

Sonos Wireless HiFi System Copy – July 2013

If you can only say one thing: (or logo)

Sonos

If you can say two things: (if using Sonos logo, do not use w/lock-up –follow logo guidelines)

Sonos

The Wireless HiFi System.

If you can say three things, add the trifecta:

Sonos

The Wireless HiFi System.

All the music on earth, in every room, wirelessly.

Short description: (24 words)

The Sonos Wireless HiFi System delivers all the music on earth, in every room, with warm, full-bodied sound that's crystal clear at any volume.

Long description: (50 words)

The Sonos Wireless HiFi System delivers all the music on earth, in every room, with warm, full-bodied sound that's crystal clear at any volume. Sonos can fill your home with music by combining HiFi sound and rock-solid wireless in a smart system that is easy to set-up, control and expand.

Alternate Long description (4 words)

The Sonos Wireless HiFi System fills your home with music. Sonos features wireless speakers and components that deliver the powerful combination of HiFi sound and rock-solid wireless in a smart system that lets you play all the music on earth from any source to any room.

Sonos System Core Benefits

Sonos combines HiFi sound and rock-solid wireless. Experience your favorite music from the only system that combines warm, full-bodied sound with a powerful wireless network 100% devoted to streaming HiFi sound.

Sonos lets you stream all the music on earth – from any source to any room. Enjoy access to different music sources from one app combined with complete multi-room capabilities so you can listen to your entire world of music in every room of your home.

Sonos is simple to set-up, control, and expand. Press two buttons and begin your listening experience using one powerful app to access your music with a modular system that can expand to other rooms in your home.

PLAY:1 Copy

HEADLINES

LEAD HEADLINE
MINI BUT MIGHTY

SECONDARY HEADLINES
FITS ANYWHERE. ROCKS ANY WORLD
SOLOIST SIZE. SYMPHONY SOUND

OWNER HEADLINE
SAY HELLO TO THE NEWEST MEMBER OF THE WIRELESS HiFi SYSTEM
NEW COMPACT SIZE. SAME EPIC HiFi SOUND.

COMPETITIVE HEADLINE
SONOS SOUND ON A BLUETOOTH® BUDGET¹

LONGER-FORM COPY

25-WORD COPY
NO OTHER WIRELESS SPEAKER PACKS SO MUCH DEEP, CRYSTAL CLEAR HiFi SOUND INTO SUCH A COMPACT DESIGN.

50-WORD COPY
NO OTHER WIRELESS SPEAKER PACKS SO MUCH HiFi SOUND INTO SUCH A COMPACT DESIGN. SPIRALING HIGHS, THUNDERING LOWS, AND DEEP, CRYSTAL CLEAR SOUND AT ANY VOLUME. STREAM ALL THE MUSIC ON EARTH TO ANY ROOM.

WHEN USED IN CONJUNCTION WITH PLAY:3 OR PLAY:5

PLAY:1 - THE COMPACT WIRELESS SPEAKER THAT DELIVERS DEEP, CRYSTAL CLEAR HiFi SOUND

PLAY:3 - THE MOST VERSATILE WIRELESS SPEAKER FOR RICH, ROOM-FILLING SOUND

PLAY:5 - THE ORIGINAL, BIGGER ROOM, BIGGER SOUND WIRELESS* SPEAKER

¹ <http://www.bluetooth.com/Pages/Trademarks.aspx>

SONOS PLAY:3

COPY

10 words (three versions)

SONOS PLAY:3 is the all-in-one, compact player with big sound.

SONOS PLAY:3 wirelessly streams unlimited music to any room.

SONOS PLAY:3 is the compact, all-in-one, wireless music system.

In conjunction with PLAY:1 or PLAY:5 - The most versatile wireless speaker for rich, room-filling sound.

25 words (two versions)

SONOS PLAY:3 is the all-in-one Sonos player with big sound in a compact size. Stream all the music on earth wirelessly in any room.

SONOS PLAY:3 is the small, sexy, tuck in a corner, and blow out the roof all-in-one Sonos player. Stream all the music on earth wirelessly in any room.

50 words

SONOS PLAY:3 is the versatile, all-in-one player with big sound in a compact size. With three integrated speakers and three digital amps, PLAY:3 streams all the music on earth wirelessly in any room for wall-to-wall sound. Go vertical or horizontal. Control with a free app for iOS, Android, Mac or PC

PLAY:3 BENEFITS

SONOS HiFi SOUND. Three integrated speakers and three dedicated digital amplifiers provide crystal-clear, high-quality sound.

VERSATILE FOR ANY ROOM OR SPACE. Position the PLAY:3 vertically or horizontally and the internal sensor will modify the speaker's output to ensure clean, balanced, room-filling sound. Dimensions: (H) 5 in, (W) 10.5 in, (D) 6 in.

STEREO PAIR FOR BIGGER SOUND. Turn two PLAY:3s into separate left and right channel speakers for big stereo sound in one room..

SONOS WIRELESS HiFi SYSTEM BENEFITS

HiFi SOUND AND ROCK-SOLID WIRELESS. Experience your favorite music from the only wireless music system that combines warm, full-bodied sound with a powerful wireless network 100 percent devoted to streaming HiFi sound.

STREAM ALL THE MUSIC ON EARTH. A single app lets you play your entire music library, stream all of your favorite Music Services and tune in to more than 100,000 Internet Radio stations and podcasts. Play the same song in every room, in perfect sync --or play different music in every room --from any source.

SIMPLE TO SET-UP, CONTROL, AND EXPAND. Control your favorite music sources and listening experience with a free app for iOS, Android, Mac or PC. And since it is a modular system, you can easily add music to more rooms with the simple press of two buttons.

SONOS PLAY:5

COPY

10 words

SONOS PLAY:5 is the all-in-one player with super big sound
SONOS PLAY:5 is the all-in-one player with room-filling sound
SONOS PLAY:5 is the all-in-one player that's a powerhouse of sound (11)

In conjunction with PLAY:1 or PLAY:3 - The original, bigger room, bigger sound wireless speaker.

25 words

SONOS PLAY:5 is the original, bigger room, bigger sound, all-in-one Sonos player. Stream all the music on earth wirelessly in any room.

50 words (two versions)

SONOS PLAY:5 is the original, bigger room, all-in-one Sonos player that's a powerhouse of sound. With five integrated speakers and five digital amps, PLAY:5 streams all the music on earth wirelessly in any room. Control with a free app for iOS, Android, Mac or PC.

SONOS PLAY:5 is the original, bigger room, bigger sound, all-in-one Sonos player. It's a powerhouse of sound with five integrated speakers and five digital amps. Stream all the music on earth wirelessly in any room. Control with a free app for iOS, Android, Mac or PC.

SONOS PLAY:5 BENEFITS

SONOS HiFi SOUND. Five custom-designed speakers powered by five dedicated digital amplifiers (two tweeters, two mid-range drivers, and one subwoofer driver) provide crystal-clear, high-quality sound.

STEREO PAIR FOR BIGGER SOUND. Turn two PLAY:5s into separate left and right channel speakers for even bigger stereo sound in one room.

SONOS WIRELESS HiFi SYSTEM BENEFITS

HiFi SOUND AND ROCK-SOLID WIRELESS. Experience your favorite music from the only wireless music system that combines warm, full-bodied sound with a powerful wireless network 100 percent devoted to streaming HiFi sound.

STREAM ALL THE MUSIC ON EARTH. A single app lets you play your entire music library, stream all of your favorite Music Services and tune in to more than 100,000 Internet Radio stations and podcasts. Play the same song in every room, in perfect sync --or play different music in every room --from any source.

SIMPLE TO SET-UP, CONTROL, AND EXPAND. Control your favorite music sources and listening experience with a free app for iOS, Android, Mac or PC. And since it is a modular system, you can easily add music to more rooms with the simple press of two buttons.

SONOS PLAYBAR

COPY

10 Words

THE SOUNDBAR FOR MUSIC LOVERS.
UNLEASH YOUR TV SOUND. UNLEASH ALL THE MUSIC ON EARTH.
HIFI MEETS HIDEF.
THE SOUNDBAR THAT STREAMS ALL THE MUSIC ON EARTH.

25 Words

Flood any room with PLAYBAR's epic, full-theater HiFi sound and wirelessly stream all the music on earth through one easy-to-use player.

50 Words

PLAYBAR's nine-speaker design floods any room with super-realistic audio for games and movies, huge waves of live concert sound, and wireless streams of all the music on earth. And it all comes from one easy-to-use player that brings HiFi sound to your high-definition TV.

PLAYBAR BENEFITS

SONOS HiFi SOUND FOR YOUR TELEVISION. The nine-speaker design of SONOS PLAYBAR™ floods any room with super-realistic audio for games and movies.

STREAM ALL THE MUSIC ON EARTH. PLAYBAR doubles as a stand-alone, all-in-one Sonos player that allows you to stream all the music on earth—your iTunes library, your favorite music services, and thousands of Internet radio stations, shows, and podcasts.

EASY SETUP. PLAYBAR connects to your TV using a single optical cable and plays everything that's connected to the TV, including cable boxes and game consoles.

WIRELESS. No rewiring. Connect PLAYBAR or BRIDGE to your wireless router and link all your Sonos players wirelessly with one touch.

FLEXIBLE DESIGN. PLAYBAR can sit flat on your TV table or console. If your TV is wall-mounted, PLAYBAR may be placed horizontally above or below the TV.

UNIVERSAL AUDIO. PLAYBAR speaks Dolby® Digital and stereo, so you never miss a moment of the action.

SONOS WIRELESS HiFi SYSTEM BENEFITS

HiFi SOUND AND ROCK-SOLID WIRELESS. Experience your favorite music from the only wireless music system that combines warm, full-bodied sound with a powerful wireless network 100 percent devoted to streaming HiFi sound.

STREAM ALL THE MUSIC ON EARTH. A single app lets you play your entire music library, stream all of your favorite Music Services and tune in to more than 100,000 Internet Radio stations and podcasts. Play the same song in every room, in perfect sync --or play different music in every room --from any source.

SIMPLE TO SET-UP, CONTROL, AND EXPAND. Control your favorite music sources and listening experience with a free app for iOS, Android, Mac or PC. And since it is a modular system, you can easily add music to more rooms with the simple press of two buttons.

