM radio • 2-way Bass reflex speaker system
LINE-UP FEATURES: (HOW THIS FITS IN OUR PRODUCT LINE-UP)	The MHC-EC619iP is the entry level EC series product. The EC series is the “value-line” product series in Sony’s music systems line-up. Targeting the value conscious consumer who wants the best performance at a reasonable value/price.





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 OR RICH MEDIA THUMBNAILS; DO NOT PUT LIFESTYLE IMAGES IN FEATURE AREA.

**FEATURE
(35 CHARACTER MAX)**

**MARKETING DESCRIPTION / LONG
BULLETS (350 CHARACTERS MAX)**

	Feature Headline/Name	Feature Description	Asset File Name Image Sample
1.	Powerful, all-in-one design	Fill the room with sound from this compact, full function stereo system featuring 120 watts RMS power and 2-way bass reflex speaker system. The MHC-ED619iP rivals the performance of larger, more complex stereo systems with far less clutter.	MHC-EC619iP_front_iPhone_no shadow_Lo-res.jpg 
2.	iPod® & iPhone®	Power up your	MHC-EC series_top_iPhone_crop.jpg




	connectivity³	playlists, listen to your audio apps and stay connected with the latest iPhone® and iPod® devices ³ . The integrated dock provides convenient charging and playback control for devices using the 8-pin Lightning™ connector.	
3.	USB connectivity is covered²	The convenient front USB input can be used to record from CD or connect, control, charge and playback a wide range of audio devices ² like previous generations of iPod® and iPhone® products ³ , Walkman® players, USB thumb drives or other compatible USB devices ² . Playback audio files stored on your device or directly from audio apps.	MHC-EC_front USB input.jpg 
4.	Enjoy convenient CD playback¹	Play your favorite CDs or your personally recorded CD-R and CD-RW discs ¹ . Users can even play MP3 files that have been recorded to CD-R/RW discs.	CD_MP3 playback disc.jpg 
5.	FM radio	Use the integrated FM tuner to receive local broadcast signals. Users can select up to 20 FM preset stations.	FM tuner icon.jpg 

6.	Bass boost and EQ	With several music enhancement settings, users can dial in the sound by setting their own EQ curve or choose from one of the 8 preset EQ settings and increase low-end bass response by engaging the Bass Boost.	MHC-EC919_719_619_volume_Bass Boost.jpg 
7.	LCD display with clock	The LCD display shows source playback information, volume level, sound settings and clock time. You can even select from 2 built-in timer functions including sleep or wake so you can fall asleep to music or wake to a CD, radio, etc at a preset time.	
8.	Versatility right out of the box	The speakers can be positioned vertically or horizontally. This unit is ready to rock right out of the box. AM/FM antennas are included to ensure broadcast signals come in clear and it even comes with a convenient wireless remote with batteries.	

ADDITIONAL RESOURCES:

Product	App prioritization

SONY RELATED TECHNOLOGY LOGOS:

Made for Walkman®	
CD format playback	
USB - play/rec	

PARTNER LOGOS:

Made for iPod® & iPhone®	

ADVERTISING COPY**HIGHLIGHT PRODUCT BENEFIT AND/OR FEATURE MESSAGE.****PRODUCT HEADLINE (SUGGEST 20-35 CHARACTERS FOR SONY STORE ONLINE/OFFLINE, CRM ACTIVITY.) FEEDS SONY STORE FACT TAG SYSTEM.**

Turn it up!

10 words (10)	Bring your favorite music to life without complication and clutter.
25 words (23)	Bring your favorite music to life without complication and clutter. And with more music playback options, the EC619iP fits all your music needs.
50 words (44)	Bring your favorite music to life without complication and clutter. And with more music playback options in one compact, integrated stereo system, the EC619iP fits all your music needs with room-filling, expansive sound for your favorite playlists, CDs, radio stations, audio apps, and more.

RETAIL EXPERIENCE BULLETS (20-35 CHARACTERS MAX)-UTILIZED ON TILES 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	Powerful 120 Watt sound system	
2	Charge, playback & control USB devices	
3	Playback CD's and FM radio	

POSITIONING:

CONSUMER FACING COPY TO BE FILLED OUT WHEN TEAMS IDENTIFY NEEDS. DI AND HD TEAMS UTILIZE THESE FIELDS BUT OTHER GROUPS DO NOT NEED TO FILL OUT IF NOT UTILIZED.

CATEGORY HEADLINE

CATEGORY MESSAGE

SONY® CAMPAIGN MANTRA

CONSUMER FACING COPY.

make.believe

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

CAMPAIGN MESSAGE

LEGAL AND FOOTNOTES

MUST BE SELECTED FROM GLOSSARY OF LEGALLY APPROVED FOOTNOTES

FOOTNOTES

1. Playback may not be compatible with all files, depending on recording conditions.
2. Not all USB devices are compatible. Consult www.esupport.sony.com for complete details.
3. Ability to use all generations of iPod® products may vary as not all products are compatible. Compatible with iPod classic, iPod Nano 3rd gen, iPod nano 4th gen, iPod nano 5th gen, iPod nano 6th gen, iPod touch 2nd gen, iPod touch 3rd gen, iPod touch 4th gen, iPhone 3G, iPhone 3GS, iPhone 4 and iPhone 4S via USB cable, sold separately. Compatible with iPod touch 5th gen, iPod nano 7th gen and iPhone 5 via on-board 8 pin Lightning connector.

TRADEMARKS

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