

SHAKE-5 _ PRODUCT INFORMATION DOCUMENT

Product announces date: **TBD**

Product on shelf date: August 4, 2013

MODELS (FAMILY)

LBT-GPX55

LBT-GPX77

SHAKE-5

ALTERNATE NAME(S)

Primary: SHAKE-5 2400 Watt audio system

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

Primary: 2400Watt Audio system w/Bluetooth® & NFC

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.

Step up features

1	2400 Watts (RMS): 3-way bass reflex speaker system
2	13.8" subwoofer, 7.9" woofer, 1" horn tweeter
3	Bluetooth® audio streaming ³
4	Convenient One-touch listening with NFC
5	Dual front USB inputs ² for music playback ¹ & recording
6	Single disc CD player, AM/FM radio & microphone input
7	Multi-color LED speaker lighting pulses to the music
8	Dual rear aux inputs for use with other audio sources ⁴
9	EQ & DJ effect controls let you customize the sound
10	Restore lost audio fidelity in MP3 files with DSEE

REFERENCE INFORMATION ONLY. NOT FOR USE IN COMMUNICATION.

FOR INTERNAL USE ONLY!

TARGET INFORMATION: (TARGET AUDIENCE)	<p>Status seekers. Predominantly male, youth and multi-cultural (ethnicity) oriented. Aged 16-35. Music lovers who may not have a higher income but want a product with high-tech performance to help make the right impression/statement.</p> <p>The SHAKE-5 offers an incredible, visual listening experience for your music using CD, USB and wireless connectivity via Bluetooth® with NFC One-Touch connect. It's a great all in one solution for consumers looking for an impressive sound system not only to playback music from CDs, but also music stored on your smartphone, PC, USB devices, or other audio sources.</p>
MAJOR COMPETITORS: (WHAT IS CURRENTLY IN MARKET?)	<p>NEED COMPETITIVE PRODUCT INFO</p> <ul style="list-style-type: none"> • Samsung • LG • Panasonic



COMPETITIVE FEATURES: (WHAT ARE THE SONY SPECIFIC FEATURES)	<ul style="list-style-type: none"> • Unique, bold Quartz design • 2400 watts (RMS) • Bluetooth® with NFC One-Touch connect • 3-way Bass reflex speaker system • Colorful LED light speaker illumination • Dual USB inputs • Dual auxiliary audio inputs • CD playback with AM/FM radio • Bass Bazuca, EQ, and DJ effects
LINE-UP FEATURES: (HOW THIS FITS IN OUR PRODUCT LINE-UP)	<p>The SHAKE-5 is a solution for consumers who are looking for big sound from their home audio system, whether it's CDs, music stored on mobile devices including smartphones and tablets, USB devices, and other audio sources such as gaming consoles, PCs and more.</p> <p>Unique, bold all-in-one design.</p>

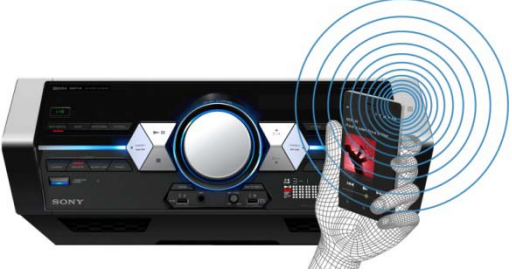



KEY FEATURE COPY




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 OR RICH MEDIA THUMBNAILS; DO NOT PUT LIFESTYLE IMAGES IN FEATURE AREA.



**FEATURE
(35 CHARACTER MAX)**

**MARKETING DESCRIPTION / LONG
BULLETS (350 CHARACTERS MAX)**

	Feature Headline/Name	Feature Description	Asset File Name Image Sample
1.	Music made massive	Wake the neighborhood with this 2400 watt RMS 3-way speaker system. With large sub woofers, separate mids and tweeters, the powerful sound can fill the house and turn any spot in to a party scene.	SHAKE-5_front_blue_basketball_lo-res.jpg 
2.	Stream your music wirelessly³	Stream and control your Bluetooth® audio streaming experience with your compatible music player, smartphone, tablet, or computer. ³	SHAKE-5_Xperia_Z_BT music streaming with logo.jpg 
3.	One touch	Enjoy simplified	SHAKE-5_front_NFC-hand.jpg

	<p>listening with NFC</p>	<p>Bluetooth® connectivity³ with Near Field Communications (NFC) technology. Align and touch NFC logos with a NFC compatible device to: power the speaker on, activate Bluetooth, pair devices, and stream music. When done, align and touch the NFC logos to disconnect.</p>	
<p>4.</p>	<p>Dual USB² inputs with recording</p>	<p>The convenient dual front USB inputs can be used to connect and playback USB thumb drives or playback and charge other compatible MSC devices². Users can also record directly from CD, Tuner, TV/DVD, PC/Game sources or simply record files between USB inputs for easy file transfers.</p>	<p>SHAKE-5_green_Dual USB inputs.jpg</p> 
<p>5.</p>	<p>Enjoy convenient CD playback¹</p>	<p>Play your favorite CDs or your personally recorded CD-R and CD-RW discs¹. Users can even plays MP3 files that have been recorded to CD-R/RW discs.</p>	<p>CD-MP3-WMA-AAC playback disc.jpg</p> 
<p>6.</p>	<p>Create the mood with lighting</p>	<p>Use any one of the selectable LED lighting configurations to help set the tone and intensity for your music playback. The multicolor LED's patterns will pulsate in sync with your music to help create just the right mix between your mood and music.</p>	<p>Color bar.jpg</p> 




7.	EQ & DJ effects	With several music enhancement settings, users can dial in the sound by setting their own EQ curve or choose from one of the 14 preset EQ settings and increase low-end bass response by engaging the BASS BAZUCA. Be your own DJ using the FLANGER, ISOLATOR, SOUND FLASH or PHASER sound effects to personalize the tracks.	<p>SHAKE-5_blue_DJ EFFECT buttons.jpg</p> 
8.	Enhance compressed music with DSEE	High frequency response is often compromised during digital audio file compression. Sony's unique Digital Sound Enhancement Engine (DSEE) technology will restore your music. Enjoy rich, natural sound quality similar to the original source recordings thanks to DSEE.	<p>DSEE_logo.jpg</p> 
9.	Rear aux input⁴	Use either of the two rear panel mounted RCA inputs connections ⁴ to playback external audio/video equipment and hear your TV/DVD or PC/Game console through the audio system.	<p>Shake5_rear panel inputs.jpg</p> 
10.	AM/FM radio	Use the integrated	AM-FM radio icon.jpg

		AM/FM tuner to receive local broadcast signals with the included AM/FM antenna plugged into the rear panel. Users can select up to 20 FM and 10 AM preset stations.	
11.	Versatility right out of the box	The speakers can be positioned vertically or horizontally. This unit is ready to rock right out of the box. An AM/FM antenna is included to ensure broadcast signals come in clear and it even comes with a convenient wireless remote with batteries.	SHAKE-5_remote_RM-AMU163.jpg 

ADDITIONAL RESOURCES:

Product	App prioritization

SONY RELATED TECHNOLOGY LOGOS:

Made for Walkman®	
DSEE (Digital Sound Engine Enhancement)	
CD format playback	

PARTNER LOGOS:

Bluetooth®	
Near Field Communications	

ADVERTISING COPY

HIGHLIGHT PRODUCT BENEFIT AND/OR FEATURE MESSAGE.

PRODUCT HEADLINE (SUGGEST 20-35 CHARACTERS FOR SONY STORE ONLINE/OFFLINE, CRM ACTIVITY.) FEEDS SONY STORE FACT TAG SYSTEM.

MAIN: Damaging sound ALT: Neighbors hate it
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10 words (11)	Unload punishing bass on the entire block with this 2400-watt beast.
25 words (27)	Unload punishing bass on the entire block with this 2400-watt beast. Just connect your MP3 player or flash drive and crank the jams to call-the-cops caliber volumes.
50 words (54)	Unload punishing bass and screaming highs on the entire block with this 2400-watt beast. Just connect your MP3 player or flash drive and crank the jams to call-the-cops caliber volumes. You can even stream ³ the beats wirelessly over Bluetooth [®] . To put it simply, your next BBQ, house or block party will be absolutely epic.

RETAIL EXPERIENCE BULLETS (20-35 CHARACTERS MAX)-UTILIZED ON TILES 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	Massive sound w/electrifying LED's
2	Bluetooth [®] connectivity with NFC ³
3	Style & versatile source playback
4	Dual front USB inputs ²

POSITIONING:

CONSUMER FACING COPY TO BE FILLED OUT WHEN TEAMS IDENTIFY NEEDS. DI AND HD TEAMS UTILIZE THESE FIELDS BUT OTHER GROUPS DO NOT NEED TO FILL OUT IF NOT UTILIZED.

CATEGORY HEADLINE

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CATEGORY MESSAGE

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SONY® CAMPAIGN MANTRA

CONSUMER FACING COPY.

make.believe

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

CAMPAIGN MESSAGE

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LEGAL AND FOOTNOTES

MUST BE SELECTED FROM GLOSSARY OF LEGALLY APPROVED FOOTNOTES

FOOTNOTES

1. Playback may not be compatible with all files, depending on recording conditions.
2. Not all USB devices are compatible. Consult www.esupport.sony.com for complete details.
3. Interoperability and compatibility among Bluetooth® devices vary.
4. Requires cable, sold separately.

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