

Digital Voice Recorder – ICD-BX022 - PRODUCT INFORMATION DOCUMENT

MODELS (FAMILY-IN STEP UP ORDER)

- Sony® Digital Voice Recorder ICD-SX712D - \$199.99
 - ICD-SX712 - \$149.99
 - ICD-TX50 - \$149.99
 - ICD-UX532 - \$99.99
 - ICD-LX30 - \$99.99
 - ICD-AX412 - \$79.99
 - ICD-PX312D - \$99.99
 - ICD-PX312 - \$59.99
 - ICD-BX112 - \$39.99
 - ICD-BX022 - \$29.99

ALTERNATE NAME(S)

Sony® Digital Voice Recorder ICD-BX022

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

Digital Voice Recorder

IMPORTANT PRODUCT INFORMATION

REFERENCE INFORMATION ONLY. NOT FOR USE IN COMMUNICATION.

TARGET INFORMATION: (TARGET AUDIENCE)	Cautious Simplifiers
MAJOR COMPETITORS: (WHAT IS CURRENTLY IN MARKET?)	Olympus...
COMPETITIVE FEATURES: (WHAT ARE THE SONY SPECIFIC FEATURES)	Ease of use via: Large, easy to use controls Easy to read display Built-in speaker for easy listening Voice Activated Recording 2 GB Internal Memory ¹
LINE-UP FEATURES: (HOW THIS FITS IN OUR PRODUCT LINE-UP)	Perfect for those looking to capture the moment: at work or at School. When you have a quick thought or idea, the ICD-BX022 is the ideal choice. Multiple folders will keep recording quick, easy and organized, while 3 recording modes and up to 534 hours 25 minutes ² of recording capacity will ensure that this ultra-portable device is your all-in-one solution.

SONY® CAMPAIGN

make.believe MESSAGE

In 2012, Sony will make people believe. Believe in the future of digital voice recording. 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)	Capture thoughts at a moment's notice with the easy to use ICD-BX022 digital voice recorder.
25 Words (27)	Capture thoughts at a moment's notice with the easy to use ICD-BX022 digital voice recorder, featuring 3 recording modes and up to 534 hours ² of recording time.
50 Words (50)	Capture thoughts at a moment's notice with the easy to use ICD-BX022 digital voice recorder. With large, front mounted and easy to use controls, the BX022 makes recording easier than ever. Three recording modes and up to 534 hours ² of recording time, ensure that you'll never miss those random ideas.

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)**

	Built-in 2GB flash memory ¹ for up to 534 hours of recording ²
	Large LCD Display & Front Controls with easy operation
	Front Speaker to listen to recordings
	Noise Cut mode helps provide clear speech playback

KEY FEATURE COPY**MUST BE SELECTED AND COPIED FROM GLOSSARY OF TERMS****FEATURE HEADLINE
(35 CHARACTERS)****FEATURE DESCRIPTION
(250 CHARACTERS)**

EARPHONE JACK	A listening device can be plugged into the recorder
EASY SEARCH	Rewinds or Fast Forwards in short increments making it easier to locate a segment in a long recording for review.
HI / LO MICROPHONE SENSITIVITY	Set the recorder for dictation and notes or for conferences and lectures.
HOLD LOCK	Disable all button functions with the HOLD-POWER switch and avoid unintended recordings and unit operation.
MIC JACK	Provides the ability to use an external microphone.
NOISE CUT	Ability to electronically reduce external noise during playback.
RECORD/PAUSE	Provides the ability to pause the recording process, gather your thoughts and then continue recording in one easy step.
3 RECORDING MODES	Select from three recording modes: HQ-High-quality (44.1 kHz/128 kbps) monaural recording for best quality, 33 hour recording capacity.

	<p>SP-Standard Play (44.1 kHz/48 kbps) monaural recording for medium quality, 89 hour recording capacity.</p> <p>LP-Long play (11.025 kHz/8 kbps) monaural recording for low quality, 534 hour recording capacity.</p>
STEREO RECORDING W/ EXTERNAL MIC	For certain applications it may be desirable to use an external stereo microphone. In the case of the models which do not have a stereo microphone, the addition of an accessory stereo microphone enables stereo recording.

LOGOS:

LIST IN ORDER OF IMPORTANCE



LEGAL AND FOOTNOTES

MUST BE SELECTED FROM GLOSSARY OF LEGALLY APPROVED FOOTNOTES

1. 2 GB equals 2 billion bytes, a portion of which is used for data management functions.
2. In 8kbps mono LP mode.

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