MHC-EC909iP - PRODUCT INFORMATION DOCUMENT

MODELS (FAMILY-IN STEP UP ORDER)

MHC-EC909iP
MHC-EC709iP
MHC-EC69i/C2

ALTERNATE NAME(S)

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

IMPORTANT PRODUCT INFORMATION
REFERENCE INFORMATION ONLY. NOT FOR USE IN COMMUNICATION.

TARGET INFORMATION: **(TARGET AUDIENCE)**	Cautious Simplifiers
MAJOR COMPETITORS: **(WHAT IS CURRENTLY IN MARKET?)**	• RCA • Sharp • Crosley • Innovative Technology • JVC
COMPETITIVE FEATURES: **(WHAT ARE THE SONY SPECIFIC FEATURES)**	• Rivals the performance of larger, more complicated component stereos, with far less clutter and complication • Exceptional sound quality, performance and reliability at an outstanding value • Versatility; EC-series music systems not only allows you to playback your iPod's music, but, you can also playback regular and CDs burned at home on your PC. There's even an AM/FM radio, and audio-in jack that allows you to connect your PC, MP3 player, or other devices.
LINE-UP FEATURES: **(HOW THIS FITS IN OUR PRODUCT LINE-UP)**	• The MHC-EC909iP is the top-of-the-line EC-series product. The EC-series product line is the bread and butter line of Sony music systems.

SONY®

SONY® CAMPAIGN MANTRA
make.believe

In 2010, Sony will make people believe. Believe in the future of high-definition television. Believe in the highest possible product quality. Believe in better design. Believe in the power of innovation. Sony make. believe.

ADVERTISING COPY

HIGHLIGHT PRODUCT BENEFITS MESSAGE.

10 Words (15 words)	Experience rich, room-filling sound with 540 watts (RMS)[1] of power with the Sony® MHC-EC909iP Mini Hi-Fi Music System.
Legal footnotes for 10 word ad copy (min. 8point font)	[1] - Unit audio output tested at 8 ohms in frequency range 120 Hz to 10 kHz with a Total Harmonic Distortion of 0.07 percent.
25 Words (30 words)	Experience rich, room-filling sound with 540 watts (RMS)[1] of power with the Sony® MHC-EC909iP Mini Hi-Fi Music System. Features bass reflex speakers, a 7.9" dedicated subwoofer and the ability to charge, play and control your iPhone® or iPod®.[2]
Legal footnotes for 25 word ad copy (min. 8point font)	[1] - Unit audio output tested at 8 ohms in frequency range 120 Hz to 10 kHz with a Total Harmonic Distortion of 0.07 percent. [2] Compatible with iPod touch®, iPod nano® 1st-3rd generation, iPod classic®, iPod® 4th-5th generation, and iPod mini®.
50 Words (55 words)	Experience rich, sound with 540 watts (RMS)[1] of power with the Sony® MHC-EC909iP Mini Hi-Fi Music System. Features bass reflex speakers, 7.9" dedicated subwoofer and the ability to charge, play and control your iPhone® or iPod®.[2] Listen to CDs, AM/FM radio, or connect to other devices, from PCs, MP3 players, and more.[3]
Legal footnotes for 50 word ad copy (min. 8point font)	[1] - Unit audio output tested at 8 ohms in frequency range 120 Hz to 10 kHz with a Total Harmonic Distortion of 0.07 percent. [2] Compatible with iPod touch®, iPod nano® 1st-3rd generation, iPod classic®, iPod® 4th-5th generation, and iPod mini®. [3] - Not all WMA and MP3 files may play back due to file variations. Playback depends on recording conditions.
Copyright/Trademarks (min. 8 pt font)	© 2010 Sony Electronics Inc. All rights reserved. Reproduction in whole or in part without written permission is prohibited. Sony is a trademark of Sony. iPod, iPhone, iPod touch, iPod classic, iPod mini, and iPod nano are trademarks of Apple Computer, Inc. All other trademarks are trademarks of their respective owners. Features and specifications are subject to change without notice. Non-metric weights and measures are approximate.

FACT TAG BULLETS (55 CHARACTERS)

KEY SELLING POINTS IN ORDER OF PRIORITY. MUST BE WORDED AS CLEAN AND SIMPLE BENEFITS FOR THE CONSUMER. (MAX 10 BULLETS)

1	Powerful 540 Watt (RMS) music system.[1]
2	Two-way bass reflex speaker system with separate 7.9" dedicated sub-woofer.
3	Charge, play and control your iPod or iPhone[2].
4	Single Disc CD Player; CD, CD-R/RW playback recorded in audio or

	MP3 file formats.[3]
5	Audio-in lets you easily connect MP3 players, PCs or other devices.
6	AM / FM Radio with 30-station presets.
7	Clock, alarm and sleep timer; allows you to wake or fall asleep to your favorite music.
8	Remote control included for full iPod menu control.[2]
9	EQ and DSGX Bass Boost.
Legal Footnotes (min. 8 pt font)	[1] - Unit audio output tested at 8 ohms in frequency range 120 Hz to 10 kHz with a Total Harmonic Distortion of 0.07 percent. [2] Compatible with iPod touch®, iPod nano® 1st-3rd generation, iPod classic®, iPod® 4th-5th generation, and iPod mini®. [3] - Not all WMA and MP3 files may play back due to file variations. Playback depends on recording conditions.
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KEY FEATURE COPY

MUST BE SELECTED AND COPIED FROM GLOSSARY OF TERMS

FEATURE HEADLINE (35 CHARACTERS)	FEATURE DESCRIPTION (250 CHARACTERS)
540 Watt (RMS)[1]	More than enough power to keep the party going strong.
7.9" dedicated sub-woofer	Provides a deep and resonant base.
Two-way bass reflex speaker system	Allows for more powerful, accurate and responsive bass performance.
Works with iPhone®	Allows you to listen to the music stored on your iPhone®. Also charges the iPhone as it plays.[2]
Made for iPod	Allows you to listen to your iPod® by using the built-in dock. Also charges the iPod as it plays.[2]
Single Disc CD Player	Accommodates factory-pressed CD-Audio discs and consumer-recorded CD-R and CD-RW discs. Also decodes and plays back MP3 files that have been recorded to CD-R/RW discs.[3].
Audio-in	Experience simple plug-and-play integration with digital music players, PC's and more via a 3.5mm jack (sold separately).
AM / FM Radio	Enjoy easy, accurate, drift-free tuning of your favorite AM and FM radio stations.
Clock, alarm and sleep timer	Clock, alarm and sleep timer; allows you to wake or fall asleep to your favorite music
Remote control	Allows for iPod® playlist navigation and control of other basic functions.[2]

EQ	Creates enhanced sound modes for different types of music, such as rock and pop.
DSGX Bass Boost	Enhance the bass for a richer, fuller sound.
Legal Footnotes (min. 8 pt font)	[1] - Unit audio output tested at 8 ohms in frequency range 120 Hz to 10 kHz with a Total Harmonic Distortion of 0.07 percent. [2] Compatible with iPod touch®, iPod nano® 1st-3rd generation, iPod classic®, iPod® 4th-5th generation, and iPod mini®. [3] - Not all WMA and MP3 files may play back due to file variations. Playback depends on recording conditions.
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LOGOS:

LIST IN ORDER OF IMPORTANCE

Works with iPhone
Made for iPod

LEGAL AND FOOTNOTES

MUST BE SELECTED FROM GLOSSARY OF LEGALLY APPROVED FOOTNOTES

1. Unit audio output tested at 8 ohms in frequency range 120 Hz to 10 kHz with a Total Harmonic Distortion of 0.07 percent.

2. Compatible with iPod touch®, iPod nano® 1st-3rd generation, iPod classic®, iPod® 4th-5th generation, and iPod mini®.

3. Not all WMA and MP3 files may play back due to file variations. Playback depends on recording conditions.

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**We may want to list out all the trademarks for the specific product category.*

SONY®