

HT-SS380- PRODUCT INFORMATION DOCUMENT

MODELS (FAMILY-IN STEP UP ORDER)

HT-SS380

HT-SF470

ALTERNATE NAME(S)

Sony® HT-SS380 3D Surround Sound System

Sony® HT-SS380 3D Blu-ray Disc™ Matching Surround Sound System

HT-SS380 Surround Sound System

5.1Channel Sony® HT-SS380 3D Blu-ray Disc™ Matching Surround System

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

Sony 3D Surround Sound Home Theater System

IMPORTANT PRODUCT INFORMATION

REFERENCE INFORMATION ONLY. NOT FOR USE IN COMMUNICATION.

FOR INTERNAL USE ONLY

TARGET INFORMATION: (WHO IS THIS PRODUCT FOR?)	<p>This is an entry-level system for consumers who want 5.1 channel surround sound with their HDTV. Ready for the future, the system supports the 3D experience and is the perfect companion to a Sony Blu-ray 3D™ Player or PlayStation 3. Customers can even control the system on the TV screen thanks to the Home Theater Control Widget available on 2011 BRAVIA® TVs.</p> <p>The target customer wants home theater from a trusted brand at a competitive price. Instead of “bells and whistles,” the customer wants useful features like simple one-cable connection via HDMI® and a dock for an iPod® or iPhone® player.</p> <p>This system matches Sony BRAVIA televisions and BD players in both design and function. That’s an added advantage if the customer is a Sony loyalist or is even thinking about buying a Sony® television or BD player.</p>
MAJOR COMPETITORS: (WHAT IS CURRENTLY IN MARKET?)	<p>Everyone plays in this area: multiple manufacturers have bare-bones home theater systems, both Tier One players and no-name branded component systems. Samsung, Denon, Yamaha all have competing systems.</p>
COMPETITIVE FEATURES: (WHAT ARE THE SONY UNIQUE FEATURES/ TECHNOLOGIES)	<ul style="list-style-type: none">• Sony Design Matching (TV and BD)• HDMI repeater—one cable per product for HD audio and Video.• 3D pass-through• iPod®/iPhone® dock supplied• BRAVIA® Sync with Home Theater Control Widget compatibility for 2011 BRAVIA® TVs.

SONY® CAMPAIGN MANTRA

[make.believe](#)

In 2011, Sony will make people believe. Believe in the future of high-definition home audio and video. Believe in the highest possible product quality. Believe in better design. Believe in the power of innovation. Sony make.believe™.

PRODUCT CAMPAIGN MESSAGE

Home Entertainment System Materials: Believe the best entertainment deserves the best entertainment system.

CATEGORY MESSAGE

Believe that Sony built a Blu-ray Disc™ Surround Sound System for your home that included everything you needed for an incredible entertainment experience at an unbelievable value.

ADVERTISING COPY

HIGHLIGHT PRODUCT BENEFIT AND/OR FEATURE MESSAGE.

10 Words (13 words)	Complete your entertainment with 5.1 channels of audio and iPod®/iPhone® dock ¹ .
25 Words (28 words)	Complete your entertainment with 5.1 channels of audio and included iPod®/iPhone® dock ¹ . Sony's HT-SS380 system supports three HDMI® sources with 3D pass-through, Audio Return Channel ³ and more.
50 Words (54 words)	Complete your entertainment with 5.1 channels of audio and included iPod®/iPhone® dock ¹ . Sony's HT-SS380 system delivers a soul-satisfying 1000 Watts of power (167 W x 5 + 165 W) ⁵ . You're ready for the future with connections for three HDMI® sources including 3D pass-through and Audio Return Channel ³ . The system even matches the design of BRAVIA® televisions and Sony BD players.
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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.	1000 watt 5.1 channel surround sound (167 W x5 + 165 W)⁵
2.	Three HDMI® inputs: single-cable High-Definition AV connections⁶
3.	HDMI® Repeater with 3D pass-through
4.	iPod®/iPhone® dock¹ for video, music and photos²
5.	BRAVIA® Widget unified on-screen interface⁸
6.	Audio Return Channel: just one cable for TV audio³
7.	Digital Cinema Audio Calibration for quick speaker set-up
8.	Dolby® TrueHD and dts® HD enhanced audio codecs
9.	3 Digital Audio Inputs (1x Coax, 2x Optical)
10	HDMI® standby pass-through when system is off
11	BRAVIA® Sync multi-device control with one remote⁷
	See below for required footnotes 1, 2, 3, 5, 7, 8
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KEY FEATURE COPY

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FEATURE HEADLINE (35 CHARACTERS) FEATURE DESCRIPTION (250 CHARACTERS)

Three HDMI® inputs	Connect three HD sources via HDMI® and easily switch between them. ³ HDMI connections combine the quality of pure digital-to-digital signal transfer with the simplicity of a single connection for audio, video and control.
HDMI 3D Pass-Through	Enjoy Blu-ray 3D™ movies, 3D video games and other 3D content with compatible players and HDTVs. ⁴
iPod®/iPhone® Dock ¹	Enjoy your iPod®/iPhone® music, video and photos through the supplied dock ^{1,2}
BRAVIA® Widget Control ⁸	Controlling surround sound systems just got easier. With select 2011 BRAVIA HDTVs, you can pull up a menu on the TV screen to make comprehensive audio adjustments ⁸ .
1000 Watts for powerful sound ⁵	Hear everything with incredible impact. The system delivers 1000 Watts total power (167 Watts x5 +165 Watts). ⁵
Audio Return Channel ³	Eliminate the need for extra cables connected to your TV. Send audio from a compatible TV to the system through the same HDMI® cable already being used to send audio and video to your TV. ³
Digital Cinema Auto Calibration	Easily optimize your surround sound experience. Simply place the included microphone where you will be seated. Speaker set-up is automatically optimized based on the precise placement of your speakers and the speaker-to-listening position delays.
Blu-ray Disc™ HD Audio decoding ⁶	Experience sound closer to the way it was captured with LPCM, Dolby® TrueHD and dts® HD enhanced audio codecs ⁶
Three digital audio inputs	One coaxial, two optical inputs accommodate your music sources
HDMI® standby pass-through	Conveniently access all your HDMI® sources without having to power on the home theater system ³ .
BRAVIA® Sync operation	Easily control an entire system with one remote. Operates Sony® equipment connected via HDMI® cables, including Blu-ray Disc™ players, and compatible BRAVIA® HDTVs, Handycam® camcorders and Cyber-shot® Digital cameras ⁷ .
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LOGOS:

LIST IN ORDER OF IMPORTANCE

HDMI Repeater
3D
BRAVIA Sync
Made for iPod

Made for iPhone
Digital Media Port
Dolby Digital
DTS

LEGAL AND FOOTNOTES

MUST BE SELECTED FROM GLOSSARY OF LEGALLY APPROVED FOOTNOTES

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Full Footnotes:

1. iPod® support is limited to the following players with the supplied dock: iPod® touch, iPod classic®, iPod nano® 1st, 2nd & 3rd generation, iPod® 4th& 5th generation &iPod® Mini.
2. iPod®/iPhone® playback of video and pictures requires a component video cables from the system to the television (sold separately).
3. Requires HDMI® cables sold sep.
4. Requires 3D content, 3D HDTV, 3D glasses, 3D emitter, and HDMI® cable (at least 10.2 Gbps).
5. Measurements at 3 ohms, 180 Hz-20 kHz with a THD of 1%
6. Requires HDMI® cable and LPCM capable source device.
7. Syncs with BRAVIA® Sync or Theatre Sync™ products.
8. Can be used only when connected to a Sony XBR-EX620, EX630, EX720, EX820, EX830, NX830, HX820, HX830, or HX930 series BRAVIA HDTV via HDMI® cable sold sep.