

# NWZ-Z1000 Series Walkman® Mobile Entertainment Player -

## PRODUCT INFORMATION DOCUMENT

Product announce date: CES – 1/9/12 5:00pm PST

Product on shelf date: 3/30/12

### MODELS (FAMILY)

- NWZ-Z1040BLK (8 GB)
- NWZ-Z1050BLK (16 GB)
- NWZ-Z1060BLK (32 GB)

### ALTERNATE NAME(S)

Walkman® MP3 Player

Walkman® Mobile Entertainment Player

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

Walkman® Mobile Entertainment Player

## ADVERTISING COPY

HIGHLIGHT PRODUCT BENEFIT AND/OR FEATURE MESSAGE.

### PRODUCT HEADLINE

Ultimate mobile entertainment experience, for music lovers, by music lovers

<b>10 words</b> (12)	The ultimate mobile entertainment experience, presented through a large LCD touch screen.
<b>25 words</b> (29)	The ultimate mobile entertainment experience, driven by S-MASTER™ MX sound technologies and a large LCD touch screen. The NWZ-Z1000 series Walkman® Player delivers exceptional audio/video.
<b>50 words</b> (52)	The ultimate mobile entertainment experience, driven by S-MASTER™ MX sound technologies and a large LCD touch screen. The NWZ-Z1000 series Walkman® Player delivers exceptional audio/video. Access the Android™ marketplace <sup>3</sup> for thousands of apps and download through built in Wi-Fi®, plus connect and share with integrated Bluetooth® streaming.

**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	S-Master MX plus additional technologies for premium sound
2	4.3" WVGA LCD anti-reflective touch screen display
3	Google™ Android™ version 2.3
4	Tablet quality NVIDIA® Tegra™ 2 processor
5	Intuitive connectivity including micro HDMI® output <sup>4</sup>
6	New music discovery with Music Unlimited™ service <sup>5</sup>
7	Android™ marketplace access via Wi-Fi® connection <sup>3</sup>
8	Integrated Bluetooth® for wireless connectivity
9	Easy content transfer with Media Go™ application for Windows®

10	Find music to match your mood with SensMe™ channels
11	W.Control key for instant music playback control
12	Intuitive music browsing with Music Player app
13	Synchronized Lyric Feature
14	Virtual Surround sound with VPT Acoustic Engine
15	Dynamic Normalizer balances audio levels between tracks
16	Built in xLoud™ technology, compact integrated speaker
17	Built-in voice recording
18	Ergonomic Grip Design, great for gaming
19	Up to 20 hours of audio or 5 hours of video playback <sup>1</sup>
20	8 GB / 16 GB / 32 GB storage capacity <sup>2</sup>
21	USB cable and premium EX headphones included

**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.**

**MUST BE WORDED AS CLEAN AND SIMPLE BENEFITS FOR THE CONSUMER AND AS SHORT AS POSSIBLE FOR USE IN SMALL SPACES AT RETAIL. (MAX 5 BULLETS)**

1	Outstanding audio technologies for superior sound quality.
2	Stunning display, perfect for video & game playback.
3	Android™ connectivity <sup>3</sup> for user selectable applications.
4	Dual core CPU for fast web browsing and response time.
5	Share your movie or gaming experience with HDMI™ output <sup>4</sup> .

**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	FEATURE (35 CHARACT MAX)	MARKETING DESCRIPTION AND SUPPORTING BULLETS (350 CHARACTERS MAX)
1.	S-Master MX for superior sound	<p><b>The ultimate portable listening experience</b></p> <p>Sony's one-of-a-kind S-Master™ MX plus 8 other sound technologies maintain high sound resolution at any volume level.</p> <ul style="list-style-type: none"> <li>• Clear Bass</li> <li>• Clear Stereo</li> <li>• Clear Phase</li> <li>• Digital Sound Enhancement Engine (DSSE)</li> </ul>

		<ul style="list-style-type: none"> <li>• VPT acoustic engine</li> <li>• Dynamic Normalizer</li> <li>• xLOUD™ speaker technology</li> <li>• 13.5 mm EX headphones</li> </ul>
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2.	4.3" touch screen display	<b>View rich content and gaming</b>
		Large LCD touch-screen display with anti-reflective design for visual clarity and delivers incredible color for rich viewing of photos, videos, album artwork and game experiences.
		<ul style="list-style-type: none"> <li>• 4.3" WQVGA (800x480) touch screen with intuitive touch panel controls.</li> </ul> Stunning display, perfect for video & game playback.

3.	Google™ Android™ version 2.3	<b>Boundless Versatility with the Android™ Marketplace<sup>5</sup></b>
		Explore thousands of apps with the Android™ marketplace <sup>5</sup> via built-in Wi-Fi® and download useful, time-saving and entertaining apps <sup>3</sup> .
		<ul style="list-style-type: none"> <li>• Multi-App compatibility</li> <li>• Continuous expansion</li> <li>• Gaming</li> <li>• Shopping</li> </ul>

4.	NVIDIA® Tegra™ 2 processor	<b>Swift and smooth tablet quality experience</b>
		Experience the world's first mobile dual-core CPU for fast web access, gaming and multitasking abilities <sup>3</sup> .
		<ul style="list-style-type: none"> <li>• NVIDIA® Tegra™ 2 mobile 1GHz processor</li> <li>• Quick response times</li> <li>• Outstanding gaming playback</li> <li>• Fast web browsing<sup>3</sup></li> <li>• 1080p video playback processor</li> </ul>

5.	Symbiotic Connectivity	<b>Intuitive Connectivity<sup>3</sup> including HDMI™ micro output<sup>4</sup></b>
		Stream audio using the built-in Bluetooth®, stay connected to the web <sup>3</sup> or view stored audio/video content on the big screen via the HDMI® output <sup>4</sup> .
		<ul style="list-style-type: none"> <li>• Bluetooth® 2.1</li> <li>• Wi-Fi enabled</li> <li>• HDMI micro connector</li> <li>• DLNA compatible</li> </ul>

6.	Music Unlimited	<b>Discover new music with Music Unlimited service<sup>5</sup></b>
		Music Unlimited service offers you instant access to millions of songs plus sync your personal library. Choose any album or song or sit back and enjoy channels.
		<ul style="list-style-type: none"> <li>• Millions of songs</li> <li>• No ads &amp; unlimited skips</li> <li>• Connect via Wi-Fi<sup>3</sup></li> </ul>

7.	Integrated Bluetooth <sup>®</sup>	<b>Connect wirelessly with Bluetooth<sup>®</sup></b>
		Experience your music wirelessly, stream audio with other compatible devices with integrated Bluetooth <sup>®</sup> .
		<ul style="list-style-type: none"> <li>• Bluetooth<sup>®</sup> version 2.1</li> <li>• A2DP for stereo audio streaming</li> <li>• AVRCP Audio/Video Remote Control profile</li> </ul>

8.	Media Go <sup>™</sup> content transfer	<b>Easy content transfer with Media Go<sup>™</sup> for Windows<sup>®</sup></b>
		The Media Go <sup>™</sup> application for Windows <sup>®</sup> allows you to transfer your favorite music, videos, playlists, and photos to your Walkman <sup>®</sup> player. You can drag and drop from iTunes <sup>®</sup> for Windows, Windows Media Player or Windows Explorer.
		<ul style="list-style-type: none"> <li>• Content Management</li> <li>• iTunes<sup>®</sup> for Windows compatible</li> <li>• Manage content for multiple devices</li> </ul>

9.	SensMe <sup>™</sup> app music channels	<b>Find music to match your mood with SensMe<sup>™</sup> channels</b>
		SensMe <sup>™</sup> application can organize your music into playlists that perfectly match your mood, scene

		and location, making it easier to choose the music that fits the moment.
		<ul style="list-style-type: none"> <li>• 12 tone analysis</li> <li>• 14 SensMe™ channels</li> </ul>

10.	Intuitive Controls	<b>Intuitive music browsing with W.control key and Music Player app</b>
		Access your music instantly with the W.control key. Organize and select your music by album cover art, artist/track list view or SensMe™ channels to personalize your view. User selectable screen visualizers match the rhythm of your music for a unique visual experience.
		<ul style="list-style-type: none"> <li>• Covert art view</li> <li>• SensMe™ channels</li> <li>• List view</li> <li>• Selectable music visualizers</li> </ul>

## **POSITIONING:**

### **CATEGORY HEADLINE**

### **CATEGORY MESSAGE**

### **SONY® CAMPAIGN MANTRA**

#### **make.believe**

In 2012, Sony will make people believe. Believe in the future of mobile audio. Believe in the highest possible product quality. Believe in the power of innovation. Believe in the joy of better experiences. Believe that anything you can imagine you can make real. Sony. make.believe.

### **CAMPAIGN MESSAGE**

### **REFERENCE INFORMATION ONLY. NOT FOR USE IN COMMUNICATION.** **FOR INTERNAL USE ONLY!**

<b>TARGET INFORMATION:</b> <b>(TARGET AUDIENCE)</b>	<ul style="list-style-type: none"> <li>• <b>Product Positioning:</b> Position as a superb music/entertainment device – almost a micro tablet that has really great audio technologies and instant access to your music via a convenient button on the side of the device.</li> </ul>
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	<ul style="list-style-type: none"> <li>• <u>Target Channel: 20 something's (hipsters) that have the means for a great audio player that also is a great entertainment device.</u></li> <li>• <u>Target Consumer Application: Music first and foremost, but the world of Android and video entertainment closely after that. About 60/40 split.</u></li> </ul>
<b>MAJOR COMPETITORS:</b> <b>(WHAT IS CURRENTLY IN MARKET?)</b>	Apple iPod Touch Samsung Galaxy Player Archos Android Player
<b>COMPETITIVE FEATURES:</b> <b>(WHAT ARE THE SONY SPECIFIC FEATURES)</b>	Large 4.3" screen 9 Audio technologies including S-Master MX Tegra 2 processor W.button for instant access to music HDMI™ out Music Unlimited™ service DLNA for seamless transfer of content to other connected devices
<b>LINE-UP FEATURES:</b> <b>(HOW THIS FITS IN OUR PRODUCT LINE-UP)</b>	Flagship model above all other Walkman® Players

## **ADDITIONAL RESOURCES:**

Product	App prioritization

### **SONY RELATED TECHNOLOGY LOGOS:**

<ul style="list-style-type: none"> <li>• SensMe</li> <li>• S-MASTER MX</li> <li>• CLEAR BASS</li> <li>• CLEAR STEREO</li> <li>• CLEAR PHASE</li> <li>• DSSE</li> <li>• VPT</li> <li>• xLOUD</li> <li>• Music Unlimited</li> <li>• Playstation</li> </ul>	
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### **PARTNER LOGOS:**

<ul style="list-style-type: none"> <li>• Google/Android</li> <li>• Bluetooth</li> <li>• dlna</li> <li>• HDMI</li> <li>• NVIDIA</li> </ul>	
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## **LEGAL AND FOOTNOTES**

**MUST BE SELECTED FROM GLOSSARY OF LEGALLY APPROVED FOOTNOTES**

## **FOOTNOTES**

1. Actual performance varies based on settings, environmental conditions, and usage. Battery capacity decreases over time and use.
2. 1 GB = 1 billion bytes, a portion of memory space is allocated to system functions. User content storage capacity is less.
3. Internet access with WiFi required.
4. HDMI cable sold sep.
5. Requires registration, subscription fee and Internet access with WiFi. Service subject to change or terminate without notice. Sync requires that music content exist in the service library. Copy protected content is not supported.

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