XAV-602BT - PRODUCT INFORMATION DOCUMENT

Product announce date: August 16, 2013
Product on shelf date: October 26, 2013

MODELS (FAMILY)
XAV-63
XAV-64BT
XAV-602BT
XAV-701HD

ALTERNATE NAME(S)
XAV-602BT Smartphone Connected AV Receiver

CONSUMER FACING DESCRIPTION (40 CHARACTERS)-*FEEDS ONTO FACT TAGS*
Smartphone connected 6.1" AV Receiver

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	Detachable double DIN 6.1" WVGA Touch Screen Display
2	MirrorLink™ enabled smartphone connectivity[8]
3	App Remote™ for iPhone® & Android™ smartphones[10]
4	Integrated Bluetooth® with Simple Secure Pairing[6]
5	Front & rear USB in for iPod®[3], iPhone®[3] & USB devices[2]
6	Pandora® internet radio control[7]
7	TomTom® Navigation direct control (optional XA-NV300T)
8	5V front, rear and sub pre-amp out with HPF/LPF
9	Firmware upgradable through the USB input
10	2 year warranty
11	One-touch Siri® activation[12] for iPhone® using Bluetooth®
12	Passenger App Control for iPod®[3] and iPhone®[3]
13	iPod®[3] and iPhone®[3] playback (with optional RC-202IPV)
14	Advanced user interface with 3D screen visualizers
15	DVD/CD and multiple digital file[1] playback
16	SiriusXM™ satellite radio connector ready[5]
17	Dynamic Color Illuminator®
18	ZAPPIN® music search feature
19	Advanced Sound Engine with EQ7, iTA, CSO and RBE
20	Dynamic Reality Amp with 52 Watts x 4 High Power
21	Zone x Zone source output for rear seat entertainment
22	2 rear AV inputs and rear camera input
23	SensMe® app creates music channels for your mood[7]
24	Digital Clarity Tuner with RDS
25	External Hands Free mic included
26	Convenient wireless remote (RM-X271)
27	Steering wheel remote control input ready[9]

TARGET INFORMATION: (TARGET AUDIENCE)	Males, 16 to 49, Innovation Enthusiasts, Experience Embracers, music lovers, car culture identifiers, DUB audience makes up 25% of total
MAJOR COMPETITORS: (WHAT IS CURRENTLY IN MARKET?)	Pioneer, Kicker, Bose, Kenwood, Alpine, JVC
COMPETITIVE FEATURES: (WHAT ARE THE SONY SPECIFIC FEATURES)	• Gorgeous 6.1" WVGA touchscreen display • Direct access to smartphone apps via MirrorLink™ technology
LINE-UP FEATURES: (HOW THIS FITS IN OUR PRODUCT LINE-UP)	

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)	IMAGE FILE NAME

	Feature Headline/Name	Feature Description	Image and file name
1	**6.1" Touch Screen Display**	The detachable, high-resolution TFT (WVGA) 6.1" touch screen display will inform and entertain you. Gesture command and on-screen touch buttons make everything easier to control and separate audio and video power supply circuits provide added clarity. A carry case is also included to store the faceplate.	File: XAV-602BT_3D home source_detachable icon.jpg
2	**MirrorLink™**	MirrorLink™	File: XAV-602BT_Xperia-Z_Mirrorlink-logo_screenfill_2013

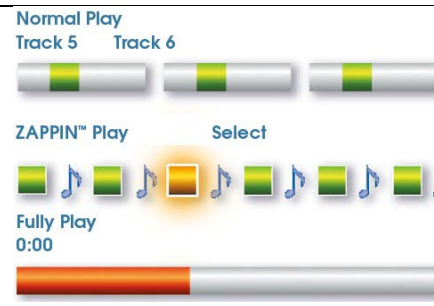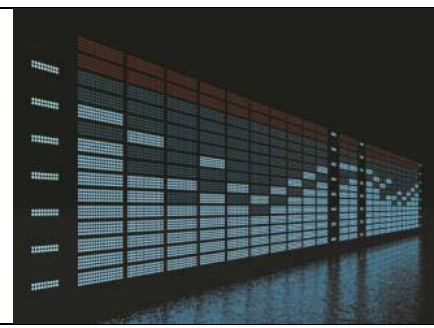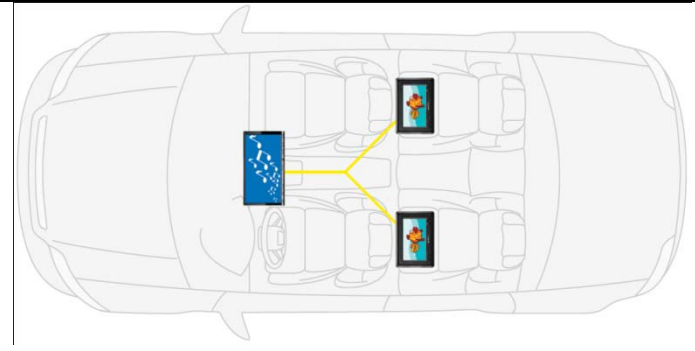|			
	smartphone connectivity[8]	technology[8] offers seamless connectivity between MirrorLink enabled smart phones and your XAV-602BT receiver. The technology is extremely simple to use: approved applications, content and controls are mirrored from the smartphone onto the receiver.	MirrorLink
3.	**Easily access select smartphone apps[10]**	The updated App Remote™ feature combines music & select smartphone apps[10] into a single source list that can be safely displayed & controlled directly from your receiver. App content is displayed on your smartphone while audio content plays through your speakers. You can control select sound settings directly from your smartphone. For Android™ users, App Remote can also be voice controlled and even read or respond to texts.	File: XAV-602BT_App Remote connetivity_iPhone-Android.jpg
4.	**Integrated Bluetooth® technology[6]**	Easily take calls and stream audio with the XAV-602BT receiver featuring Bluetooth® technology[6]. Simultaneously connect up to two compatible devices and choose between hands free phone access, phonebook access, Pandora® internet radio control[7] or audio streaming.	File: XAV-602BT_BT connectivity options from DG.jpg
5.	**Dual USB 1-Wire**	Connect, control and	File: XAV-602BT_dual USB inputs.jpg

	Inputs[2]	charge your Walkman®, iPod®[3], iPhone®[3] or other compatible USB devices[2] while accessing your digital music files using the USB inputs. Use the convenient front USB input for standard 1 amp charging or connect to the rear USB input for hi-current 1.5 amp charging. You can also view metadata like song title and artist on the front display.	
6.	**Pandora® Internet Radio Control[7]**	Pandora® is the leading internet radio service, giving people music they love anytime, anywhere, through personalized radio stations. The XAV-602BT provides complete access to your Pandora account using your iPhone®, Android™ or Blackberry® phones[7].	File: XAV-602BT_Pandora_iPhone-Xperia_screens.jpg
7.	**Optional TomTom® navigation control**	Connect the optional XA-NV300T TomTom® navigation system and you'll have continuous access to TomTom's intuitive user interface and world-class mapping technologies, including IQ Routes, the world's biggest real travel time database. You'll never worry about network connections or data costs because the system works independent of your phone.	File: XAV-602BT_XA-NV300T_3D map view.jpg
8.	**5V RCA outputs**	When you're ready to	File: icon_5V-200.jpg

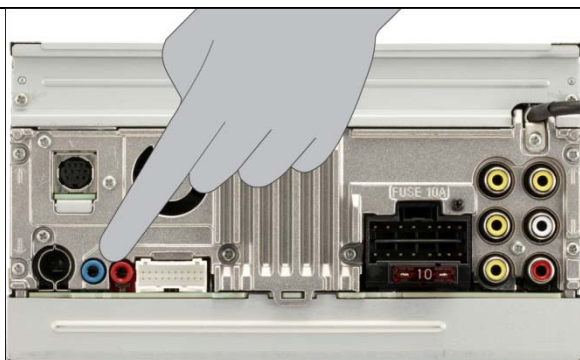|			
	for system expansion	expand your system, the XAV-602BT delivers a robust 5 volts to front, rear and subwoofer RCA pre-amp outputs for external amplifiers. The adjustable subwoofer level control also lets you dial in the bass when you're ready to pump it up.	
9.	**Firmware upgradable with USB input**	Easily upgrade the XAV-602BT's firmware. Use a PC to download updates from Sony® support to a flash drive and load them on your receiver via the USB input.	File: XAV_esupport-USB update_DG image.jpg
10.	**2 year warranty**	The XAV-602BT includes a comprehensive 2 year warranty.	File: 2-year warranty badge_gry-wht.jpg
11.	**One-touch Siri® activation[11]**	Connect to compatible iPhone®[11] devices and activate Siri® directly from the front faceplate of the XAV-602BT. Simply pair the iPhone via Bluetooth®, hold the HOME button to activate the receivers external microphone and speak your commands to Siri as you would normally operate. Siri's response will be heard through your car audio speakers.	File: XAV-602BT_iPhone-Siri BT activation_hand.jpg
12.	**Passenger App**	Connect your iPhone®	File: XAV-602BT_iPhone video playback.jpg

	Control[3]	or iPod® Touch via the optional RC-202IPV cable to display compatible app content on the XAV-602BT receiver's display and control the app directly from your iPhone or iPod Touch with passenger app control[3].	 *Passenger App Control*
13.	**iPod® and iPhone® content playback[3]**	Playback audio/video from most iPod®[3] models via the optional RC-202IPV video cable. Also view stored album artwork during audio playback on the screen of the XAV-602BT receiver.	File: RC-202IPV_iPod Video Cable.JPG
14.	**Advanced Response User Interface**	Select between 2D or 3D icons and screen visualizers and enjoy fast touch screen response when selecting sources, transitioning between menu screens and searching through your USB music content.	File: XAV-602BT_3D source with hand.jpg
15.	**Plays DVDs/CDs and digital files[1]**	Multi-format playback[1] lets you play most MP3, WMA, AAC music files, JPEG's or MP4 videos.	File: CD_DVD_MP3-WMA-AAC-JPEG-MPEG-Xvid file playback.jpg
16.	**SiriusXM™ Satellite radio ready[5]**	The on-board SiriusXM™ connector[5] simplifies satellite radio installation by eliminating compatibility issues and providing direct connection to the new platform of tuners.	SiriusXM_XV200_ant_top.jpg
17.	**Variable Color Illumination**	Match your radio's button illumination with over 35,000 colors to complement your existing vehicle lighting components with the Dynamic Color	File: Dynamic Color Illuminator_icon.jpg

			Illuminator®.	

18.	**Intuitive ZAPPIN® search feature**	Use the ZAPPIN® feature can play 6, 15, or 30 second intro clips to help you find a specific song.	File: ZAPPIN.jpg
19.	**Custom sound settings with EQ7**	The Advanced Sound Engine uses EQ7 equalizer, adjustable LPF/HPF crossovers, Listener Position calibration, Rear Bass Enhancer, and Dynamic Loudness volume leveler to deliver an impressive listening experience.	File: EQ-spectrum-analyzer_lo-res.jpg
20.	**Powerful in-dash amplification**	The internal Dynamic Reality Amp delivers 52 watts x 4 to your interior speakers, allowing you to crank up the volume while maintaining low distortion, low noise levels and smooth frequency response. Your music isn't just louder, its clearer too.	File: Dynamic Reality Amp_IC_52x4_LR.jpg
21.	**Zone x Zone for rear seat playback**	Zone by Zone control allows users to independently select between sources for the front seat passengers while enabling separate DVD playback for rear seat passengers when connected to additional rear seat video monitors (sold separately).	File: ZONExZONE_car line drawing.jpg
22.	**Auxiliary**	Two dedicated rear	File: XAV-601BT_hand to rear auxiliary video inputs.jpg

	Audio/Video inputs	auxiliary AV inputs provide additional AV source playback and a dedicated connection for a rear view camera (sold separately) for visibility when backing up, especially with larger trucks or SUVs.	
23.	**SensMe® Music App**	SensMe® application can organize your music into playlists that perfectly match your mood, scene and location, making it easier to choose the music that fits the moment. SensMe uses proprietary 12-tone analysis to look at tempo, rhythm ratios and number of notes to help differentiate similar music files.	File: 12_Tone_Analysis_Logo_no shadow.jpg
24.	**The immaculate reception**	The Digital Clarity Tuner delivers industry leading signal to noise ratios, lower interference, better multipath rejection and better stereo separation. The RDS feature displays broadcast information when listening to compatible AM/FM stations.	File: Digital Clarity Tuner_IC.jpg
25.	**Hands Free with noise cancelling**	The included hands-free microphone and integrated echo and noise canceling circuitry assure your conversations are clear.	File: Hands-free mic.jpg
26.	**Convenient**	Control your receiver	File: RM-X271_for_602BT_601BT_701HD.jpg

	wireless remote included	with the included wireless card remote (RM-X271).	
27.	**Steering wheel control ready input[9]**	This receiver is compatible with aftermarket remote control adapters[9] designed to utilize the vehicles existing, primary radio controls directly from the steering wheel. The 1/8" rear panel mounted remote input jack allows for simple connectivity.	File: XAV-601HD_hand to rear steering wheel control in.jp

ADDITIONAL RESOURCES:

Product	App prioritization

SONY RELATED TECHNOLOGY LOGOS:

Detachable faceplate	
Dual USB input	
App Remote	
ZONE X ZONE output	
2 year warranty	
Digital Music Plus	

SensMe™	
12 Tone analysis	
ZAPPIN	
EQ7	
Advanced Sound Engine	
iTA (Intelligent Time Alignment)	
Hi-Power	
Lo-pass/Hi-pass filters	
5 volt pre-amp outputs	
Digital Clarity Tuner	
Radio Data Systems	
Dynamic Color Illuminator	

PARTNER LOGOS:

MirrorLink®	
Bluetooth®	
Pandora®	
SiriusXM™	
Made for iPod® / iPhone®	
MP3 file playback	
WMA file playback	
AAC file playback	
WAV file playback	

MPEG file playback	*MPEG-4*
Xvid file playback	Xvid Mobile
TomTom®	TomTom

ADVERTISING COPY
HIGHLIGHT PRODUCT BENEFIT AND/OR FEATURE MESSAGE.

PRODUCT HEADLINE (SUGGGEST 20-35 CHARACTERS FOR SONY STORE ONLINE/OFFLINE, CRM ACTIVITY.)

The world connected at your fingertips.

10 words (12)	Control select smartphone features and apps directly from your car stereo receiver.
25 words (33)	Control select smartphone features and apps directly from your car stereo receiver using MirrorLink™ technology[8], or use the new App Remote™ feature for 2-way control of apps and voice control with your smartphone[10].
50 words (51)	Control select smartphone features and apps directly from your car stereo receiver using MirrorLink™ technology[8], or use the new App Remote™ feature for 2-way control of apps and voice control with your smartphone[10]. Elevate your mobile experience with Bluetooth® technology[6], SiriusXM™ compatibility[5], Pandora® app control[7], dual USB inputs and CD/DVD playback[1].

RETAIL EXPERIENCE BULLETS (20-35 CHARACTERS MAX)-*UTILIZED ON TILES AND TAGS 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	Detachable 6.1" touch screen display
2	MirrorLink™ smartphone connectivity[8]
3	App Remote™ for iPhone & Android™[10]
4	Bluetooth®[6] w/Simple Secure Pairing
5	Dual USB 1-wire inputs w/charging

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

FOOTNOTES

1. Not all files may play back due to file variations. Copy-protected ACC-LC files not supported.
2. Not all USB devices are compatible. Consult www.esupport.sony.com for complete details.
3. Works with iPod® with video, iPod Classic®, iPod nano® (1st - 7th gen.), iPod Touch® (1st -5th gen.), iPhone®, 3G, 3GS, 4, 4S and 5 via USB input, cable sold separately. Passenger control not available for iPod nano® 1st gen. or iPod with video. Lightning™ connector devices only compatible with audio playback.
4. Works with iPhone® 3G, 3GS, 4 and 4S via USB input, cable sold separately.
5. Requires satellite radio tuner and service subscription, sold separately.
6. Interoperability and compatibility among Bluetooth® devices vary.
7. Works with iPhone® 3G, 3GS, 4, 4S and 5 via USB port, and compatible Blackberry® and Android™ based smartphones via Bluetooth®.
8. MirrorLink™ enabled smartphone required. MirrorLink is a technology standard developed by the Car Connectivity Consortium (CCC) that allows consumers to use their smartphone in a car without looking at or touching their phone. The technology achieves this through two-way communication between the smartphone and the in-vehicle infotainment system. CCC-approved applications and content are mirrored from the mobile device onto the automotive in-dash receiver.
9. Compatibility varies as not all vehicles are compatible; please consult with each interface manufacturer for details.
10. Requires download of free Sony App Remote™ app for iPhone® from the App Store or for Android™ from Google Play**.** Users must link compatible apps to the App Remote application on their phone in order to play the audio signal on the Sony receiver.
11. Siri® voice activation compatible with iPhone® 4S, 5 and iPod touch (5th gen) using Bluetooth.

TRADEMARKS

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