

# **STR-DH520 - PRODUCT INFORMATION DOCUMENT**

## **MODELS (FAMILY-IN STEP UP ORDER)**

**STR-DH520**

STR-DH720

STR-DH820

STR-DN1020

## **ALTERNATE NAME(S)**

Sony® 7.1 Channel 3D AV Receiver

Sony® STR-DH520 AV Receiver

Sony® STR-DH520 3D Surround Sound AV Receiver

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

7.1 Ch. 3D A/V Receiver

## **IMPORTANT PRODUCT INFORMATION**

**REFERENCE INFORMATION ONLY. NOT FOR USE IN COMMUNICATION.**

### **FOR INTERNAL USE ONLY**

<b>TARGET INFORMATION:</b> <b>(WHO IS THIS PRODUCT FOR?)</b>	The STR-DH520 begins your 3D Blu-ray Disc™ video and audio experience. Not only is it a hub of HD entertainment, with 6 HD inputs and decoding uncompressed audio, the STR-DH520 can connect to select 2011 Sony TVs and offer an on-screen graphic user interface.
<b>MAJOR COMPETITORS:</b> <b>(WHAT IS CURRENTLY IN MARKET?)</b>	Denon Yamaha Pioneer Onkyo
<b>COMPETITIVE FEATURES:</b> <b>(WHAT ARE THE SONY UNIQUE FEATURES/ TECHNOLOGIES)</b>	3D Support On-screen GUI when connected to select 2011 Sony TVs Support for Advance audio codecs DTS-HD master audio Dolby TrueHD. Dolby Pro Logic IIz
<b>LINE-UP FEATURES:</b> <b>(HOW THIS FITS IN OUR PRODUCT LINE-UP)</b>	Entry 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.**

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<b>10 Words</b> (24 words )	Step up your home entertainment experience with Sony's STR-DH520 receiver that delivers 7.1 powerful channels of sound and allows up to six HD connections. <sup>6</sup>
<b>25 Words</b> (40 words )	Step up your home entertainment experience with Sony's STR-DH520 receiver that delivers 7.1 powerful channels of sound and allows up to six HD connections. <sup>6</sup> Plus, enjoy incredible sound while you watch 3D sports, movies and games from connected 3D devices. <sup>1</sup>
<b>50 Words</b> (61 words )	Step up your home entertainment experience with Sony's STR-DH520 receiver that delivers 7.1 powerful channels of sound and allows up to six HD connections. <sup>6</sup> Plus, enjoy incredible sound quality while you watch 3D sports movies and games from connected 3D devices. <sup>1</sup> Audio Return Channel ensures that you enjoy surround sound even when you watch television delivered straight to your connected HDTV. <sup>6</sup>
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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)**

<b>1</b>	<b>7.1 Channel A/V Receiver (100W x7 @ 8 ohms 1kHz 1% THD)</b>
<b>2</b>	<b>6 HD Inputs (4 HDMI®, 2 Component)</b>
<b>3</b>	<b>3D pass-through</b>
<b>4</b>	<b>HD Digital Cinema Sound™ (HD DCS)</b>
<b>5</b>	<b>Dolby® TrueHD, Pro logic IIz and dts® HD Enhanced Audio Codecs<sup>2</sup></b>
<b>6</b>	<b>BRAVIA® Widget unified TV on-screen interface<sup>5</sup></b>
<b>7</b>	<b>Audio Return Channel uses just one cable for TV audio<sup>6</sup></b>
<b>8</b>	<b>Standby pass-through of Audio &amp; Video via HDMI® connected devices</b>
<b>9</b>	<b>Fully Assignable inputs allows for use of all connections</b>
<b>10</b>	<b>BRAVIA® Sync for multi-device control w/ one remote<sup>4</sup></b>
<b>11</b>	<b>Sony Pre-programmed Remote Control included</b>
<b>12</b>	<b>24p True Cinema™ pass-through</b>
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**KEY FEATURE COPY**

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**FEATURE HEADLINE**  
**(35 CHARACTERS)**

**FEATURE DESCRIPTION**  
**(250 CHARACTERS)**

6 HD Inputs	Get versatile HD connection options with six HD inputs. Four HDMI® inputs (up to 1080/24p capable) let you connect a Sony®
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	PlayStation®3 entertainment system, Blu-ray Disc™ player, and any 2 other HDMI-capable devices, for high definition video and audio. <sup>6</sup> Two 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 <sup>1</sup>
HD Digital Cinema Sound	Optimize your receiver to mimic the sound characteristics of Sony Pictures.
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. <sup>2</sup>
BRAVIA® Widget Control	Connect to select Sony 2011 Televisions and experience an integrated user interface on-screen. Enabling on-screen feedback and control function. <sup>5</sup>
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. <sup>6</sup>
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, Handycam® Camcorders and Cyber-shot® Digital Cameras. <sup>4</sup>
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.
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**LOGOS:**  
**LIST IN ORDER OF IMPORTANCE**

HDMI
3D
Dolby True HD
HD DCS
dts HD master audio
Blu-ray
BRAVIA Sync
x.v. Color

## **LEGAL AND FOOTNOTES**

### **MUST BE SELECTED FROM GLOSSARY OF LEGALLY APPROVED 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. Can be used only when [sound bar, receiver, etc.] is connected to a Sony XBR-EX620, EX630, EX720, EX820, EX830, NX830, HX820, HX830, or HX930 series BRAVIA HDTV via HDMI® cable sold sep.
- 6.Requires HDMI® cables sold sep.