

CMT-V50iP - PRODUCT INFORMATION DOCUMENT R.2

ALTERNATE NAME(S)

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

Sony® CMT-V50iP Micro Hi-Fi Music System

ADVERTISING COPY

HIGHLIGHT PRODUCT BENEFIT AND/OR FEATURE MESSAGE.

PRODUCT HEADLINE

Improve your décor with decibels.

10 Words	The sound of music never looked better.
25 Words	Sound off in style with a sleek, compact music system that was made for an iPad® & iPhone® and also works with iPod® ¹ .
50 Words	Superior sound and style converge in a full-featured, versatile music system. This Hi-Fi music system delivers sound big enough to fill a room, while its contemporary-yet-compact design brings visual appeal to your audio without taking up valuable space.

SHORT BULLETS / FACT TAG BULLETS (55 CHARACTERS)-FEEDS ONTO FACT TAGS FOR SELECT RETAILERS AND SHOULD BE COMPETITIVE GIVEN OTHER MANUFACTURER FACT TAG APPROACH.

1.	Made for iPad® & iPod® ¹ / Works with iPhone®
2.	Single Disc Slot Loading CD Player; CD, CD-R/RW, and MP3 Playback
3.	40 Watts Total (20W + 20W) full-range speaker system
4.	Audio-in for use with MP3 Players, PC and other audio sources
5.	AM/FM radio with 30-station presets
6.	Charge your Apple® device while docked
7.	Remote controls iPad®, iPod® & iPhone playlist navigation and more ²

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.	Features iPad® docking capability for easy access to your audio.
2.	Regardless of how you store your music, you can play your music.
3.	A 40W (20W + 20W), full-range speaker system that combines stunning audio and design.

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 HEADLINE (35 CHARACTERS)	FEATURE DESCRIPTION (250 CHARACTERS)
1. IMAGE JPG	Let your music live on multiple devices.	Allows you to control & play music as well as video content stored on your iPhone®, iPad® and iPod®. You can also charge these devices while they're docked.
2. IMAGE JPG	Plug in to each and every music format.	Easily play music from audio sources like Mac/PCs, CDs, CD-R/RWs and MP3s.
3. IMAGE JPG	CDs or digital? Yes!	Play your favorite discs on the same device you use to enjoy your digital music.
4. IMAGE JPG	AM / FM Stereo	Listen to local radio stations in full stereo.
5. IMAGE JPG	Sound with no shortcuts	Enjoy outstanding audio from full-range, damperless speakers that provide the necessary balance of highs and lows.

POSITIONING:

CATEGORY HEADLINE

Superior sound visually enhanced.

CATEGORY MESSAGE

With Sony audio systems, superior sound and dynamic design can be enjoyed by all. Easy to place, these bold, striking pieces provide a stylish upgrade to your music as well as your home.

SONY® CAMPAIGN MANTRA

make.believe

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

CAMPAIGN MESSAGE

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IMPORTANT PRODUCT INFORMATION

REFERENCE INFORMATION ONLY. NOT FOR USE IN COMMUNICATION. FOR INTERNAL USE ONLY.

TARGET INFORMATION: (TARGET AUDIENCE)	Primary: Status seekers. Interior design conscious consumers who want a simple, yet versatile designed music system that is aesthetically pleasing and blends into their home décor. Ideal for customers looking for a convenient, all-in-one music system that offers a superior listening experience in a space saving design.
MAJOR COMPETITORS: (WHAT IS CURRENTLY IN MARKET?)	iHome JBL Altec Lansing Klipsch Logitech
COMPETITIVE FEATURES: (WHAT ARE THE SONY SPECIFIC FEATURES)	1. iPad® dock 2. Sleek, slim, compact design 3. Magnetic fluid speaker technology. Sony’s unique damperless ferrofluid speakers maintain slender dimensions while producing clear, high-quality sound. 4. S-Master digital amplifier; Experience crystal-clear CD quality sound with this full-digital amplifier. 5. Function LED and Dock Illumination; Soft white-toned LED illumination under the iPhone®/iPod®/iPad®* dock blinks in response to remote controller commands. Moreover, the color of Function LED located on the top-right corner of the body shows which sound source is selected without any need to check the top LCD panel 6. 40 watts; full range speaker system. 7. Made for iPad® / Works with iPhone® / Made for iPod®. 8. Single Disc Slot Loading CD Player; CD, CD-R/RW and MP3 playback.
LINE-UP FEATURES: (HOW THIS FITS IN OUR PRODUCT LINE-UP.	

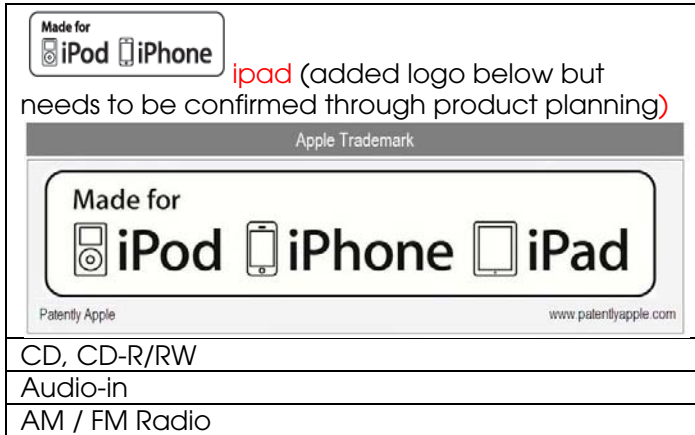
ADDITIONAL RESOURCES:

Product	App prioritization

SONY LOGOS

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PARTNER LOGOS:



LEGAL AND FOOTNOTES

MUST BE SELECTED FROM GLOSSARY OF LEGALLY APPROVED FOOTNOTES

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FOOTNOTES

1. iPod®/iPhone®: Works with most iPod® and iPhone® models. (Can you add models like we have before)
2. Not all products supported.