

Messaging Document Spring 2010

Product: **Sony® DRC-BT30 Handsfree Bluetooth® Receiver**
Channel: **Consumer/ Direct**

APPROVED PRODUCT NAMES

- **Sony® Handsfree Bluetooth® Receiver**
- **Sony® DRC-BT30 Bluetooth® Receiver**

Series LINEUP POSITIONING

Category	SKU	Price	Description
Bluetooth	DRC-BT15	\$99.99	EOL in FY10
Bluetooth	DRC-BT30	\$69.99	Stereo Bluetooth® receiver with mini jack input and built-in mic and remote.

TARGET AUDIENCE: Primary: Status Seekers, Experience Embracers

POSITIONING: For Status Seekers and Experience Embracers who want to add Bluetooth connectivity to their favorite headphones, the Sony® DRC-BT30 is the solution that allows ordinary headphones to be paired with Bluetooth-enabled phones and audio devices¹.

10, 25, AND 50 WORD COPY

10 word (11)	25 word (31)
Turn your favorite headphones into a handsfree headset for Bluetooth®-enabled devices¹.	Turn your favorite headphones into a handsfree headset that works with mobile phones and other Bluetooth®-enabled devices¹. The streamlined, easy-to-use design makes on-the-go phone calls and music control easier than ever.

HEADLINES

- Wireless made easy.
- Transform your headphones.

PRIORITIZED BENEFIT FEATURE STATEMENTS (Short)

- Streamlined, wearable, easy-to-use design
- Connect headphones via stereo mini jack
- Built-in microphone for handsfree calling
- Remote control functionality for music listening
- HSP, HFP, A2DP, and AVRCP Bluetooth® profile support
- Charge with included USB cable
- Up to six hours of operation on a single charge²
- Available in black or white

PRIORITIZED BENEFIT FEATURE STATEMENTS (Long)

Thoughtful design

The unobtrusive design clips on and allows you to easily connect your headphones via stereo mini jack. A built-in microphone and remote control simplify on-the-go phone calls and music control (Play, Stop, Rewind, FF, Volume), even when your phone or device is in stashed in a bag or pocket.

Superior Bluetooth® audio quality

The DRC-BT30 features Bluetooth® handsfree and audio streaming functionality that gives you exceptional sound quality.

Multiple Bluetooth®¹ profiles supported

HSP, HFP, A2DP, and AVRCP Bluetooth®¹ profiles are supported so you can sync with a variety of Bluetooth-enabled devices¹.

Ready when you are

Use the included USB cable to charge the battery for up to six hours of use².

Footnotes:

1. Not all Bluetooth® enabled devices may communicate with each other.
2. Actual battery life may vary based on product settings, usage patterns, battery and environmental conditions.

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