

BDV-N890W - PRODUCT INFORMATION DOCUMENT

MODELS (FAMILY-IN STEP UP ORDER)

BDV-N890W

BDV-N790W

BDV-E390

DVD Systems

ALTERNATE NAME(S)

Sony® 5.1 Channel Blu-ray Disc™ Home Theater System w/Wireless Rear Speakers

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

Premium Blu-ray Disc® Home Theater

ADVERTISING COPY

HIGHLIGHT PRODUCT BENEFIT AND/OR FEATURE MESSAGE.

PRODUCT HEADLINE

Our best home theater system ever.

10 Words	Experience cinematic home theater surround sound at its most stunning.
25 Words	Our most awe-inspiring and sleekest home theater audio system ever includes a Wireless Network speaker that allows you to easily stream music throughout your house. ⁴
50 Words	This is home theater sound at the highest level, with two, 2-way floor standing speakers, wireless rear surround speakers and subwoofer. Be blown away by 1000 Watts (167W x 5 + 165W) of total system power and 5.1 channel surround sound. This dynamic home theater system also allows you to stream your favorite music throughout the house with included Wireless Network Speaker ⁴

BRAND AMBASSADOR QUOTE

"It's like that amazing movie theater sound experience without the sticky floors and overpriced popcorn."

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.	1000(167Wx5+165W)5.1ch 3D Blu-ray Disc™ Theater System
2.	2-way floor standing speakers, w/wireless rear surround
3.	Wireless speaker included; stream music in your home ⁴
4.	Stream movies, music and more with built-in WiFi® ¹
5.	Dual-HDMI® Inputs; HDMI output; iPhone / iPod dock ⁹ ; USB ⁷
6.	Optimize sound w/Digital Cinema Auto Calibration DX
7.	3D enabled ² ; upscale standard DVDs to near HD quality ¹⁰
8.	Restore compressed sound w/IP Sound Enhancer
11.	Super Bit Mapping; improved video playback
9.	Media Remote™ app for iPad®/iPhone® & Android™ devices ³
10	DolbyTruHD & dts-HD Surround Sound Modes
16.	Universal Remote to control TV, cable box, and more ¹²
12.	Socialize™ what you watch over Facebook™ and Twitter®
13.	Access and search detailed movie info w/Gracenote®
14.	Sony Entertainment Network: Netflix®, Pandora® & more
15.	“Throw” your music and photos from your Sony Tablet™ ¹¹

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.	Fill your home with powerful cinematic surround sound
2.	Flexible placement options for a customized set up
3.	Rock the whole house with included Wi-Fi® speaker

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)
1	Simple. Integrated. Powerful.	Revel in a home theater system that provides Full HD 1080p ⁸ Blu-ray Disc™ movies and vibrant 5.1 channel HD surround sound ² and 1000 Watts (167W x 5 + 165W) of total system power .
2	The ultimate premium sound experience.	2-way, tallboy front speakers and a wireless rear speaker and subwoofer, you can have superior 5.1 channel surround sound without the clutter of messy wires. ¹
3	The ease of built-in Wi-Fi®.	Connect to the internet with fewer messy network cables. ¹
4	Life, easily shared.	Bring your favorite videos, photos and music to the big screen with the easy-access USB input and iPod/iPhone dock. ⁷
5	Discover the most amazing sound.	With Digital Cinema Auto Calibration DX, simply place the included stereo microphone where you'll be seated and settings are automatically optimized based on the distance, delays and placement of your speakers.
6	Everything you look at will look better.	Watch Blu-ray 3D™ ² movies and standard Blu-ray Disc™ movies in Full HD 1080p ⁸ . Upscale the quality of DVDs and automatically convert them along with your standard Blu-ray Disc™ movies into 3D for play back on your 3D TV. ¹⁰
7	Premium picture perfected.	To increase image quality, every pixel of everything you watch is both analyzed and optimized.
8	Remote control by tablet or smartphone.	The free Media Remote™ app provides a full Qwerty keyboard and movie information search capabilities on your iPhone®, iPad®, iPod touch®, Android™ phone or Sony Tablet™. ³
9	Sound you can feel.	Dolby® TrueHD and dts®-HD modes reproduce high-definition sound with 5.1 channels of discrete audio for uncompromised quality.
10	Universal Remote	Control most major brand televisions and many cable boxes with the included universal remote. ¹² Spend less time switching and more time watching.
11	Discover the most amazing sound.	With Digital Cinema Auto Calibration DX, simply place the included stereo microphone where you'll be seated and settings are automatically optimized based on the distance, delays and placement of your speakers.
12	Socialize™ while you watch TV.	Share what you're watching on Facebook™ and Twitter® with a Socialize™ message.
13	Learn more about your movies.	Get detailed movie information and search across internet apps, including YouTube® and Video Unlimited for related entertainment with Gracenote®. ¹
14	The new look of the Sony Entertainment Network.	It's now easier than ever to instantly stream a wide variety of online movies, videos, TV shows, and music from Netflix®, YouTube®, HuluPlus™, Pandora®, and more. ¹

15	Throw your music and photos.	Photos and music from your Sony Tablet® or other compatible Android™ device can be “thrown” directly to your Blu-ray Disc™ player for enjoyment on your TV. ¹¹
16	We’ve got connections.	For more installation and integration flexibility when building your custom home theater system, the BDV-N890W comes with two HDMI® out connections and an infrared in.
17	All access to other devices.	Using DLNA® you can wirelessly access music, videos and photos from your PC and stream them to your Blu-ray Disc™ Player. ⁵
18	Get it started fast.	Quick Start/Quick Load lets you enjoy your movies within seconds.
19	Improves Internet content too.	I/P Noise Reduction improves the picture quality of Internet entertainment for crisp, clear HD images. ¹
20	Life, easily shared.	Bring your favorite videos, photos and music to the big screen with the easy-access USB input. ⁷
21	Multi-room music with Party Streaming™ Mode	Wirelessly stream music throughout the home with included Sony Wireless Network speaker. ⁴

POSITIONING:

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, theatre-quality sound into your living room across all your entertainment choices including streaming and discs.

SONY® CAMPAIGN MANTRA

make.believe

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

CAMPAIGN MESSAGE









“When you turn on a Sony, you can’t help but show it off.”

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

TARGET INFORMATION: (TARGET AUDIENCE)	<p>This product is for customers looking for an integrated 5.1 channel Blu-ray Disc™ Home Theater system who want to enjoy full HD 1080p Blu-ray Disc™ movies, even in 3D as well as the ability to upscale standard DVDs to near 1080p quality. Users can even convert 2D content to 3D for viewing on a 3D TV. With its two tallboy front speakers which feature a new damper-less technology and wireless rear and subwoofer, customers will enjoy dynamic, powerful, 5.1 channel, cinematic sound without the hassle and clutter of wires.</p> <p>Also included is a free network wireless speaker which allows users to play music, wirelessly anywhere throughout the home.</p> <p>With built-in Wi-Fi®, customers can wirelessly stream thousands of movies, TV episodes and music from Netflix®, YouTube®, HuluPlus™, Pandora®, and more.</p> <p>The main unit of the N890W also features a sleek contemporary design, with a side, slot-loading drive, touch sensitive control panel and a universal remote control.</p>
MAJOR COMPETITORS: (WHAT IS CURRENTLY IN MARKET)	Yamaha Samsung LG Onkyo
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. 2-way Tallboy Front Speakers (Premium sound story)2. Wireless Rear Speakers3. Free Homeshare speaker4. Built-in Wi-Fi®5. Dual HDMI® inputs6. 2D to 3D conversion⁶7. Mobile App support (iPhone/iPod touch & Android phone compatibility)³8. Super Bit Mapping Video Processing
LINE-UP FEATURES: (HOW THIS FITS IN OUR PRODUCT LINE-UP)	BDV-N890W BDV-N790W BDV-E390 DVD Systems

ADDITIONAL RESOURCES:

Technology Logos

Full HD 1080p in 3D	
HomeShare	HomeShare™
Party Streaming	
Sony Entertainment Network	
Gracenote	
Socialize™	[socialize™]
Wi-Fi Certified	
Media Remote	
Dolby Tru-HD	
DTS-HD	
AVCHD	
Made for iPhone/iPod	

LEGAL AND FOOTNOTES

MUST BE SELECTED FROM GLOSSARY OF LEGALLY APPROVED FOOTNOTES

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TRADEMARK

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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 (802.11n recommended).
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. (Note: Adjust disclaimer as necessary depending on the device and context. Above is an example is shown.)
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. Works with most iPod and iPhone models (Note: Claims about iPod / iPhone compatibility should include "most" and those that do need no footnote. Specification web pages must show the complete list of compatible devices. Packaging must show full list where possible. Packaging that cannot fit full details, and claims that cannot say "most" due to space limitations require this footnote: See Store.Sony.com for compatibility.
But if mentioning Store.Sony.com is undesirable (e.g. materials for retailers) the footnote can be: Works with most iPod and iPhone models as stated above.)
10. Requires HDTV with equivalent display and HDMI® cable sold sep.
11. Requires devices connected to the same wireless home network
12. Not all products supported