

NWZ-E460 series - PRODUCT INFORMATION DOCUMENT

MODELS (FAMILY-IN STEP UP ORDER)

NWZ-W260 series Walkman® player
NWZ-E360 series Walkman® player
NWZ-E460 series Walkman® player
NWZ-S760 series Walkman® player
NWZ-A860 series Walkman® player

ALTERNATE NAME(S)

NWZ-E463BLK Walkman® MP3 player
NWZ-E463RED Walkman® MP3 player
NWZ-E463BLUE Walkman® MP3 player
NWZ-E463GRN Walkman® MP3 player
NWZ-E463PNK Walkman® MP3 player
NWZ-E464BLK Walkman® MP3 player
NWZ-E464RED Walkman® MP3 player
NWZ-E464BLUE Walkman® MP3 player
NWZ-E464GRN Walkman® MP3 player
NWZ-E464PNK Walkman® MP3 player
NWZ-E465BLK Walkman® MP3 player

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

NWZ-E460 series Walkman® MP3 player

IMPORTANT PRODUCT INFORMATION

REFERENCE INFORMATION ONLY. NOT FOR USE IN COMMUNICATION.

TARGET INFORMATION: (TARGET AUDIENCE)	Cautious simplifiers/Life optimizers. Youth audience ages 13-twenty something.
MAJOR COMPETITORS: (WHAT IS CURRENTLY IN MARKET?)	Apple® iPod, Nano, Shuffle. Sandisk Sansa. Mach Speed Eclipse brand
COMPETITIVE FEATURES: (WHAT ARE THE SONY SPECIFIC FEATURES)	Youthful fun colors, patterns in the finish which is unique in the market (hopefully). Best in class battery, LRC lyric scrolling, voice recording, bookmarking, Qriocity Music basic 6 month free trial.
LINE-UP FEATURES: (HOW THIS FITS IN OUR PRODUCT LINE-UP)	OPP in all major markets with the exception of WMT exclusive 360 Series which is non-Qriocity model without most of the above features.

SONY® CAMPAIGN

make.believe MESSAGE

In 2011, Sony will make people believe. Believe in the future of personal audio solutions. Believe in the highest possible product quality. Believe in the power of innovation. Believe in better experiences.

Believe that anything you can imagine you can make real. Sony make. believe.

ADVERTISING COPY
HIGHLIGHT PRODUCT BENEFIT AND/OR FEATURE MESSAGE.

10 Words (9)	Enjoy up to 50 hours ¹ of quality music listening.
25 Words (28)	The Sony® E-Series Walkman® MP3 Player delivers up to 50 hours ¹ of quality music listening –with video and photo playback plus FM radio just to sweeten the deal.
50 Words (48)	The Sony® E-Series Walkman® MP3 Player delivers up to 50 hours ¹ of music –with video and photo playback plus FM radio just to sweeten the deal. With delicious colors, Windows® drag and drop functionality and digitally restorative Sony® Clear Audio Technologies, the E-Series is bling to the ears and eyes.

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	Digital music, video & photo player with FM radio
2	2" QVGA (320x240) high-brightness, color LCD
3	Rechargeable battery with up to 50 hours audio playback ¹
4	Drag & drop from iTunes® (PC) or Windows® Media Player
5	Exclusive Sony® Clear Audio Technologies enhances sound
6	Synchronized Lyric Feature
7	Built-in Voice Recording
8	5 User Configurable Playlists with Song Bookmarking
9	Create Channels with SensMe™ feature
10	Language Learning Function
11	Alarm and timer function
12	Compact design with (4/8/16) GB internal memory ²
13	EX Headphones and USB cable included

KEY FEATURE COPY
MUST BE SELECTED AND COPIED FROM GLOSSARY OF TERMS

FEATURE HEADLINE (35 CHARACTERS)	FEATURE DESCRIPTION (250 CHARACTERS)
Take your entertainment with you	The compact design of the Sony® NWZ-E460 series Walkman® MP3 Player allows you enjoy your favorite audio and video files, look at personal photos or simply listen to the built in FM radio.
Lightning-fast LCD display	The 2" QVGA (320x240) high-brightness screen, color LCD provides fast, rich viewing of photos, videos, and album artwork.
Rechargeable battery built-in	The built-in lithium ion battery provides up to 50 hours of audio playback or 10 hours of video playback per charge. ¹
Drag, drop and go	Easily load your music by dragging and dropping music files from iTunes® for Windows®, Windows Media Player or Windows Explorer.
Solid sound	Exclusive Sony® Clear Audio Technologies -- Clear Stereo, Clear Bass Audio Technologies and Digital Sound Enhancement Engine -- restore

	the clarity and depth of digitally compressed music.
Synchronized Lyric Feature	Load .lrc lyric files for your favorite songs and set the lyrics to scroll by in sync to the music.
Built-in Voice Recording	The integrated microphone and adjustable bit rate makes the voice recording function easy to use.
Bookmarking with Multiple Playlists	Users can bookmark songs and add them to 5 configurable playlists.
Create Channels with SensMe™ feature	SensMe™ tone analysis keeps your music in tune with your mood. SensMe software application automatically groups your music into channels based on beats-per-minute, making listening and managing your content even simpler.
Language Learning Function	Learning a new language is made easier thanks to the adjustable playback speed control, A-B repeat and rewind functions.
Keep track of time	The NWZ-E460 Walkman® player has a built in clock function with alarm and sleep timer.
Big Storage Capacity	Streamlined for portability, the NWZ-E460 series can store hours of music, videos and personal photos thanks to the internal (4/8/16) GB memory ² .
Open, charge and listen	Everything you needs is in the box including USB cable and soft hybrid silicone EX headphones.

LOGOS:

LIST IN ORDER OF IMPORTANCE

Use the following items and order.

LEGAL AND FOOTNOTES

MUST BE SELECTED FROM GLOSSARY OF LEGALLY APPROVED FOOTNOTES

1. Actual battery life will vary based on product settings, usage patterns and environmental conditions.
2. 1 GB equals 1 billion bytes, a portion of which is used for data management functions.

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