

Product Name & Category	
<b>Product Name</b>	iXpand™ Base
<b>Product Category</b>	iPhone Charger and Backup

Product Title & Description	
<b>[32 characters]</b>	iXpand™ Base, 32GB <sup>1</sup> iXpand™ Base, 64GB <sup>1</sup> iXpand™ Base, 128GB <sup>1</sup> iXpand™ Base, 256GB <sup>1</sup>
<b>[100 characters]</b>	iXpand™ Base, 32GB <sup>1</sup> , for iPhone charging and backup iXpand™ Base, 64GB <sup>1</sup> , for iPhone charging and backup iXpand™ Base, 128GB <sup>1</sup> , for iPhone charging and backup iXpand™ Base, 256GB <sup>1</sup> , for iPhone charging and backup

Product Headlines & Web Banner	
<b>Primary</b>	Automatically back up your iPhone every time you charge
<b>Alternate</b>	It charges. It backs up. You relax.
<b>Web Banner</b> <b>[6 words max]</b>	It charges. It backs up. You relax.

Product Overview & Copy	
<b>At-a-Glance</b> <b>Feature Bullets</b> <b>[6 max]</b>	<ul style="list-style-type: none"> <li>Automatically back up your iPhone's photos, videos and contacts every time you charge<sup>2</sup></li> <li>Fast-charge with 15 watts of power</li> <li>Keep your photos and videos right on the iXpand™ Base at original quality with no worry about recurring monthly fees</li> <li>Easily restore your backed up photos, videos and contacts to your iPhone</li> <li>Designed for everyday use with a soft rubber top to hold your phone and a wrap-around groove to keep your cable tidy</li> <li>Apple Lightning cable not included</li> </ul>
<b>Short Copy</b> <b>[25 words]</b>	Automatically back up your iPhone's photos, videos and contacts every time you charge. <sup>2</sup>
<b>Medium Copy</b> <b>[50 words]</b>	Automatically back up your iPhone's photos, videos and contacts every time you charge. <sup>2</sup> You can save all of your photos and videos right on the iXpand™ Base at original quality, with no worry about recurring monthly fees. Designed as a home base for your iPhone, it features a no-slip top to hold your phone and a wrap-around groove to keep your Lightning to USB cable tidy (cable not included). The iXpand Base also includes an app that lets you easily restore your backed up files.

<b>Long Copy</b> [100 words]	Automatically back up your iPhone’s photos, videos and contacts every time you charge. <sup>2</sup> The iXpand™ Base offers plenty of room to save your files in their original quality, with no worry about recurring monthly fees. Designed for everyday use with a no-slip top, a sturdy base, and a wrap-around groove to keep your Lightning to USB cable tidy (cable not included). The iXpand Base is also engineered for convenience, delivering fast-charging with 15W of power and a companion app for restoring your content to your iPhone.
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Mock Ad / Pull-up Banner Copy	
<b>Product Name</b>	iXpand™ Base
<b>Category</b>	iPhone Charger and Back up
<b>Tagline</b>	Automatically back up your iPhone every time you charge
<b>Bullets</b>	<ul style="list-style-type: none"> <li>• Automatically back up your photos, videos and contacts</li> <li>• Fast-charge with 15 watts of power</li> <li>• Easily restore content to your iPhone with the app</li> </ul>

Ad Circular, Bullets	
	<ul style="list-style-type: none"> <li>• Automatically back up your iPhone every time you charge<sup>2</sup></li> <li>• Up to 256GB<sup>1</sup> for photos, videos and contacts</li> </ul>

E-Blast Copy	
<b>Subject Line</b>	The easiest way to back up your phone
<b>Snippet Line/Email Preview</b>	Back up and charge your iPhone
<b>Headline</b>	Automatically back up your iPhone every time you charge <sup>2</sup>
<b>Product Call-out</b>	iXpand™ Base
<b>Product Description</b>	Automatically back up your iPhone’s photos, videos and contacts every time you charge. <sup>2</sup> The iXpand™ Base offers plenty of room to save your files in their original quality, with no worry about recurring monthly fees. Designed for everyday use with a soft rubber top, a sturdy base, and a wrap-around groove to keep your Lightning to USB cable tidy (cable not included). The iXpand Base is also engineered for convenience, delivering fast-charging with 15W of power and a companion app for restoring your content to your iPhone.
<b>CTA 1</b>	{Learn More}
<b>Product Feature Modules</b>	<b>It Backs Up—While You Charge</b> Never worry about losing your memories again. Every time you charge your iPhone with the iXpand Base, it backs up your photos, videos and contacts for you. <sup>2</sup>
	<b>Charge Your iPhone Fast</b> With 15W of power, your iPhone charges fast—so you can back up and charge and be on your way in a flash.

	<p><b>It's Easy to Get Your Files Back</b></p> <p>The iXpand Base app makes it easy to restore your backed up files to your iPhone at any time. Whether you restore to your current phone or a new one, simply plug in and tap restore to get your files back.</p>
CTA 2	{Shop Now}

Etail/Web Copy (A+, Power Pages, Corp Site)	
Product Name	SanDisk 256GB iXpand™ Base, for iPhone charging and backup, <b>XXGB</b>
Above the Fold Bullets [no more than 6]	<ul style="list-style-type: none"> <li>Automatically back up your iPhone's photos, videos and contacts every time you charge<sup>2</sup></li> <li>Fast-charge with 15 watts of power</li> <li>Easily restore your backed up photos, videos and contacts to your iPhone</li> <li>Apple Lightning cable not included. Works with iPhone 5, iPhone 5c, iPhone 5s, iPhone 6, iPhone 6 Plus, iPhone 6s, iPhone 6s Plus, iPhone 7, iPhone 7 Plus, iPhone SE with Lightning connector and iOS 7.1+</li> </ul>
At a Glance Bullets [5, shorter than ATF bullets & meant to work together)	<ul style="list-style-type: none"> <li>Automatically back up your iPhone's photos, videos and contacts every time you charge<sup>2</sup></li> <li>Fast-charge your iPhone with 15W of power</li> <li>No recurring monthly fees</li> <li>Easily restore content to your iPhone</li> <li>Once your photos and videos are backed up on iXpand Base you can delete them on your phone to free up space</li> </ul>
Description [Same as Long copy]	<p><b>iXpand™ Base</b></p> <p>Never worry about losing your memories again. Every time you charge your iPhone with the iXpand Base, it automatically backs up your photos, videos and contacts for you.<sup>2</sup></p> <p>The iXpand Base offers plenty of room to save your files in their original quality with no worry about recurring monthly fees for Internet-based storage. Designed for everyday use with a soft rubber top, a sturdy base, and a wrap-around groove to keep your Apple Lightning cable tidy.</p> <p>The iXpand Base is also engineered for convenience, delivering fast-charging with 15W of power and a companion app for backing up and restoring your content to your iPhone.</p> <p><b>What's in the box</b></p> <ul style="list-style-type: none"> <li>iXpand Base</li> <li>Power adapter with 6-foot cable</li> </ul>
Feature Modules [ideally 6]	<p><b>It Backs Up—While You Charge</b></p> <p>Never worry about losing your memories again. Every time you charge your iPhone with the iXpand Base, it automatically backs up your photos, videos and contacts for you.<sup>2</sup></p>
	<p><b>Charge Your iPhone Fast</b></p> <p>With 15W of power, your iPhone charges fast—so you can back up and charge and be on your way in a flash.</p>

	<p><b>It's Easy to Get Your Files Back</b> The iXpand Base app makes it easy to restore your backed up files to your iPhone at any time. Whether you restore to your current phone or a new one, simply plug in and tap restore to get your files back.</p>
	<p><b>Keep your cables tidy</b> The sturdy design and soft rubber top keep your phone secure while the wrap-around groove keeps your cable tidy and your nightstand or countertop clutter-free.</p>

SEO	
<p><b>Keywords</b></p>	<p>Automatic backup, iPhone backup, iPhone charger, iPhone memory, smart charger, photo and video backup, camera roll backup, contacts back up</p>

Compatibility	
<p><b>Mobile Devices</b></p>	<p>iPhone 5, iPhone 5c, iPhone 5s, iPhone 6, iPhone 6 Plus, iPhone 6s, iPhone 6s Plus, iPhone 7, iPhone 7 Plus, iPhone SE, iPad Air, iPad mini, iPad mini 4, iPad Pro 12.9", iPad Pro 9.7" iPad with Retina display, iPod® 5th Generation and newer, with Lightning connector and iOS 9+</p> <p><a href="https://kb.sandisk.com/app/answers/detail/a_id/17174/~/ixpand-flash-drive-compatible-host-devices">https://kb.sandisk.com/app/answers/detail/a_id/17174/~/ixpand-flash-drive-compatible-host-devices</a></p>

Contents	
	<p>iXpand™ Base Power adapter with 6-ft cable</p>

Legal Copy	
<p><b>Disclosures/ Footnotes</b></p>	<p><sup>1</sup> 1GB=1,000,000,000 bytes. Actual user storage less. <sup>2</sup> iXpand Base app and iOS ver. 10 or above required. Available for download from the App Store.</p>
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