

Messaging Document

Spring 2010

Product: **Sony® DSX-S100 Stereo Receiver with integrated USB 1-Wire⁵ Tune Tray connection**
 Channel: **Consumer/ Direct**

APPROVED PRODUCT NAMES

- **Xplōd™ DSX-S100 Stereo Receiver**
- **Xplōd™ DSX-S100 Stereo Receiver with Tune Tray**

Series LINEUP POSITIONING

Series	Category	SKU	Price	Description

TARGET AUDIENCE: **Primary:** Connectors (in-car iPod users). **Secondary:** Male car enthusiasts (IEs).

POSITIONING:

10, 25, AND 50 WORD COPY

10 word (9)	25 word (28)	50 word (50)
<p>You don't see any wires. Or your iPod®. Because they're inside.</p> <p>Where's your iPod®? And the wires? Oh yeah, they're inside.</p> <p>The Sony® DSX-S100 Tune Tray: a nice, safe place for your iPod®.</p>	<p>The Sony® DSX-S100 stereo receiver features a Tune Tray that eliminates visible wires in your car, allowing you to connect and store your iPod® behind the sleek flip-down faceplate.</p>	<p>The Sony® DSX-S100 stereo receiver features a Tune Tray that eliminates visible wires in your car, allowing you to connect and store your iPod® behind the sleek flip-down faceplate. To make the most of your drive time the latest Sony audio technologies, including DM+ Advanced, ZAPPIN™ and Quick-BrowZer® features are also included.</p>

HEADLINES

- Dynamic Sound.

SUBHEADS:

- From our studios to your ears, all we know is in all we do.

PRIORITIZED BENEFIT FEATURE STATEMENTS (Short)

- Flip Down detachable faceplate with 2-line LCD display and front aux input
- Integrated Tune Tray to securely store music device during playback
- USB⁵ 1-Wire for iPod® products and other USB devices
- Quick-BrowZer® with Jump Mode and ZAPPIN™ features
- MP3/WMA/AAC playback¹ with DM+ enhancement technology
- Satellite radio³ / HD Radio® ready⁴ with Sony® Bus
- EQ3 Stage 2, DSO and 52 Watts x 4 High Power
- 2V front and rear/subwoofer pre-outs with HPF/LPF
- Radio Data System (RDS)
- Wireless card remote included (RM-X151)

PRIORITIZED BENEFIT FEATURE STATEMENTS (Long)

Sony DSX-S100 Stereo Receiver with integrated USB 1-Wire Tune Tray connection

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Flip-down Face with Front Aux In

The 2-line fluorescent LCD display makes it easy to read song information and the front auxiliary input lets you connect almost any portable audio device to your car's sound system.

Integrated Tune Tray

Tune Tray compartment lets you easily connect your iPod®² via USB 1-Wire⁵. Your iPod and connector are secured inside the receiver, and the reminder alert ensures you don't leave your iPod behind.

USB⁵ 1-Wire for Digital Music Players

USB⁵ 1-Wire for iPod®² products, iPhone®², and other USB DMPs lets you directly connect, charge, and control your digital music player via the USB jack in the front of the unit, as well as view metadata like song title and artist on the front display.

Jump Mode with Quick-BrowZer® feature

Search and select songs by category, including artist, album, genre, or playlist. Jump Mode allows you to fast forward through a music category in 10 percent increments.

ZAPPIN™ function

Use ZAPPIN function to play 6, 9, or 30-second music clips until you find the song you want.

MP3/WMA playback¹ with DM+

Hear your recorded music files in their original vibrancy with DM+ (Digital Music Plus), an original Sony® codec enhancer that reproduces detailed and high-frequency sound from compressed audio (same descriptive as above DM+).

Satellite Radio³ / HD Radio® ready⁴

The DSX-S100 integrates seamlessly with Satellite Radio³ and HD Radio Sony® Bus adaptors so you can receive digital satellite radio³ or HD Radio broadcasts.⁴

EQ3, DSO and 52 Watts x 4 High Power

The DSX-S100 delivers 52 watts of peak power to all four speakers while DSO and EQ3 stage 2 lets you adjust the mix for a dynamic sound experience.

Selectable Pre-outs with LPF/HPF

Built-in Front, Rear and Subwoofer pre-outs with selectable LPF/HPF functionality gives you the power to customize the sound to your external amplifiers and other components.

Radio Data System

Radio Data System (RDS) feature displays radio broadcast information such as artist, title, and album when listening to compatible AM/FM stations.

Wireless Card Remote included

The included Wireless Card Remote (RM-X151) lets you control the basic functions of your Sony® Xplod™ system while keeping your eyes on the road.

Footnotes:

1. Not all MP3, WMA, AAC files may playback due to file variations. Copyright protected ACC-LC files cannot be played back.
2. Ability to use all generations of iPod products may vary as not all products are compatible. Compatible with iPod® touch, iPod Nano 3rd generation, iPod classic, iPod Nano 2nd generation, iPod 5th generation, iPod Nano 1st generation, iPod 4th generation, iPod mini.
3. Satellite radio service requires a satellite radio tuner and service subscription, sold separately.
4. HD Radio® capability requires an optional HD Radio tuner (XT-100HD).
5. Ability to use all forms of USB devices may vary as not all devices are compatible.

Legal:

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