

STR-DH820 - PRODUCT INFORMATION DOCUMENT

MODELS (FAMILY-IN STEP UP ORDER)

STR-DH520

STR-DH720

STR-DH820

STR-DN1020

ALTERNATE NAME(S)

Sony® 7.2 Channel 3D AV Receiver

Sony® STR-DH820 AV Receiver

Sony® STR-DH820 3D Surround Sound AV Receiver

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

Sony 7.2 Ch. 3D A/V Receiver

IMPORTANT PRODUCT INFORMATION

REFERENCE INFORMATION ONLY. NOT FOR USE IN COMMUNICATION.

FOR INTERNAL USE ONLY

TARGET INFORMATION: (WHO IS THIS PRODUCT FOR?)	The STR-DH820 offers incredible performance and flexibility with 7 HD inputs, an iPod/iPhone dock included and the ability to decode the latest audio formats including blu-ray Disc audio codecs and Dolby Pro Logic IIz. It also supports 3D, a universal remote and pre-outs for 2 nd room audio.
MAJOR COMPETITORS: (WHAT IS CURRENTLY IN MARKET?)	Denon Yamaha Pioneer Onkyo
COMPETITIVE FEATURES: (WHAT ARE THE SONY UNIQUE FEATURES/ TECHNOLOGIES)	3D Support On-screen GUI iPhone/iPod Dock included IR in/out Sound optimizer Digital Legato Linear Universal remote Dual subwoofer pre-out.
LINE-UP FEATURES: (HOW THIS FITS IN OUR PRODUCT LINE-UP)	Middle of core hi-fi line

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 in incredible home entertainment.

ADVERTISING COPY

HIGHLIGHT PRODUCT BENEFIT AND/OR FEATURE MESSAGE.

10 Words (35 words)	Enjoy 7.2 channels of surround sound, connect seven HD sources ⁶ and listen to music from your iPod® ⁵ with Sony's STR-DH820 receiver. You can even improve the quality of connected video sources to near HD quality. ³
25 Words (62 words)	Enjoy 7.2 channels of incredible surround sound, connect up to seven HD sources ⁶ and listen to music from your iPod® ⁵ with Sony's STR-DH820 receiver. Improve the quality of connected video sources to near HD quality ³ or experience incredible sound quality while you watch 3D sports, movies and games from connected 3D devices ¹ . Plus an easy-to-use control menu makes operation a snap.
50 Words (78 words)	Enjoy 7.2 channels of incredible surround sound, connect up to seven HD sources ⁶ and listen to music from your iPod® ⁵ with Sony's STR-DH820 receiver. Improve the quality of connected video sources to near HD quality ³ or experience incredible sound quality while you watch 3D sports, movies and games from connected 3D devices ¹ . This great receiver also features an easy-to-use menu for simple operation and convenient audio calibration set-up, so you are assured the best possible listening experience.
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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	7.2 Channel A/V Receiver (110W x7 @ 8 ohms 1kHz 1% THD)
2	iPod®/iPhone® video and music playback with included dock⁵
3	7 HD Inputs (4 HDMI®, 3 Component)
4	3D pass-through
5	Upconvert/Upscale from analog to 1080p via HDMI®(FaroudjaDCDiEdge)³
6	HD Digital Cinema Sound™ (HD DCS)
7	Advanced On-screen graphical user interface
8	Digital Legato linear advanced sound processing
9	Sound Optimizer for clarity at all volume levels
10	Dolby® TrueHD, Pro logic IIz and dts® HD Enhanced Audio Codecs²
11	BRAVIA® Widget unified TV on-screen interface⁷
12	2nd Zone audio video pre-out
13	Dual Subwoofer pre-outs
14	Digital Cinema Audio Calibration for QuickSet-Up
15	Audio Return Channel uses just one cable for TV audio⁶
16	Standby pass-through of Audio & Video via HDMI® connected devices
17	Fully Assignable inputs allows for use of all connections
18	BRAVIA® Sync for multi-device control w/ one remote⁴
19	IR in/out
20	Universal Remote Control included
21	24p True Cinema™ pass-through
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KEY FEATURE COPY

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FEATURE HEADLINE (35 CHARACTERS)	FEATURE DESCRIPTION (250 CHARACTERS)
iPod®/iPhone® Music and Video playback with included dock ⁵	Listen to music and watch video stored on your iPod® or iPhone® while charging your device with the included dock. ⁵
7 HD Inputs	Get versatile HD connection options with seven HD inputs. Four HDMI® inputs (up to 1080/24p capable) let you connect a Sony® PlayStation®3 entertainment system, Blu-ray Disc™ player, any 2 other HDMI-capable devices, for high definition video and audio. ⁶ Three component inputs (1080/60i capable) provide added HD-capable connectivity and versatility.
3D Pass-through	Compatible with Blu-ray 3D™ movies, video games and other 3D content ¹
Upconvert/Upscales Video signal to near HD via HDMI®	Improve image quality of analog connected devices to near HD. ³ Analog connected device signals are converted to digital and output via HDMI®, making one cable connection from the receiver to the HDMI-enabled TV possible.
HD Digital Cinema Sound	Optimize your receiver to mimic the sound characteristics of Sony Pictures.
On-screen graphical user interface	Set-up and control the A/V receiver with intuitive on-screen graphical user interface.
Digital Legato Linear	Improve audio performance when listening to internet radio stations and portable audio devices, adding warmth and clarity.
Sound Optimizer	Keep dynamic movie scenes in check, optimizing sound to the desired volume level.
Advanced Blu-ray Disc™ Audio Decoding	Experience sound closer to the way it was captured with LPCM, Dolby® trueHD, ProLogicIIz and dts®-HD master audio codecs. ²
BRAVIA® Widget Control	Connect to select Sony 2011 Televisions and experience an integrated user interface on-screen. Enabling on-screen feedback and control function. ⁷
2 nd Zone audio/Video	Equipped with 2 nd Zone pre-outs.
Dual Subwoofer Preouts	Add additional bass increasing the dynamic effects of movies and music.
Digital Cinema Auto Calibration - Quick Speaker Set Up	Ensure you get the best sound experience from your A/V receiver and speakers with Digital Cinema Auto Calibration. Simply place the included microphone where you will be seated and settings are automatically optimized based on the distance, delays and placement of your speakers.

Audio Return Channel	Eliminate the need for extra cables connected to your TV. This feature allows audio to be sent from your compatible TV to your receiver through the same HDMI® cable already being used to send audio and video to your TV. ⁶
Standby pass-through of Audio & Video	Conveniently access all your HDMI® connected devices without having to power on the receiver.
Assignable digital audio and video inputs	Get the most out of each audio and video input with the ability to reassign inputs to support connected devices.
BRAVIA® Sync Capable	Conveniently operate and control select Sony® BRAVIA® Sync devices with one remote including: Sony Blu-ray Disc™ Players, BRAVIA® HDTVs, Sony home theater products. ⁴
IR In/Out	Accepts IR repeaters enabling you to operate products connected to the receiver behind a closed door.
24p True Cinema™ (pass-through)	Watch Blu-ray Disc™ movies in their native frame rate (24 frames per second) when paired with a 24p HDTV and playback device like a Blu-ray Disc™ Player or PlayStation®3 gaming console via HDMI® cable. ⁶
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LOGOS:

LIST IN ORDER OF IMPORTANCE

Made for iPod
Made for iPhone
HDMI
3D
Dolby True HD
dts HD master audio
HD DCS
Digital Legato Linear
Blu-ray
BRAVIA Sync
x.v. Color

LEGAL AND FOOTNOTES

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Full Footnotes:

1. Requires 3D content, 3D HDTV, 3D glasses, 3D emitter, and HDMI® cable (at least 10.2 Gbps).
2. Requires HDMI® cable and LPCM capable receiver.
3. Requires HDTV with equivalent display and HDMI® cable sold sep.
4. Syncs with BRAVIA® Sync or Theatre Sync™ products.
5. iPod® support is limited to the following players: iPod touch®, iPod classic®, iPodnano® 1st, 2nd & 3rd generation, iPod® 4th & 5th generation & iPod mini and iPhone 3G, 3Gs and 4G models.
6. Requires HDMI® cables sold sep.
7. Requires connection to compatible Sony TV with HDMI cable. Sony TV needs to be connected to the internet for widget support. The following 2011 BRAVIA TV series are compatible: EX620, EX630, EX720, EX820, EX830, NX830, HX820, HX830, HX930.