

CMT-SBT100 - PRODUCT INFORMATION DOCUMENT

Product announces date: August 28th, 2013

Product on shelf date: approx. September 15, 2013

MODELS (FAMILY)

CMT-V10iPN

CMT-BT60

CMT-SBT100

ALTERNATE NAME(S)

Primary: CMT-SBT100 Micro Music System w/Bluetooth® & NFC

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

Primary: Micro Music System w/Bluetooth® & NFC

Secondary: Three piece micro 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	Powerful, dynamic sound with classic design
2	Bluetooth® audio streaming ³ with AAC and apt-X® support
3	Convenient One-touch listening with NFC
4	Single disc CD player ¹ with motorized loading tray
5	Front USB input ² for content playback and charging
6	50 Watts RMS total power w/ 2-way, bass reflex speakers
7	AM/FM Radio with 30 station presets (20 FM / 10 AM)
8	Clock with separate sleep and play timers
9	Selectable Bass Boost and adjustable Bass/Treble
10	Rear auxiliary inputs for use with other devices ⁴
11	Wireless remote included

REFERENCE INFORMATION ONLY. NOT FOR USE IN COMMUNICATION.

FOR INTERNAL USE ONLY!

TARGET INFORMATION: (TARGET AUDIENCE)	<p>Primary: Cautious Simplifiers</p> <p>Interior design conscious consumers who want a simple, yet versatile designed music system that is aesthetically pleasing and blends into their home décor.</p> <p>Ideal for customers looking for a convenient, easy-to-use all-in-one music system, that offers a quality, room-filling listening experience in a space saving design.</p>
MAJOR COMPETITORS: (WHAT IS CURRENTLY IN	<p>Panasonic</p> <p>Sharp</p>



MARKET?)	
COMPETITIVE FEATURES: (WHAT ARE THE SONY SPECIFIC FEATURES)	<ul style="list-style-type: none"> • Design; sleek, slim, stylish, contemporary design fits beautifully just about anywhere in your home • Exceptional quality at an outstanding value in an easy-to-use, compact design • Versatility and convenience; the CMT-SBT100 music system not only allows you to playback your music wirelessly, but you can also playback USB devices, regular CDs 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)	All-in-one Bluetooth® audio streaming with NFC One-Touch connect ³ , AM/FM, USB and CD play back.




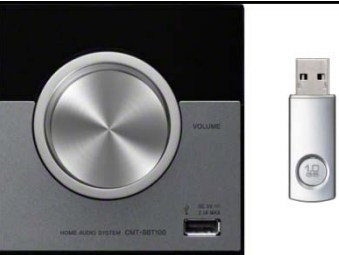


KEY FEATURE COPY


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.	Contemporary design	Exceptional quality in an easy-to-use, compact contemporary design that fits beautifully just about anywhere in your home. The built-in power can easily fill a bedroom, kitchen or office space with great sound.	CMT-SBT100_+Xperia_inuse_USCA-1200.jpg 
2.	Stream your music wirelessly³	Enjoy convenient Bluetooth® connectivity with compatible devices and stream audio without wires ³ . Near Field Communications (NFC) One-touch connect takes Bluetooth connectivity to the next level by allowing users to simply align their enabled devices and tap them together to pair and activate the connection.	CMT-SBT100_Xperia-Z_music streaming with BT logo.jpg 
3.	Maximize your	Built-in AAC and apt-X [®]	AAC_apt-X logo lock up.jpg

	music	codec support avoids signal quality loss when streaming music wirelessly.	
4.	One touch listening with NFC	Enjoy simplified Bluetooth® connectivity with Near Field Communications (NFC) technology ³ . Align and touch NFC logos to: power the speaker on, activate Bluetooth®, pair devices, and stream music. When done, align and touch the NFC logos to disconnect.	<p>CMT-SBT100B_front_2-grilles_NFC_hand.jpg</p> 
5.	Enjoy convenient CD playback¹	Play your favorite CDs or your personally recorded CD-R and CD-RW discs ¹ using the integrated motorized, slot loaded CD player. You can even play MP3 files that have been recorded to CD-R/RW discs.	<p>CD-MP3-WMA-AAC playback disc.jpg</p> 
6.	USB connectivity is covered²	The convenient front USB input can be used to connect, control and charge a wide range of audio devices ² like smartphones and tablets thanks to the 2.1 amp charging capabilities. You can play MP3/WMA/AAC audio files ¹ stored on USB devices.	<p>CMT-SBT100_front volume_USB thumbdrive.jpg</p> 
7.	Compact and powerful	The compact CMT-SBT100 packs 50 watts RMS total power thanks to the S-Master® amplifier circuitry to drive the dual 2-way bass reflex speakers.	<p>CMT-SBT100_speaker with S-Master logo.jpg</p> 
8.	Built-in AM/FM tuner	Use the integrated AM/FM tuner to receive local broadcast signals with the included antenna plugged into the rear panel.	<p>AM-FM radio icon.jpg</p> 
9.	LCD display with clock	The LCD display shows source playback information, volume level, sound settings and clock time. You can even select from 2 built-in timer functions using the sleep or playback duration timers.	
10.	Bass boost with	Increase low-end bass	

	sound settings	response by engaging the BASS BOOST feature directly from the wireless remote for richer, fuller sound. Bass and treble settings are also adjustable from the wireless remote.	
11.	Rear aux input	Uses the rear panel mounted 1/8" stereo input connections ⁴ to playback external audio equipment like MP3 players, tablets or smartphones and hear the sound through the audio system.	AUX-headphone connector_angled.jpg 
12.	In the box	This unit is ready to enjoy 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.	




ADDITIONAL RESOURCES:

Product	App prioritization

SONY RELATED TECHNOLOGY LOGOS:

CD format playback	
Digital Sound Enhancement Engine (DSEE)	
S-MASTER Digital Amplifier	

PARTNER LOGOS:

Bluetooth®	
Near Field Communications	
Android™	

Google Play



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.

Tap into wireless music playback

10 words (10)	Listen to your music wirelessly ³ using Bluetooth® with one-touch NFC.
25 words (22)	Listen to your music wirelessly ³ using Bluetooth® with one-touch NFC and accessorize the room with a full featured, compact AM/FM/CD ¹ music system.
50 words (43)	Listen to your music wirelessly ³ using Bluetooth® with one-touch NFC and accessorize the room with a full featured, compact AM/FM/CD ¹ music system. This convenient system packs 50 watts RMS power using Sony's exclusive S-Master® amplifier to drive the dual 2-way bass reflex speakers.

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	Bluetooth® connectivity with NFC ³
2	Style & versatile playback sources
3	Control your music with the remote

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

CATEGORY MESSAGE

SONY® CAMPAIGN MANTRA

CONSUMER FACING COPY.

make.believe

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

CAMPAIGN MESSAGE

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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