

# Selling on Amazon



## **CATEGORY STYLE GUIDE: Consumer Electronics Camera & Photo**

**amazon** services™

## About this document

This Style Guide is intended to give you the guidance you need to create effective, accurate product detail pages in the Consumer Electronics and Camera & Photo categories.

In addition to using this document, we encourage you take advantage of the wealth of information available in our Help pages. Click "Help" on the upper-right side of the Seller Central home page.

If at any time you have questions, need help, or have suggestions for how to improve this Style Guide, please contact Seller Support via Seller Central.

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## Good Detail Page Content: Short Version

### 1) Title

Briefly describe the product. Avoid marketing content (free, exclusive, bonus, stylish, lightweight, heavy duty, etc.). Use Title Case.

#### Title Format – Most Electronics Products

Brand + Series Name + Model Name + Form Factor + “with” Unique Thing\* [if applicable] + (color, packaging\* [if applicable])

Examples:

- Sennheiser PXC 250 Noise Canceling Headphones (Silver)
- Salamander Synergy SA/SFA/6 Stiletto Feet (Black, Set of 6)
- Canon EOS Rebel XTi 10.1MP Digital SLR Camera with 2.5-Inch LCD (Black, Body Only)

\* A “unique thing” must be something that distinguishes this product from another product that is exactly the same in all other respects.

\* “(Bulk Packaging)” should be added to the title for all non-retail packaged products.

**All Consumer Electronics products on Amazon.com are assumed to be US-market with full retail packaging unless otherwise noted in the title.**

### 2) Images (upload individually or as batches in zip files through Seller Central)

Primary (main) image should be a .jpg or .tif at least 1000 pixels by 1000 pixels, and up to 3000 pixels by 3000 pixels to take full advantage of Zoom – just the product (without packaging) on a white background. If the product is white, use a drop shadow to offset it.

You can use up to 8 alternate images. We recommend you do so. Alternate images should feature the product in use and close-ups of important features.

If you have any problems creating or uploading good images that meet these specs, please contact Seller Support via Seller Central. Whatever it is, we’ve probably seen it before, and it’s likely we can help.

### 3) Feature Bullets (“BulletPoint1”, “...2”, “...3”, “...4”, “...5” columns in the inventory file template)

Write bullets in sentence case (no punctuation). 256 maximum character limit.

#### **Basic Guidelines:**

- Bullet 1: Overall synopsis of product  
Example: Earphones with three individual balanced armature speakers
- Bullet 2: Materials and construction. Is assembly required?  
Example: Noise-isolating design attenuates outside noise by an amazing 26db
- Bullet 3: Major feature(s)  
Example: Recording-engineer studio-reference quality sound
- Bullet 4: Minor feature(s)  
Example: Comfortable and secure ear loops
- Bullet 5: Included accessories  
Example: Includes Universal Fit kit and a protective metallic travel case to store earphones

### 4) Product Description (“ProductDescription” column in the inventory file template)

Be concise, honest, and friendly. Focus on your product’s unique properties. Don’t mention competitors or your own offer details (“free shipping”, etc.). Mention the best applications for the product. If the product has limitations, you can say so and upsell. Check spelling and grammar.

Example:

Koss KEB79 Portable Isolation Earbuds combine excellent sound reproduction with maximum isolation to provide an outstanding listening experience. These highly portable earbuds use three sizes of cushions ensure a comfortable in-ear fit, sealing the ear to deliver deep bass. The dynamic stereophone element has a frequency response of 10-20,000Hz. Other features include an in-line mute switch that allows you to stay connected to you environment and a unique dual-entry cord that wraps behind your head during use.

## Good Detail Page Content: Long Version

### Benefits of a Good Detail Page

**Better Click-Through** – More customers will select your product from a group of similar items.

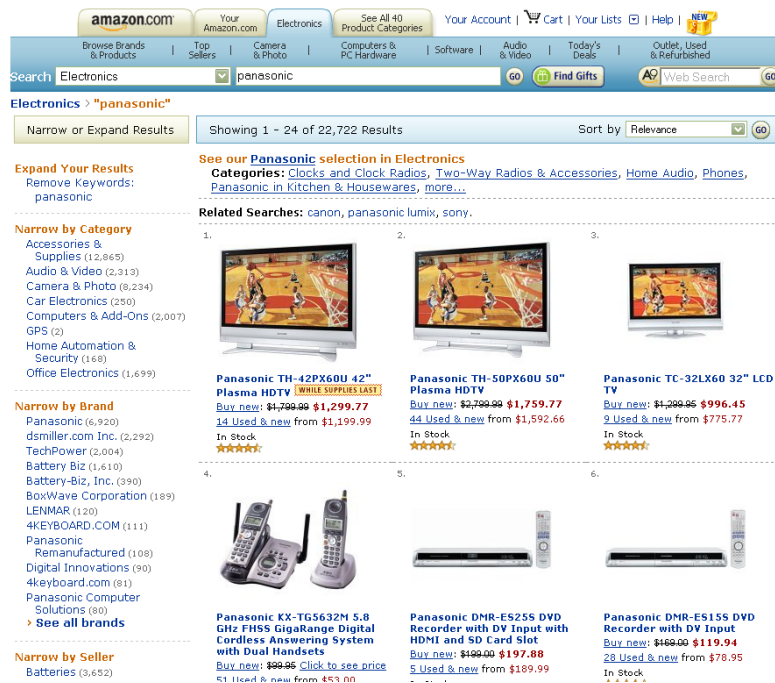
- Titles
- Main Product Image
- Customer Reviews

**Better Conversion** – More of the customers who visit your product’s detail page will buy product.

- Feature Bullets
- Product Description
- Alternate Images
- Customer Reviews

### How Customers Get to Your Products

Most customers see products via search results from a search on Amazon itself or an external search engine, and the first view they have of your product will be a display like this:



As you can see, the **first** factors the customer will use to differentiate your product are:

- Title
- Image
- Price
- Customer Rating
- Availability

It is important to make sure your titles and images are the best they can be. This guide will show you how to make your products easier to find and choose from groups of similar products, by making the information on your product detail page as accurate and concise as possible.

## Title Style

A customer should be able to make a purchase based on information in the product's title.

Amazon Title Style:

- Brand name first, then series name, model name, what it is ("Headphones" "Rechargeable Batteries" etc.), measurements, color, and packaging in parentheses and separated by commas, i.e., "(Black, 5.3 feet, Set of 6)" or "(Red, Body Only)"
- Include model number when necessary (cable interconnects, blank media, etc. may often need this)
- Capitalize the first letter of each word (Title Case)
- See Appendix B to see how measurements/abbreviations should appear
- 150 character limit
- Write all numbers as numerals, ex: "triple.fi 10 pro", "2-Channel Interconnect", "2.7-Inch"

All Consumer Electronics titles should contain these elements. For guidance on which term or abbreviation to use for different product types, consult the "Word List" in Appendix A.

### **Most Electronics Products**

Brand + Series + Model Name + Model Number [if applicable] + Form Factor + "with" Unique Thing\* [if applicable] + (color, packaging\* [if applicable])

- \* A "unique thing" must be something that distinguishes this product from another product that is exactly the same in all other respects.
- \* "(Bulk Packaging)" should be added to the title for all non-retail packaged products.

**All Consumer Electronics products on Amazon.com are assumed to be US-market with full retail packaging unless otherwise noted in the title.**

Example of when to use Unique Thing:

- Ultimate Ears Triple.fi 10 Pro Earphones (Gun Metal Blue)
- Ultimate Ears Triple.fi 10 Pro Earphones with Roadie Case (Gun Metal Blue)

In this example, the two products are completely identical except one is packaged with a "roadie case" and the other is not. Therefore, the roadie case is mentioned in the title. If all models of this headphone came with a case, "roadie case" would not be mentioned in the title, but rather in the bullets for accessories.

### **Blank Media Products**

Brand + Series Name + Model Name + Model Number [if applicable] + Capacity + Write Speed + Format (i.e., DVD-RW) + (# pack)

- \* "(Bulk Packaging)" should be added to the title for all non-retail packaged products.

### **More Title Specifications**

1. Do not create new ASINs with condition notes such as "Refurbished" or "Remanufactured" in the title
2. Do not include stock #s or UPC codes in a title
3. Do not include terms like "Free," "Bonus," "Price," "Exclusive," or "A \$XX Value" in Titles. That information can be surfaced elsewhere.
4. Do not include marketing terms that are not actually part of the product's trademarked name. "Stylish Lightweight Fontopia Headphones" should only read "Fontopia Headphones". Feature and benefit information can be surfaced elsewhere.
5. Size information should only be included in titles when it differentiates the product from similar products. Examples:
  - Monster HDMI-X Cable (3 meters)
  - Monster HDMI-X Cable (5 meters)

If the above cable came in only one length, the title would simply read "Monster HDMI-X Cable".

## Images

### **Format for Product Images**

Product Images should be .jpg or .tif files, uploaded through Seller Central.

### **Primary (main) Image Requirements**

- At least 1000 pixels by 1000 pixels, and up to 3000 pixels by 3000 pixels to take full advantage of the Zoom function
- Just the product, no packaging, on a white background. If the product is white, use a drop shadow to offset it.
- Image name is SKU.main.jpg (example: A12456.main.jpg)
- Learn more about [Image Requirements and Errors](#)

Examples:



### **Zoom**

In early 2006, we introduced Zoom functionality for main images on detail pages. This is a great feature that allows customers to explore in detail the unique things that make your products appealing.

In order to take full advantage of Zoom, provide primary images that are as large as possible, up to and preferably 3000 pixels by 3000 pixels.



**Alternate Images**

You can upload up to 8 alternate images. We suggest you do so.

- Alternate images should feature the product in use and close-ups of important features.
- If the item is sold in non-retail packaging (ex: bulk), then include an alternate image of the product packaging.
- Alternate images should be the SKU plus a number (A12456.01.jpg, A12456.02.jpg, etc.).

Here are examples of good alternate images:



Lifestyle Shot



Product Packaging Shot



Out of Box Accessories Shot



Folded / Transformed Shot (if applicable)

**Image Processing**

If you need help processing or creating images, contact Seller Support via Seller Central.

## Product Features

### Bullet Points 1-5 (columns in the inventory file template)

We highly recommend that you include your marketing staff at setup to write feature bullet points for you.

Customers see the bullet points first – make them count! Include a precise snapshot of what the customers will get if they purchase the item.

#### **Tips on writing feature bullets**

- Make each point brief yet descriptive. This is not a place for paragraphs.
- If the item is a set, include what's in the set and the size (if appropriate) of each item
- Don't just list features, give the feature then the benefit
- Use semi-colons to separate phrases within a single bullet point
- Always use numerals, never spell out numbers
- Include warranty information and included accessories as the last bullet point

Examples:

- 46-inch display with full HD (1080p) picture quality (1920 x 1080 native panel resolution)
- LED backlighting for incredible contrast, slim design, and energy efficiency
- Sony's X-Reality Engine sharpens images for a clear, vivid, life-like picture
- Wireless Internet TV for wide variety of streaming media and other Internet content
- Eco-friendly features including power-saving motion sensors
- Includes table stand; 2-year manufacturer warranty

If there are no included accessories or warranty, just use the last bullet to indicate more features.

Examples:

- Sweat and water resistant
- Neckband headphones for comfortable fit
- High-output drivers for energizing sound
- DuPont Kevlar reinforced cable for unmatched sound

## Technical Details

Technical details are especially useful for powered, complex, hobby-specific, professional-grade, or special-interest products. If you provide technical details for a product, they will be displayed on an alternate view of the product detail page with a link from the feature bullets on the detail page's main view.

Each inventory file template contains the technical details for all the categories and products included in that template.

### Product Features and Technical Details

#### Product Features

- Lightweight and portable digital video, movie, music player and photo viewer with easy-to-use, intuitive controls and a bright 3.5-inch TFT LCD screen
- 30 gigabyte hard disk lets you store up to 15,000 songs, 300,000 pictures, or 85 movies, or any combination thereof
- Compatible with MP3, WAV, WMA and protected WMA music files, JPEG, BMP, and PNG picture files, and MPEG-4 and WMV video files
- Uses high-speed USB 2.0 for both file transfers and charging, and includes a rechargeable Lithium-Ion polymer battery with up to 12 hours of music and 4 hours of video life
- Lets you play music through a stereo or videos over your TV via an optional docking station, weighs only 6.75 ounces, and measures approximately 3.9 x 3 x 0.59 inches (W x H x D)

#### Technical Details

**Model number:** Archos 404

**Item number:** 500868

**Capacity:** 30 gigabyte hard drive with up to 85 movies, 300,000 photos, or 15,000 songs

**Display:** 3.5-inch TFT LCD screen, 320 x 240 pixels, 4:3 aspect ratio, over 16 million colors

**Video playback:** MPEG-4 (ASP at L5 AVI, up to DVD resolution), WMV (MP at ML, up to DVD resolution); With optional software plug-ins: H.264 up to DVD resolution and AAC sound, MPEG-2 up to 10 Mbps (up to DVD resolution) and AC3 stereo sound

**Audio playback:** Stereo MP3 decoding at 30-320 kbps CBR and VBR, WMA, protected WMA, WAV (PCM/ADPCM); With optional software plug-ins: AAC3 music files, AC3 stereo sound files

**Photo viewer:** JPEG, BMP, PNG

**PDF viewer:** Reads PDF, may not implement all PDF features

**Video recording:** Via optional DVR station; record in MPEG-4 SP with ADPCM stereo sound, resolution VGA (640x480) at 30 or 25 fps, in AVI format

**Audio recording:** Voice recording through built-in microphone; Via the optional DVR travel adapter or DVR Station: stereo line-in, WAV (IMA ADPCM or PCM) format

**Interfaces:** USB 2.0 high-speed device (compatible with USB 1.1), mass storage class (MSC) and media transport protocol (MTP); USB 2.0 host, mass storage class (MSC) and picture transfer protocol (PTP) (with optional docking adapter)

**Connections:** 3.5 millimeter stereo headphone mini-jack and TV output (AV cable sold separately); Dedicated connectors to connect optional adapters and DVR station

**Battery type:** Internal rechargeable lithium-ion polymer

**Battery life:** Up to 12 hours of music, up to 4 hours of video

**Scalability:** Downloadable firmware updates from [www.archos.com](http://www.archos.com)

**Minimum system requirements:** For PC: Windows ME, 2000, XP, Media Center, Macintosh: OS X or higher (with USB Mass Storage Class support), Linux (with mass storage device support), USB port; For PlaysForSure video and subscription services: PC with Windows XP Service Pack 2 or higher, Windows Media Player 10 or higher, USB 2.0 port

**Power source:** Charged via computer through USB port; or via optional docking adapter or DVR station

**Dimensions:** 3.9 x 3 x 0.59 inches (W x H x D)

**Weight:** 6.75 ounces

**Color:** Silver

Price: ~~\$284.83~~  
In Stock

**46 used & new** from  
~~\$249.99~~

Have one to sell? [Sell your item](#)

[Add to Wish List](#)

[Add to Shopping List](#)

[Add to Wedding Registry](#)

[Add to Baby Registry](#)

[Tell a friend](#)

## Product Descriptions

### **A brief note on the Amazon voice**

Amazon.com speaks to customers with a voice that is at once authoritative, literate, conversational, and entertaining. We offer customers the chance to expand their knowledge and make informed buying decisions. We have a sense of humor but do not enjoy it at the expense of others.

The Amazon customer community is one of the most powerful tools for selling your product. Content should respect and maximize that tool. Avoid ALL CAPS and multiple exclamation points in running text and in graphical elements. Colored or bold text should never be used for emphasis in running text; use *italics* instead.

Do not mention other brands in product descriptions or feature bullets. If you are making performance comparisons, make them against established averages or maximums for the product type (preferably sourced).

### **From The Manufacturer**

Consider a good basic product description the ante in the product presentation game. We recommend that your marketing staff writes your product descriptions.

Be concise, honest, and friendly. Introduce the product. Give an overview of its uses and where it fits in its category. Discuss the features and benefits of the product. Cover in detail the features mentioned in the bullet points. Focus on your product's unique properties. Don't mention competitors. Mention the best applications for the product. If the product has limitations, you can say so and upsell. Use plain and correct written English, and check spelling and grammar.

### **Example:**

Unleash your system's potential with high-performance, head-turning sound. Getting great audio in your car requires more than just quality components. The cables you use to connect them can mean the difference between weak, muddled sound and tracks that turn heads. Featuring patented Monster technologies, Monster 200 Series Audio Interconnects deliver clean, high-performance audio that brings your favorite music to life. Patented Bandwidth Balance construction optimizes signal strength for smooth, balanced audio reproduction. Monster's patented low-noise construction provides up to 50dB of noise rejection for crisp, detailed sound that breaks barriers without breaking your budget.

## Preorder Offers (new, unreleased items)

For new items that are not yet available from the manufacturer, you can list a preorder offer that allows customers to place an order with you for delivery when the new item becomes available. To have a preorder offer for a new item, you must do the following:

### **Preorder Requirements**

- Use the ReleaseDate column in the inventory file template to specify the date in which you will be able to ship preorder offers.
  - ReleaseDate must be less than 30 days from the date your offer first goes live on Amazon.
- Use the Inventory column in the inventory file template to specify the amount of inventory you will have available on the ReleaseDate. This prohibits Amazon from taking orders that exceed your anticipated inventory.
  - Preorder offers must have available inventory to be live on Amazon. Your offer will automatically expire as soon as you take orders that match your inventory level.



## Product Bundles

A bundle is a set of complementary products. All Bundles must follow the [Bundle Guidelines](#) and are subject to review for accuracy and relevance, and may be removed without notice. Limiting the number of bundles helps customers find specific bundles more easily by preventing many of the duplicate or near-duplicate listings.

### **All consumer electronics bundles must follow these guidelines:**

- Bundle must have its own unique identifiers (such as UPC and Manufacturer Part Number). For example, the UPC of any individual product in the bundle may not serve as the UPC for the bundle. You are responsible for obtaining a new UPC for each bundle you create.
- Bundle must contain items which are highly complementary.
- Bundle must provide a value to the customer, as compared to the individual items.
- Bundle cannot contain any separate warranty products or extended service plans.

### Titles for Product Bundles:

Main Brand + Main Model + Main Product + "Bundle with " + Product2 + " & " Product3 + ... (Color, Packaging [if applicable])

Example: Kodak EasyShare C143 12MP Digital Camera Bundle with Rechargeable Batteries & Carrying Case (Blue)

### **Dos and Don'ts for Product Bundles**

- **Do**
  - Do make sure your bundle complies with all the [Product Listing Policies](#).
  - Do use your seller name as the bundle brand if you have created a custom collection of items.
  - Do list the first feature bullet as "Bundle of" number of items and include identification of the items in the bundle.
  - Do state in the description that the product is a bundle and identify the specific items included in the bundle (with appropriate designators such as model number, color, and size).
  - Do upload a main product image for the bundle that includes all of the exact items in the bundle, and only the items in the bundle. Images of representative products are not permitted.
- **Don't**
  - Don't use the manufacturer name of a bundle component as the bundle's brand unless that manufacturer has created the collection of items.
  - Don't modify the components of the bundle. If you want to add or remove items from the bundle, you must remove the listing and create a new bundle listing with a unique UPC.
  - Don't create a bundle for a multi-pack of the same product. Use the options for displaying items with different package quantities.  
Example: A 3-pack of AA batteries is a multi-pack, not a bundle.

## Customer Reviews (submitted on Amazon.com)

It is never acceptable to comment negatively about one of your competitors in a customer review that you have written. If you believe a review is malicious, unsupported or otherwise inappropriate, contact Seller Support via Seller Central to request removal.

## Appendix A

## Numbers

Write "one" through "nine" and "first" through "ninth" as words; write "10" through "999,999" and "10th" through "999,999" as numerals.

If a sentence or paragraph includes both numbers below 10 and more than 10 that refer to the same thing, express both in numerals; for clarification on this, see *Chicago Manual of Style* 8.8. Example:

- The recipe calls for 5 to 10 eyes of newt.

Write ages of people as numerals. Example:

- An 8-year-old boy.

In product descriptions, it is permissible to begin sentences with numerals, but spell out numbers that begin a sentence (or recast) in an Amazon.com review.

When a number begins with a zero before a decimal, please delete the zero (.139, not 0.139).

Always use numerals with units of measurement. Examples:

- This item weighs in at 4 pounds.
- The LCD screen is 2.5 inches wide.

Note: The measurement of time is an exception to this rule (one-hour battery).

Use a hyphen with whole number/fraction combinations. Examples:

- 114 1-1/2-inch pipes
- cable up to 5-1/4 inches long
- ...range from less than 10 to 20 watts

Per *Chicago Manual of Style*, adjectival compounds comprising a number and a unit of measure are hyphenated before the noun. Examples:

- 1/4-inch fiber
- 20-by-27-inch LCD screen (Note the use of by instead of x, per *Chicago Manual of Style*.)
- to 2-inch interconnects (In running copy, spell out to instead of using a hyphen.)
- measuring 113 by 2 inches
- the cabinet hold shelves at 90 and 45 degrees
- 16-cubic-inch capacity

When numerals are used and the units of measure are abbreviated, hyphens are omitted before the noun (per *Chicago Manual of Style* Table 6.1):

- 323 amp motor
- 5 ohms capacitor

At the end of Electronics descriptions, style measurements as follows (the order of the dimensions can be changed):

- Measures 20 x 10 x 12 inches (length x width x height).

## Units of Measurement

Spell out common, everyday standards of measurement wherever they occur. For more technical standards of measurement and metric units, use the following abbreviations:

<u>Measurement</u>	<u>Abbreviation</u>
ampere	amp, A
ampere-hour	Ah
baud	baud
bits per second	bps
centimeter	centimeter, cm
decibel	dB
degree	degree
decibels/amperes	dBA
gigabit	gigabit
gigabyte	GB
gigahertz	GHz
hour	hour
inch	inch
karat	karat
kilobit	kilobit
kilobits per second	Kbps
kilobyte	KB
kilohertz	kHz
megabits per second	Mbps
megabytes per second	MBps
megahertz	MHz
megapixels	MP
milliampere	milliamp, mA
milliampere-hour	mAh
millimeter	millimeter, mm
milliseconds	millisecond, mS
ounce	ounce, oz
pages per minute	ppm
pound	pound, lb, lbs
speed or multiplier	x (as in "40x" or "3.5x")
volts	volt, V
watt	watt, W

## Names

In product descriptions, use lowercase generic names whenever possible, even when they appear with the manufacturer name:

- Honda's 2,500-watt generator
- these Panasonic wireless headphones
- a Monster cable interconnect
- this Creative MP3 player

Capitalize trade names:

- V-Moda Vibe earphones
- Salamander Synergy cabinets
- the iPod Nano

If a trade name has a specific capitalization scheme, preserve it:

- Sanyo eneloop rechargeable batteries
- The power of V-Moda's BLISS technology

## Trademarks

We do not generally include the trademark symbol next to any trademarked product name. Please leave trademark <sup>™</sup> and registered trademark <sup>®</sup> symbols out of the catalog. Note that ASCII symbols (such as ®) and HTML formatting (such as &reg;) are not supported.

## Symbols

Use the percent symbol (%) and ampersand (&) in feature bullets and technical specifications, but spell them out in product titles and descriptions.

## Factual Discrepancies in Product Descriptions

Query discrepancies between long and short descriptions. If there's an inconsistent bullet, change it to match the long description.



## Word List

Is it "Range Finder" or "Rangefinder"? "Home Theater in a Box" or "HTIB"? Below is a reference guide to how certain terms should appear in print on Amazon.com.

#	F	P
<p><b>100Base-T</b>  <b>3CCD</b>  <b>3Com</b>  <b>3dfx</b>  <b>3DNow!</b>  <b>3-D Phonic virtual surround sound</b>                      (JVC)  <b>3D Prophet</b> (Guillemot)  <b>3D Vortex</b>  <b>3M</b>  <b>3-LCD</b>  <b>3-Pack</b> (not <b>3-Pk</b>)  <b>4-port</b>  <b>486DX, 486SX</b> (no space)</p>	<p><b>Fast Ethernet</b>  <b>fast-forward</b>  <b>Fatal1ty</b>, famous gamer &amp; gaming products  <b>Fellowes</b>  <b>ferrite bar, ferrite-bar</b> (n., adj.)  <b>fiber optics</b> (n.), <b>fiber-optic</b> (adj.), ex: fiber-optic cable  <b>50+1</b> (mega CD players)  <b>FileMaker</b>  <b>FileMaker Pro</b>  <b>fine-tune, fine-tuning</b>  <b>FireWire</b> (computer connection)  <b>Fireworks</b> (Macromedia software)  <b>Fisher</b>  <b>flash drive</b>  <b>flash ROM</b>  <b>flat-panel display</b>  <b>flat-square</b> (adj.)  <b>flat-square technology (FST)</b>  <b>FlexNeck</b>  <b>flip phone</b>  <b>floorstanding</b>  <b>FoneCam</b>  <b>Fort Knox</b>  <b>Franklin Electronics</b>  <b>FreeHand</b> (Macromedia software)  <b>FST</b> (Toshiba)  <b>f-stop</b> (f5, f3.8-f5)  <b>FTP</b> (File Transfer Protocol)  <b>Fuga</b>  <b>Fujifilm</b>  <b>Fujinon</b></p>	<p><b>Packard Bell</b>  <b>PageMaker</b>  <b>PageMart</b>  <b>PageMill</b>  <b>Palm III</b> (not 3)  <b>Palm Computing platform</b>  <b>Palmcorder</b> (Panasonic)  <b>Palm V</b> (not 5)  <b>palmOne</b> except in ASIN title  <b>PalmPilot</b>  <b>palmsize</b>  <b>palmtop</b>  <b>Palm-size PC</b> (Microsoft)  <b>Palm Universal Connector</b> (in reference to Palm products)  <b>Panasonic</b>  <b>Pay As You Go</b>  <b>PCPhoto</b> magazine  <b>Peachtree</b>  <b>PCI card</b>  <b>PC Card</b>  <b>peak-to-peak</b> (way of measuring voltage)  <b>peer-to-peer</b> (adj.)  <b>P.E.M. D.D.</b> (JVC)  <b>Pentax</b>  <b>Pentium II or Pentium III</b> (not 2 or 3)-                      -but, <b>Pentium 4</b>  <b>Performance</b>  <b>Permalloy</b>  <b>Philips</b>  <b>phone</b> (not telephone)  <b>phone book</b>  <b>phono</b>  <b>Photo CD</b>  <b>PhotoMAX</b> (Polaroid)  <b>Photo-REt, PhotoREt III</b> (color-layering technology, HP)  <b>Photoshop</b>  <b>PhotoShot</b> (Panasonic)</p>
A	<p><b>G</b></p> <p><b>G&amp;A Imaging</b>  <b>gamepad</b>  <b>Garmin</b>  <b>GB</b> (abbreviation for gigabytes; add</p>	

(Panasonic)	space between numeral and GB, ex: 4.3 GB )	<b>Photosmart</b> (HP)
<b>Advent</b>	<b>GBC</b>	<b>PhotoSuite</b> (MGI)
<b>After Effects</b> (Adobe)	<b>GE</b> (use instead of General Electric)	<b>PhotoVu Link</b> (Panasonic)
<b>Agfa</b>	<b>Gel-eez</b>	<b>PictBridge</b> (HP)
<b>airpanel (ViewSonic)</b>	<b>General MIDI (GM</b> on second reference)	<b>picture-in-picture</b> (instead of PIP)
<b>Aiwa</b>	Gigabit	<b>Pinnacle Systems</b>
<b>AllSet</b> (Panasonic)	<b>GigaDrive</b> (Linksys)	<b>Pioneer</b>
<b>Allsop</b>	<b>Giga Pocket engine</b> (Sony)	<b>PIXMA</b> (Canon)
<b>Altec Lansing</b>	<b>global positioning system</b> (GPS acceptable on second mention)	<b>playlist</b>
<b>Ambico</b>	<b>GoLive</b> (Adobe)	<b>Plossl eyepiece named after inventor</b>
<b>American Power Conservation</b>	<b>Go-Video</b>	<b>plug and play</b> (n.), <b>plug-and-play</b> (adj.)
<b>AM/FM</b>	<b>goVox</b> (LandWare)	<b>PlusCode</b> (VCR Plus+)
<b>analog audio outputs</b>	<b>G-Protection</b> (Sony)	<b>Pocket PC</b>
<b>anti-roll mechanism</b>	<b>GPS</b> (use <b>global positioning system</b> at first mention)	<b>POP3</b> (e-mail protocol)
<b>Anti-Shock Memory (ASM) system</b> (Panasonic)	<b>grayscale</b>	<b>Pop-Port connector</b>
<b>Anti-Shock Memory II</b> (Panasonic)	<b>Grille</b>	<b>Porro prism</b>
<b>AppleTalk</b>	<b>Grundig</b>	<b>PNY</b>
<b>APS</b> (use <b>Advanced Photo System</b> at first mention)	<b>H</b>	<b>point-and-shoot</b> (n., adj.)
<b>AQUOS</b>	<b>H.324</b> (phone standard)	<b>PostScript</b> (Adobe)
<b>aramid fiber</b>	<b>HandEra</b>	<b>PowerBook</b>
<b>Artisoft</b>	<b>handheld</b> (both adj. and n.)	<b>Power Mac</b>
<b>artificial intelligence</b> (AI acceptable on second mention)	<b>Handheld PC</b> (Windows CE device)	<b>PowerPC</b> (processor)
<b>artificial intelligence sound</b> (Panasonic)	<b>Handheld PC Pro</b> (Microsoft licensees)	<b>Powersave</b> (Philips)
ASUS	<b>hard disk drive</b>	<b>PowerShot</b> (Canon)
<b>ATI Radeon X300 SE</b>	<b>Harman Kardon</b>	<b>PowerView</b> (Bushnell)
<b>ATRAC</b> (minidisc standard)	<b>Hawking Technology</b>	<b>ppm</b> (pages per minute)
<b>AT&amp;T</b>	<b>HDD</b>	<b>preamp</b>
<b>audible.com</b> (capitalize at the beginning of a sentence in text; leave lowercase in headlines)	<b>HD DVD</b>	<b>Prebate</b> (Lexmark)
<b>Audible Inc.</b> (when referring to the company)	<b>HDTV</b> (use high-definition TV at first mention)	<b>Pretec</b>
<b>AudibleReady</b>	<b>Heat.Net</b> (Internet game service)	<b>print head</b>
<b>audiocassette</b>	<b>Helix</b> (Samsung)	<b>printout</b>
<b>Audio Logic</b>	<b>Hi8</b>	<b>progressive-scan DVD player</b>
<b>audio-video</b> (AV acceptable after first mention)	<b>hi-fi</b>	<b>Pro Logic</b>
<b>auto</b> (except when exceptions are listed, keep open when used as an adjective meaning automatic)	<b>high color</b>	<b>Pro-Tect Plus</b> (RCA)
<b>autoexposure</b>	<b>High Current Capability (HCC</b> acceptable on second mention)	<b>Q</b>
<b>autofocus</b>	<b>high-definition TV (HDTV</b> acceptable on second mention)	<b>Q Sound</b>
<b>Automatic Volume Limiter System</b>	<b>Hitachi</b>	<b>Q Surround</b> (Aiwa)
		<b>Qualcomm</b>
		<b>quasi playback</b>
		<b>QuickBooks</b> (Intuit)
		<b>QuickTime</b>
		<b>Quik Sync</b> (Iomega)

**(AVLS)** (Sony)  
**auto reverse**  
**autorouting**  
**AutoStandby** (Uniden)  
**AutoTalk** (Uniden)  
**Auto Thyristor** (Vivitar)  
**AV** (use audio-video at first mention)

**B**

**backlight, backlit**  
**backup** (n.) **back up** (v.)  
**Back-UPS**  
**backward-compatible** (adj.),  
**backward compatible** (predicate adj.)  
**Battery Friendly** (Socket trademark)  
**Battle.net** (Internet game service)  
**Belkin**  
**Bell and Howell**  
**BenQ**  
**Best Data Products**  
**Bigpicture**  
**BioWare**  
**black and white** (n.), **black-and-white**  
 (attribute); **B&W** is OK if not in running  
 text. Do not use black & white.  
**black-level control**  
**BlackBerry** (handheld)  
**Bluetooth**  
**Blu-ray disc**  
**boombox**  
**Bose**  
**Boston Acoustics**  
**Brother**  
**BRAVIA**  
**Brunton**  
**bubble jet** (n.), **bubble-jet** (adj.)  
**buying guide**

**C**

**caller ID**  
**caller ID/call waiting** (caller ID  
 function)  
**camera phone** (never hyphenate)  
**CanoScan**

**HomeSite** (Allaire)  
**home theater in a box** (not HTIB)  
**home theaters in a box**  
**home theater system** (not theatre)  
**hot key**  
**HoTMetal** (SoftQuad software)  
**HotSync**  
**HP** (abbreviation for Hewlett-Packard)  
**HTML**  
**HyperCard** (Macintosh)  
**Hyper Scan** (JVC)  
**Hyper Surround** (JVC)  
**hyperthreading**

**I**

**i2Go.com**  
**IBM**  
**iBook**  
**ID3 tag** (labels mp3 songs)  
**IEEE 1394** (same as FireWire)  
**i.Link**  
**iMac**  
**IMAP4** (e-mail protocol)  
**Imation**  
**InDesign** (Adobe)  
**Index Search** (Panasonic)  
**Infinity**  
**InFocus**  
**InfoLithium**  
**Illumi-Guide control**  
**infrared**  
**inkjet, inkjet printer**  
**inline**  
**insidephone** (Panasonic)  
**Insta-Focus** (Bushnell)  
**instant messaging (IM)**  
**InstaVision** (Bushnell)  
**Intel**  
**IntelliFAX** (Brother)  
**Intelligent Scanning Technology** (HP)  
**IntelliMouse**  
**Intellisync** (Puma software)  
**InterAct**  
**Internet service provider, or ISP**  
**introscan** (apparently not a trademark)  
**iPod, iPod mini, iPod nano, iPod**

**R**

**RAM**  
**rangefinder**  
**RCA**  
**RealAudio**  
**RealVideo**  
**Recoton**  
**red-eye** (n., adj.)  
**ReplayTV**  
**REt**  
**Return+** (JVC)  
**rewritable**  
**Ricoh**  
**Riflescope**  
**ringtone**  
**RJ-11** (phone plug/jack)  
**Rolling Stone**  
**RS-232, RS-232-C** (serial port  
 standards)

**S**

**sample rate converter**  
**Samsung**  
**SanDisk**  
**Sansui**  
**Sanyo**  
**scalable**  
**Scanjet** (HP)  
**S.E.A. equalization** (JVC)  
**screen saver**  
**Secured Encryption Technology**  
 (SuperDisk)  
**Secure Digital card**  
**Sennheiser**  
**SDRAM** (synchronous DRAM)  
**Sharp**  
**Shockwave** (Macromedia)  
**ShockWave** (Panasonic)  
**ShockWave Metal** (Panasonic)  
**ShowSaver memory protection**  
 (RCA)  
**Shredmaster**  
**Shure**  
**SimpleSearch** (ScanSoft)  
**SkipDoctor**

<b>Canon</b>	<b>photo, iPod shuffle</b>	<b>SmartScanner</b>
<b>CaptionVision</b> (multiple manufacturers)	<b>IO digital pen</b> (Logitech)	<b>SLR</b> (acceptable on first reference; stands for single-lens reflex)
<b>CardBus</b>	<b>lomega</b>	<b>Smart Autofocus</b> (Canon)
<b>carry case</b>	<b>iPAQ</b> (Compaq)	<b>SmartList</b> (Elron)
<b>Case Logic</b>	<b>IrDA</b>	<b>SmartMedia</b>
<b>Casio</b>	<b>iRiver</b>	<b>SmartMute</b> (Magnavox)
<b>Cat5</b>	<b>iTunes</b>	<b>smartphone</b>
<b>C battery</b>	<b>ITU-T</b> (communications standard)	<b>SmartScanner</b>
<b>cc:Mail</b> (Lotus)	<b>i-zone</b> (camera)	<b>SmartSound Plus</b> (Magnavox)
<b>CD</b> (CD Digital Audio or CD Extra)	<b>J</b>	<b>Smart-UPS</b>
<b>CD Graphics</b>		<b>smooth-motion scan</b>
<b>CD-I</b>	<b>Jacket</b> (Macally trademark)	<b>Socket Digital Phone Card</b>
<b>CD-i Bridge</b>	<b>Java</b>	<b>SO DIMM</b> (memory)
<b>CD Jogger</b> (Panasonic)	<b>JavaScript</b>	<b>SoftQuad</b>
<b>CD Jogger+</b> (Panasonic)	<b>JavaScrip</b>	<b>SOHO</b> (small office and home office; avoid acronym on first mention)
<b>CD LabelMaker</b> (Data Becker)	<b>Jaz drive</b>	<b>Sony</b>
<b>CD Manager</b> (Panasonic)	<b>JBL</b>	<b>Sony Ericsson</b> (phones)
<b>CD-MIDI</b>	<b>Jensen</b>	<b>sound card</b>
<b>CD-R</b>	<b>Jetprinter</b>	<b>SoundJam MP</b>
<b>CD-ROM</b> (6x/6x/2x)	<b>jewel case</b>	<b>Southwestern Bell</b>
<b>CD-ROM XA</b>	<b>JumpStart</b> (children's software)	<b>SP3, SP4, etc.</b> (Microsoft; short for Service Pack 3, Service Pack 4, etc., for Windows NT)
<b>CD single</b>	<b>JVC</b>	<b>Spacemaker</b> (GE)
<b>CD Text</b> (n., adj.)	<b>K</b>	<b>Spatializer</b>
<b>CD-R, CD-RW, CD-R/RW</b>		<b>S/PDIF</b> (Sony/Philips Digital Interface)
<b>CD-RW</b> (adj.), <b>CD-writer</b> (n.)	<b>K</b> (see <b>K</b> entry under "Abbreviations")	<b>speakerphone</b>
<b>Celeron</b>	<b>Kbps</b> (abbreviation of kilobits per second; add space between numeral and Kbps, ex: 80 Kbps)	<b>Spectra lens coating</b> (Canon)
<b>CG silicon</b>	<b>Kensington</b>	<b>speed dial</b> (n.), <b>speed-dial</b> (adj.)
<b>ChanneLock</b> (RCA)	<b>Kenwood</b>	<b>Sprint</b>
<b>chipset</b>	<b>kernel</b>	<b>SquareSoft</b>
<b>ClearVoice</b>	<b>KLH</b>	<b>standalone</b> (n., adj.)
<b>Click Wheel</b>	<b>Klipsch</b>	<b>startup</b>
<b>Cobra</b>	<b>Kodak</b>	<b>stereophone</b>
<b>color-layering technology</b> (printers)	<b>Kogi</b>	<b>Stick It Right</b>
<b>ColorStream</b>	<b>Konica-Minolta</b>	<b>still-frame</b> (n., adj.)
<b>ColorTRAK</b>	<b>Koss</b>	<b>Stitch Assist</b> (Canon)
<b>ColorView screen</b> (RCA camcorder)	<b>Kyocera</b>	<b>Studio Acoustics</b>
<b>combo</b> (instead of combination--ex., TV/VCR combo)	<b>L</b>	<b>Super Audio CD</b> (SACD acceptable on second reference)
<b>Commercial Advance</b> (licensed to multiple manufacturers)		<b>SuperDisk</b>
<b>CompactFlash</b>	<b>Labtec</b>	<b>Super Extra Bass System (S-XBS)</b> (Panasonic)
<b>Compact Modem Card</b> (Panasonic)	<b>LaCie</b>	<b>Super G</b>
<b>component-video</b> (adj.)	<b>LAN</b>	<b>Super Spectra lens coating</b> (Canon)
<b>composite-video</b> (adj.)	<b>LANalyzer</b>	
<b>Compu Link</b>	<b>landline</b>	
<b>Compu Play</b>		

**Conair**  
**Coolpix** (Nikon)  
**CopyJet** (HP)  
**CreataCard** (American Greetings)  
**Creative Kit** (Polaroid)  
**Creative Labs**  
**Cstar**  
**Customer Care** (HP)  
**Cyber-shot** (Sony)

**D**

**D/A** (use digital-to-analog at first mention)  
**DataFab**  
**date book**  
**D battery**  
**DB-25** (type of computer plug)  
**DB-9** (type of computer plug)  
**dBV**  
**dbx** (brand name for audio equipment)  
**DDR DRAM** (double data rate dynamic random access memory)  
**DEC**  
**Dell**  
**Denor**  
**Design Acoustics**  
**Deskjet** (HP)  
**DeskWriter**  
**Diamond Multimedia**  
**dielectric**  
**DigiCom**  
**Digital8** (JVC)  
**Digital Acoustic Processor** (JVC)  
**digital audio outputs**  
**Digital Camera Card** (Casio)  
**digital comb filter**  
**Digital DIN**  
**Digital Research**  
**digital spread spectrum (DSS)** (acceptable after first mention)  
**Digital Theater Sound**  
**digital-to-analog** (D/A acceptable after first mention)  
**Digital Viewcam** (Sharp)  
**Direct3D** (video standard)  
**DirectCD** (software)

**LandWare**  
**LANtastic**  
**laptop** (or **notebook**)  
**Laral**  
**LaserJet**  
**last-number redial**  
**LCD**  
**Leica**

**Lexmark**  
**Light Tower** (a remote control from Panasonic)  
**LineShare** (WebTV)  
**Linksys**  
**Linux**  
**lithium-ion battery**  
**LiveMotion** (Adobe)  
**Logitech**  
**lux**

**M**

**MacBook**  
**MacBook Pro**  
**Mac mini**  
**Mac OS** (use for all Macintosh operating systems, including **Mac OS X**)  
**Mac OS X 10.1** (use for all post-X versions of the Mac OS)  
**MacPac**  
**Mac Pro**  
**Magellan**  
**Magix**  
**Magnavox**  
**ManageWise**  
**MAPI** (Message Application Programming Interface)  
**Map 'N Track**  
**MasterCube**  
**Master Touch Universal Glo-In-The-Dark**  
**matrix surround sound**  
**Maxell**  
**MaxTech**  
**Maxtor**  
**MB** (abbreviation for megabytes; add space between numeral and MB, ex: 32

**Super Video CD**  
**surge suppressor** (not surge protector)  
**SurgeMaster**  
**surround sound** (n., adj.)  
**Suunto**  
**SVGA** (video standard)  
**S-VHS**  
**S-video** (except in Tech Specs)  
**sync, synced, syncing**  
**synchro recording**  
**synchro start**

**T**

**T-1** (Internet access)  
**tablet PC**  
**TalkAbout** (Motorola)  
**Tamron** (Motorola)  
**Tape Program Search** (Panasonic)  
**Targus**  
**T-Buffer digital cinematic effects** (3dfx)  
**TDK**  
**Teac**  
**Technics**  
**Texas Instruments**  
**THD** (acceptable on first mention in specs; stands for "total harmonic distortion")  
**The Learning Company**  
**thermal inkjet**  
**ThrustMaster** (Guillemot)  
**Thomson Consumer Electronics**  
**.TIF** (file type)  
**TiVo**  
**Toner Saver** (Lexmark)  
**Toshiba**  
**Toslink**  
**total harmonic distortion** (THD acceptable on first mention in specs)  
**touchpanel, touchscreen**  
**touch-tone**  
**touch-typing** (n.)  
**touch-type** (adj.)  
**traceroute**  
**Tracker**

<b>DirectInput</b> (Microsoft)	<b>MB</b>	<b>TravRoute</b>
<b>DirectMusic</b> (Microsoft)	<b>Meade</b>	<b>TRENDNet</b>
<b>DirectSound</b> (Microsoft)	<b>Mega Bass</b> (Sony)	<b>TriPad</b>
<b>DirectSound 3D</b> (Microsoft)	<b>Mega Pixel</b> (Polaroid)	<b>Tripp Lite</b>
<b>DIRECTV</b>	<b>Mega Storage</b> (Sony)	<b>true color</b>
<b>Discman</b>	<b>Memorex</b>	<b>TrueType</b>
<b>Discwasher</b>	<b>Memory Stick</b>	<b>Tungsten</b>
<b>Diskeeper</b>	<b>message-waiting indicator</b>	<b>TurboTax</b> (Intuit)
<b>Divx</b>	<b>MHz</b> (abbreviation for megahertz; add space between numeral and MHz, ex: 900 MHz)	<b>TV</b> (instead of television)
<b>DLX</b>	<b>Micro Innovations</b>	<b>TWAIN</b> (Technology Without an Interesting Name)
<b>D-Link</b>	<b>Microdrive</b> (IBM)	<b>TwIN Texel</b> (nVidia)
<b>DNR Perfect</b> (Toshiba)	<b>MicroMV</b>	<b>two-way radio</b>
<b>Dolby Digital</b>	<b>Micro Piezo</b> (Epson)	
<b>Dolby Pro Logic</b>	<b>MicroProse</b>	<b>U</b>
<b>Dooney &amp; Bourke</b>	<b>Microsoft</b>	
<b>DOS</b> (general disk operating system; check context, as <b>MS-DOS</b> is often the operating system in question)	<b>Microsoft .NET</b>	
<b>dpi</b>	<b>Microsoft Office v. X for Mac</b>	
<b>DragonBall</b> (Motorola)	<b>Microsoft wireless communications kit</b>	<b>Ultrawide Bandwidth</b>
<b>DSS</b> (use digital spread spectrum at first mention)	<b>microstereo</b>	<b>Umax</b>
<b>DTS</b> (digital theater system, generic)	<b>Microtek</b>	<b>Uniden</b>
<b>Dual-Deck</b> (Go-Video trademark when referring to VCRs)	<b>MIDI</b> (Musical Instrument Digital Interface)	<b>Universal Easicon</b>
<b>Duofol</b> (Sennheiser)	<b>Midland</b>	<b>Universal Plug and Play (UPnP)</b>
<b>DVD</b>	<b>midrange</b>	<b>universal remote control</b>
<b>DVD-Audio</b>	<b>milliamp</b>	<b>Unix</b>
<b>DVD-R</b>	<b>millimeter</b> (spell out, except "35mm film," "28-120mm zoom lens")	<b>unlocked</b>
<b>DVD-RAM</b>	<b>mini-CD</b>	<b>unwired</b>
<b>DVD-ROM</b>	<b>minidisc</b>	<b>up-converting</b>
<b>DVD-R/RW</b>	<b>MiniDV</b>	<b>upgradable</b>
<b>DVD-RW</b>	<b>mini-movie</b>	<b>USB</b> (acceptable on first mention)
<b>DVD+R</b>	<b>miniSD</b>	<b>USB flash drive</b>
<b>DVD+R/RW</b>	<b>minisystem</b>	<b>USB auto connect</b>
<b>DVD+RW</b>	<b>Minolta</b>	<b>USB flash drive</b>
<b>DVD±RW</b>	<b>modes</b> (lowercase mode names--arcade mode, versus mode, etc.)	<b>USB universal connector</b>
<b>DVD Text</b>	<b>mono</b>	<b>user's manual</b>
<b>DVD-universal</b>	<b>Motorola</b>	<b>U.S. Robotics</b>
<b>DVD-VCR</b>	<b>mouse pad</b>	
<b>DVD-Video</b>	<b>mouse, mice</b>	<b>V</b>
<b>dynamic bass boost system (DBBS)</b>	<b>Movie Advance</b> (licensed to multiple manufacturers)	<b>Vaio</b>
<b>dynamic HTML</b>	<b>MPEG-1</b> (compression standard)	<b>vCard</b>
<b>Dynamic Super L</b>	<b>MP3</b>	<b>V CAST</b> (Verizon)
		<b>V-chip</b>
<b>E</b>		<b>VCP</b>
		<b>VCR</b>
		<b>VCR Plus+</b>
		<b>VHS</b>

**earbud**  
**EarHugger**  
**Easicon** (Panasonic)  
**EasyShare**(Kodak)  
**EIDE** (standard for hard drives)  
**Elasti-mesh side pockets** (Samsonite)  
**Electronic Shock Absorption** (Philips, others)  
**Elite Rudder Pedals** (ThrustMaster)  
**Elph**  
**Emerson**  
**Energizer**  
**EnergySaver**  
**Epoc**  
**Epson**  
**ErgoMouse**  
**ErgoPAD**  
**EtherFast** (Linksys)  
**EtherLink**  
**Ethernet**  
**EV-DO**  
**ExacTrak**  
**Expansion Pak** (Nintendo)  
**ExpressBus**  
**Extended Data Service** (standard set by FCC)  
**Extreem pack exterior** (Samsonite)  
**eyemodule** (lowercase trademark)  
**EZ Copy** (Go-Video)

**MP3Mail** (i2Go.com)  
**mp3PRO**  
**MS-DOS**  
**multifunction** (n., adj.)  
**MultiMediaCard** (or MMC card)  
**Multi Sound Processor** (Aiwa)  
**Mustek**  
  
**N**  
  
**n-** (generic number, as in **n-tier architecture**)  
**N64**  
**Nakamichi**  
**Natureview** (Bushnell)  
**NEC**  
**NEOGEO**  
**.NET** (Microsoft)  
**NetBIOS**  
**Netgear**  
**NewKidCo**  
**New Media Tech**  
**Nexus** (Samsung)  
**NFR (Noise Filtration Recording)** (Aiwa)  
**ni-cad** (not Ni-Cad or Ni-Cd)  
**NITEglo** (RCA)  
**NiMH**  
**nonplayer character (NPC** acceptable after first mention)  
**Novell NetWare NTFS** (NT file system)  
**NVIDIA**  
**nWo** (New World Order wrestling federation)

**O**

**OfficeConnect**  
**Officejet** (HP)  
**Ogg Vorbis**  
**ohms**  
**Okidata**  
**Olympus**  
**Onkyo**  
**onscreen**

**ooma**

**VHS-C**  
**video card**  
**Video CD** (digital)  
**videoconference**  
**videocassette**  
**videophone**  
**viewcam**  
**ViewSonic**  
**Viking Memory Finder** (n.), **Viking's Memory Finder** (attr.)  
**virtual 3-D surround sound**  
**virtual Dolby**  
**virtual surround sound**  
**viruslike**  
**VisionTek**  
**voice-activated system, voice activation system**  
**voice mail**  
**Voice over IP (VoIP)**  
**volts**  
**VOX** (voice-activation feature)  
**V-Sensor** (Aiwa)  
**VTech**

**W**

**walkie talkie**  
**Walkman**  
**watts**  
**waypoint**  
**Webcam**  
**WebTV**  
**Wheel Mouse**  
**Whistler**  
**Wide Area Augmentation System (WAAS)**  
**widestream**  
**Wi-Fi**  
**Windows 9x** (short for Windows 95 and 98)  
**Windows Me**  
**Windows NT Server**  
**WingMan**  
**Wireless-B**  
**Wireless-G**  
**WON.net**  
**WordPerfect**

**OpenGL** (video standard)  
**Opti-Trac**  
**oversampling**

**Worm Light**  
**WYSIWYG** (What You See Is What You Get)

**X**

**x** (6x/6x/2x CD-ROM drive; 25x zoom)

**Xbox**

**xD**

**Xerox**

**XMetaL** (SoftQuad)

**X Window System**

**Y**

**Yamaha**

**Z**

**Z chassis**

**Zenith**

**ZENworks**

**Zhumell**

**Zip drive**

**ZIP file**

zoom: **8x, 32x**



## Appendix B

### Sub-Category Style Guides

#### Small Office Home Office (SOHO)

##### Titles for Small Office Home Office:

Brand + Series Name + Product Name + Product Type + (model #)

##### Printer title examples:

- Canon Pixma MX850 Office All-in-One Printer (2436B002)
- HP Photosmart C7280 All-in-One Printer (CC567A#ABA)
- Lexmark X4550 Wireless All-in-One Photo Printer (1410600)
- Epson Stylus C88+ Inkjet Printer (C11C617121)

##### Scanner title examples:

- Canon CanoScan 8800F Color Film/Negative/Photo Scanner (2168B002)
- Fujitsu ScanSnap S510 Instant PDF Sheet-Fed Scanner
- NeatReceipts Professional Mobile Receipt and Document Scanner and Software Combination (Version 3.0)

##### Other title examples:

- Texas Instruments TI-89 Titanium Graphing Calculator
- Panasonic DECT 6.0 3-Handset Expandable Digital Cordless Phone System (KX-TG1033S)
- Franklin TG-490 Speaking Translator
- Fellowes Powershred P-57Cs Shredder (32057)

##### Feature Bullets for Small Office Home Office:

- Bullet 1: Overall synopsis of product
- Bullet 2: Major feature(s)
- Bullet 3: Major feature(s)
- Bullet 4: Minor feature(s)
- Bullet 5: Included accessories

##### Examples:

- All-in-one device can fax, copy, scan, and print
- Built-in Ethernet jack allows simple connection to a network
- Prints at a maximum of 9600 x 2400 dpi for great photos
- Built-in memory card reader and 2.5-inch display allows for photo prints directly from a memory card
- Automatic document feeder enables automatic duplexing

#### Personal Computers

(laptops, desktop computers, tablets, and netbooks)

##### Titles for Personal Computers:

Brand + Series + Model + Notebook screen size + Laptop/Desktop + (Color [if applicable])

Examples:

Toshiba Satellite U405D-S2848 13.3-Inch Laptop (Fusion)  
Apple MacBook Pro MB133LL/A 15.4-Inch Laptop  
Sony VAIO VGN-SR140E/P 13.3-Inch Laptop (Pink)  
HP Pavilion M9350F Desktop

For more examples, visit the Amazon.com [Notebooks](#) and [Desktops](#) stores.

### **Computer and Tablet Accessories**

(laptop and tablet batteries, chargers, carrying cases, anti-glare/display filters, stands, docks, port replicators, cooling pads/lap pads, locks and security, styli, screen protection)

Titles for Computer and Tablet Accessories:

Brand + Product + (model # [if applicable])

Titles should be 150 characters or less.

Do not include condition types (e.g. “New,” “Refurbished,” “Remanufactured,” etc.) in the title. To list products in various conditions, review the Condition Guidelines in seller Help.

Do not include terms like “Original,” “Genuine,” “Free,” “Bonus,” “Price,” “Exclusive,” or “A \$XX Value” in titles.

Do not use the term “OEM” in your title (or elsewhere) because it might be confusing to customers.

If a model number is included, add it at the end in parenthesis. Don’t start off with the model number.

In general, do not mention color in the title, unless it is a special feature of the product, like a limited edition for which color is important (e.g. Microsoft Wireless Notebook Optical Mouse 3000--Dragon Fruit Pink).

If you are unsure about the exact product name, check the manufacturer’s website to see what they call the product. More often than not, that is the format that we use.

The first letter of each word in the title should be capitalized, unless the product name or manufacturer name is deliberately spelled with a lowercase letter (such as Apple iPad with Retina Display MD510LL/A) or in all caps.

Manufacturers with Unusual Names or Spelling:

3Dconnexion  
D-Link  
InFocus  
Netgear (don’t use all caps)  
ooma (first letter is lowercase)  
SwissGear (all one word)  
TRENDnet  
VisTablet  
ZyXEL

Spell out words such as inches, feet, pounds, and other types of measurements.

Do not include marketing terms that are not actually part of the product's name. "Super-Fast Netgear Router" should read "Netgear Router." Feature and benefit information can be surfaced elsewhere.

Size information should only be included in titles when it differentiates the Item from similar Items.

Examples of good accessories titles:

Logitech V20 Notebook Speakers

Logitech V220 Cordless Optical Mouse for Notebooks

Example of bad accessories title:

Logitech 967740-0403 Internet 350 Vista Qualified Usb Keyboard – Black

The part number is too close to the beginning of the title, "Usb" must be in all caps, and "Black" is not a special feature and should not be included.

Titles for Computer and Tablet Accessories with Compatibility:

[Brand] + [Product Name] + ([Model Number] if applicable) + ["for " + base device or base device series]

Do not list all the model numbers with which the product is compatible. Use the base device series if the product is compatible with more than one model. Titles should be 150 characters or less. Compatible models and model numbers can be listed in the product description.

Examples of good titles for products with compatibility:

- Apple 85W MagSafe Power Adapter for MacBook Pro (MC556LL/B)
- Compaq Lithium Ion Battery for Presario 700 Series Laptops

Example of bad title with too many compatible models listed:

- New Replacement Li-Ion Battery for IBM ThinkPad T40 T41 T41p T42 T43 R50 R50e R50p R51 R52 Series Laptops / Replacement IBM Battery P/N 02K6699 08K8192 08K8193 08K8195 08K8197 08K8214 92P1011 92P1060 92P1071 92P1075 92P1087 92P1089 92P1091 9291101 9291102

Titles for Generic Computer and Tablet Accessories with Compatibility:

[Product Name] + ([Model Number] if applicable) + ["for " + base device or base device series]

Example:

- Lithium Ion Battery for Lenovo X300 Series

Brand for Computer and Tablet Accessories:

Use the brand name of the manufacturer. Do not use the brand name of a base device manufacturer simply because your accessory is compatible with it. For example, do not use "Dell" as the brand name for a generic laptop battery that is compatible with Dell laptops. Use the term "Generic" as the brand for generic products. Use of incorrect brand names is misleading to customers.

Bullet Points for Computer and Tablet Accessories:

- Bullet 1: Overall synopsis of product. Example: Pen tablet with USB connection
- Bullet 2: Major feature. Example: 1,024 levels of pressure-sensitivity

- Bullet 3: Minor feature. Example: Customizable menu shortcut buttons
- Bullet 4: Materials and construction (if important, if not, another feature is fine). Example: Thick, durable overlay
- Bullet 5: Warranty or accessory information: Example: Limited lifetime warranty

Product Description for Computer and Tablet Accessories:

Example: On your desk, advanced laser technology gives you precise tracking and instant response. In the air, innovative Freespace motion sensing transforms hand motions into natural, responsive cursor controls. Sit back and listen to music, browse photos, or surf the Web from your desk or across the room. Intuitive wave-and-click control offers an easier and more natural way to enjoy your favorite media. An operating range of 30 feet lets you navigate media from anywhere in the room.

Warranty Information for Computer and Tablet Accessories

Provide accurate warranty information in the bullets and/or product description and listing comments. When listing products with the “New” condition type, the original manufacturer’s warranty, if any, must apply (see Condition Guidelines). Do not indicate that the product has a valid manufacturer’s warranty if it does not. Do not indicate that use of your computer or tablet accessory “will not void the warranty” of the base device.

Example of prohibited warranty information:

The Techno replacement battery for Dell Inspiron models will not void the original manufacturer’s warranty.

**Computer Components**

(internal hard drives, motherboards, CPUs, computer memory, computer cases, etc.)

Titles for Computer Components:

Brand + Model Number and/or Model Name + Defining Spec and/or Interface + (color, #-pack [if applicable])

**Note:** To aid in more effective search, use “-Inch” or the word “Inches” in place of quotes and place a space before terms like MB, GB, Mhz, RPM etc.

Example: Western Digital Caviar 1 TB SATA 6 GB/S 7200 RPM 64 MB Cache Internal 3.5-Inch Desktop Hard Drive (Bulk/OEM)

Images for Computer Components:

- Primary image should be a .jpg or .tif at least 1000 pixels by 1000 pixels, and up to 3000 pixels by 3000 pixels to take full advantage of zoom
- Images should be on a white background. If the product is white, use drop shadows to offset it.
- 1<sup>st</sup> Image: Product shot without packaging
- 2<sup>nd</sup> Image: Retail packaging shot
- 3<sup>rd</sup> Image: Overhead product shot (if applicable) or ¾ product shot
- 4<sup>th</sup> Image: Included accessories shot (if applicable) or lifestyle shot
- Additional images can show close up shots of ports, features, or lifestyle images.

Bullet Points for Computer Components (by subcategory):

Hard Drives (Internal)

- Bullet 1: Capacity (ex: 500 GB, 1 TB, etc)
- Bullet 2: RPM, Cache (if available, ex: 5400 RPM, 8 MB Cache)

- Bullet 3: Interface (ex: SATA)
- Bullet 4: Form Factor (ex: 3.5 inch, etc)
- Bullet 5: Notable Feature or Warranty Info (ex: "Seagate 5 Year Warranty")

#### Motherboards

- Bullet 1: Chipset (ex: Intel X48, 1600 MHz Bus Speed)
- Bullet 2: # of Memory Slots, Memory Supported (4 Memory Slots (up to 8 GB), DDR3 1600/1333/1066/800)
- Bullet 3: CPU Socket Type (ex: LGA 775)
- Bullet 4: Form Factor (ex: ATX Form Factor)
- Bullet 5: Notable Features or Warranty Info (ex: "Gigabit LAN, Integrated 8 Channel Audio")

#### CPUs

- Bullet 1: Clock Speed (ex: 2.66 Ghz)
- Bullet 2: Processor Type (Intel Core 2 Quad)
- Bullet 3: CPU Socket Type (ex: LGA 775)
- Bullet 4: Bus Speed (ex: 1333 fsb)
- Bullet 5: Cache Size (ex: "12 MB Cache")

#### Memory

- Bullet 1: Capacity, + detail if available (ex: 2 GB Kit (2 x 1 GB))
- Bullet 2: Memory Speed Technology (ex: DDR2 800 (PC2 6400))
- Bullet 3: Memory Form Factor (ex: UNBUFFERED NON-ECC 184-PIN DIMM)
- Bullet 4: Voltage (ex: 2.1v)
- Bullet 5: Memory CAS Latency (ex: "4")

#### Video Cards

- Bullet 1: Video card chipset (ex: GeForce 9800 GTX)
- Bullet 2: Memory size and speed (ex: 512 MB GDDR3)
- Bullet 3: Card interface (ex: PCI Express 2.0 x16)
- Bullet 4: GPU core clockspeed (ex: 600 Mhz GPU Clock)
- Bullet 5: Memory (effective) clockspeed (ex: 1800 Mhz Effective Memory Clock)

#### Power Supplies

- Bullet 1: Certifications if available OR efficiency rating (ex: Designed to meet 80PLUS Certification)
- Bullet 2: SLI certified YES or NO (ex: SLI Certified: YES)
- Bullet 3: Number of +12V rails (ex: +12V Rails: 4)
- Bullet 4: Maximum Power Rating (ex: Maximum Power: 750 Watts)
- Bullet 5: Power Supply Type (ex: Supports EPS12V v2.91 and ATX12V systems)

#### PC Cases

- Bullet 1: Case Construction Material (ex: Case Construction Material: Steel / Plastic)
- Bullet 2: Case Type or Form Factor (ex: ATX Mid Tower)
- Bullet 3: Included Fans, by size (ex: 4 120 mm Fans, 2 90 mm Fans)
- Bullet 4: Front Ports (ex: Front Ports: USB, Audio, e-SATA)
- Bullet 5: Motherboard Compatibility (ex: Motherboard Compatibility: Extended ATX, ATX, Micro ATX)

#### Sound Cards

- Bullet 1: Audio Chipset (ex: Sound Blaster X-Fi)
- Bullet 2: Sound Channels Supported (ex: Sound Channels Supported: 7.1)
- Bullet 3: Digital Audio Conversion Rate and Sample Rate (ex: 24-bit Analog-to-Digital conversion of analog inputs at 96 kHz sample rate)
- Bullet 4: Ports available on the card (ex: Line-in, Line-out, Mic, Subwoofer, Front, Rear, Side, etc)
- Bullet 5: Card Interface (ex: Interface: PCI)

#### PC Cooling Products

- Bullet 1: Included Fans, by size (ex: 4 120 mm Fans, 2 90 mm Fans)
- Bullet 2: Product Construction Material (ex: Product Construction Material: Copper)
- Bullet 3: Air Flow (ex: Air Flow: 47.2 CFM)
- Bullet 4: Fan Speed (ex: Fan Speed: 3000 RPM)
- Bullet 5: Special Feature (ex: "Folding design for easy storage and transportation")

#### **Computer Peripherals**

(mice, keyboards, webcams, computer speakers, pc gaming hardware, external hard drives, etc.)

#### Titles for Computer Peripherals:

Brand + Product + (model # [if applicable])

If a model number is included, add it at the end in parenthesis. Don't begin with the model number.

In general, color is not necessary in the title. Do not mention color in the title unless it is a special feature of the product, such as a limited edition for which color is important (such as the Microsoft Wireless Notebook Optical Mouse 3000 - Dragon Fruit Pink). If you are unsure whether the color is important, do not put the color in the title.

If you are unsure about the exact product name, check the manufacturer's website. More often than not, that is the format that we use.

The first letter of each word in the title should be capitalized, unless the product name or manufacturer's name is deliberately spelled with a lowercase letter (such as ooma Core VoIP Phone System with No Monthly Phone Service Bills) or all caps.

#### Sample Manufacturers with Unusual Names or Spelling:

3Dconnexion  
D-Link  
InFocus  
Netgear (don't use all caps)  
ooma (first letter is lowercase)  
SwissGear (all one word)  
TRENDnet  
VisTablet  
ZyXEL

Spell out words such as inches, feet, pounds, and other types of measurements.

Size information should only be included in titles when it differentiates the Item from similar Items.

Examples of *good* Computer Peripheral titles:

Logitech V20 Notebook Speakers

Logitech V220 Cordless Optical Mouse for Notebooks

Examples of *bad* Computer Peripheral titles:

New Replacement Li-Ion Battery for IBM ThinkPad T40 T41 T41p T42 T43 R50 R50e R50p R51 R52 Series Laptops /

Replacement IBM Battery P/N 02K6699 08K8192 08K8193 08K8195 08K8197 08K8214 92P1011 92P1060 92P1071

92P1075 92P1087 92P1089 92P1091 9291101 9291102

*Includes too many details*

Logitech 967740-0403 Internet 350 Vista Qualified USB Keyboard – Black

*Part number too close to the beginning*

*USB should be in all caps*

*“Black” is not a special feature and should not be included*

#### Bullet Points for Computer Peripherals:

- Bullet 1: Overall synopsis of product.  
Example: Pen tablet with USB connection
- Bullet 2: Major feature.  
Example: 1,024 levels of pressure-sensitivity
- Bullet 3: Minor feature.  
Example: Customizable menu shortcut buttons
- Bullet 4: Materials and construction (if important, if not, another feature is fine).  
Example: Thick, durable overlay
- Bullet 5: Warranty or accessory information:  
Example: Limited lifetime warranty

#### Product Descriptions for Computer Peripherals:

Example:

On your desk, advanced laser technology gives you precise tracking and instant response. In the air, innovative Freespace motion sensing transforms hand motions into natural, responsive cursor controls. Sit back and listen to music, browse photos, or surf the Web from your desk or across the room. Intuitive wave-and-click control offers an easier and more natural way to enjoy your favorite media. An operating range of 30 feet lets you navigate media from anywhere in the room.

#### Home Entertainment

(televisions, home theater, home video projectors, home audio, etc.)

#### Image Guidelines for all Televisions, Projectors, and Disc Players:

- Up to 9 images may be uploaded per product (1 main image plus 8 additional images)
- .jpg or .tif format
- At least 1000 pixels by 1000 pixels (3000 by 3000 pixels if you want to take full advantage of zoom)
- Images must be named ASIN.pt###.jpg or ASIN.pt###.tif in order to upload

Best practices for the types of images to use:

- Right-facing 45-degree angle product shot without packaging
  - If you don't have an angle shot, use a Front View for this image
  - White background; for white products, add a drop shadow to emphasize the product
  - Product must occupy at least 80% of the image area
- Front View
- Left-facing 45 degree alt angle shot
- Side View
- Alt Side View, if available
- Rear View
- What's in the box
- Image that shows scale of product
- Lifestyle images
- Product specification charts

Titles for Home Entertainment:

- Always spell out weight and dimension terms (i.e. **52-Inch**, not **52"**). Using measurement symbols hurts free search.
- Use Title Case. The first letter of each word in the title should be capitalized, unless the manufacturer deliberately uses lowercase or uppercase letters.
- If color is applicable, please add it at the end in parenthesis.
- Do not include terms like "Free," "Bonus," "Price," or "Exclusive," or "A \$XX Value."
- Do not include marketing terms that are not actually part of the product's name. Marketing terms in the title make it harder for customers to know what the product is. Feature information is surfaced.
- For bundles, use the title of each product included in the bundle. Separate product titles with "and" or serial commas if there are more than two products in the bundle. Add the word "Bundle" at the end.
  - Example: Product 1, Product 2, and Product 3 Bundle.

Product Descriptions for Home Entertainment:

- Be concise.
- Do not mention other brands by name.
- This content should be static. Do not mention price or promotional offers that may change.
- Example  
 At only 1.9 inches thick, Samsung's striking new 850 series offers all of the features of the 750 Series models in an incredibly thin, sleek package. The Series 8 1080p LCD HDTVs have all of the features you'd expect from a top-of-the-line Samsung - superb image, a blazing-fast 4ms response time, 120Hz refresh rate with Automation plus image interpolation technology for smooth fast motion, and rich interconnectivity, all wrapped in the stylish "TOC" color-infused bezel. Enjoy MPEG and .JPG files stored on external devices by connecting through a side-mounted USB 2.0, turning their LCD into a full-scale home viewing gallery, or connect their MP3 players for a dynamic audio experience. Includes remote control and batteries; mini remote control and lithium battery; warranty card/registration card/safety guide manual; program CD; power cord; cleaning cloth; and owner's instructions.

**Televisions**

(LCD, plasma, projectors, CRT)

Titles for Televisions:



Brand + Model Family + Model # + #-inch + Resolution + Display Type (LCD, Plasma, DLP, OLED, or Laser) + Flat-Panel HDTV or Rear-Projection or HDTV or Home Theater Projector

**Examples**

- Sony Bravia M-Series KDL-19M4000/D 19-Inch 720p LCD HDTV, Orange
- Samsung LN46A630 46-Inch 1080p 120Hz LCD HDTV with RED Touch of Color
- Panasonic Viera TH-50PX80U 50-Inch 720p Plasma HDTV
- Sharp Aquos LC32GP3UW 32-Inch 1080p LCD HDTV, White

**Bullet Points for Televisions:**

- Display h (in) x w (in); resolution h (px) x w (px)
- Image Aspect Ratio; Refresh Rate
- Inputs & Outputs
- Audio System
- What's in the box; Warranty

**Disc Players and Recorders**

(DVD players, Blu-ray players, DVD recorders)

**Titles for Disc Players and Recorders:**

Brand + Model Name + Model # + #-Disc [if more than 1] + Format [Blu-ray Disc/DVD/Upconverting DVD/xDE/VHS/Digital Video] + Recorder or Player

**Bullet Points for Disc Players and Recorders:**

- Video Output
- Video upscaling
- Audio Output
- UI and/or wireless features, ports
- What's in the box; Warranty info

**Home Audio**

(audio receivers, speakers, home-theater-in-a-box, etc.)

**Titles for Home-Theater-In-A-Box (HTIB):**

Brand + Series + Model Number + Channels + Form Factor + (Number of Speakers, Color)

Example: Onkyo HT-S5100 7.1 Channel Home Entertainment System (Set of Nine, Black)

**Titles for Receivers:**

Brand + Series + Model + Watts + Channels + Form Factor + (Color)

Example: JVC RX-D202B 700-Watt 7.1-Channel A/V Surround Sound Receiver (Black)

**Titles for Loudspeakers:**

Brand + Series + Model + Form Factor + (# of speakers, which channel, Color)

Example: Definitive Technology BP7000SC Tower Speaker (Single, Left Channel, Black)

**Camera & Photo**

(cameras, lenses, camcorders, telescopes, binoculars, camera/camcorder accessories)

**All Consumer Electronics products on Amazon.com are assumed to be US-market with full retail packaging unless otherwise noted in the title.**

Titles for Camera & Photo – General Products:

Brand + Series + Model + Product + "with" Unique Features [if applicable] + (Color, Packaging [if applicable])

Example: Canon EOS Rebel XTi 10.1MP Digital SLR Camera with 2.5-Inch LCD (Black, Body Only)

Titles for Camera & Photo – Non-US Market Products (sometimes referred to as gray market):

Brand + Series + Model + Product + "with" Unique Features [if applicable] + " - International Version with No Warranty"\*<sup>1</sup> + (Color, Packaging [if applicable])\*<sup>2</sup>

Note 1: " - International Version with No Warranty" applies to all non-US market products. Do not use the term "Gray Market."

Note 2: "(Bulk Packaging)" should be added to the title for all non-retail packaged products.

Example: Canon EF-S 18-200mm f/3.5-5.6 IS Standard Zoom Lens for Canon DSLR Cameras - International Version with No Warranty

Titles for Camera & Photo – Replacement or Generic Accessories:

Third Party Brand + Model + "Replacement" + Product + "for" + OEM Brand + OEM Series/Model + (Color, Packaging [if applicable])\*<sup>2</sup>

Note 2: "(Bulk Packaging)" should be added to the title for all non-retail packaged products.

Example: Digital NC Replacement High Capacity Battery for Canon LP-E6 (Bulk Packaging)

Titles for Camera & Photo – Product Bundles:

Main Brand + Main Model + Main Product + "Bundle with " + Product2 + " & " Product3 + ... (Color, Packaging [if applicable])

Example: Kodak EasyShare C143 12MP Digital Camera Bundle with Rechargeable Batteries & Carrying Case (Blue)

**Portable MP3 Players**

Titles for Portable MP3 Players:

Apple iPod and Microsoft Zune only: Manufacturer + Player Name + Storage Capacity + Color + (Player Generation)

Examples:

- iPod nano 8 GB Black (3rd Generation)
- iPod shuffle 2 GB Purple (2nd Generation)
- Zune 8 GB Digital Media Player Black (2nd Generation)

All other players: Manufacturer + Player Name + Storage Capacity + Item Type + Notable Features [if applicable] + (Color)

Player Name and Storage Capacity are interchangeable

Examples:

- Creative Zen Stone 2 GB MP3 Player with Built-in Speaker and Clip (Blue)
- Sony 2 GB Walkman Video MP3 Player with FM Tuner (Black)

Bullet Points for Portable MP3 Players:

- Bullet 1 Capacity and how many songs and/or videos it stores
- Bullet 2 Battery life for audio and/or video
- Bullet 3 Display size and format
- Bullet 4 File support (audio, video, picture); other features
- Bullet 5 Warranty

Titles for MP3 Player Accessories:

For cases, skins, armbands, batteries, and jackets:

Manufacturer + Item + for + Player Model Compatibility + Player Generation + Player Capacity [if applicable] + (Color)

For compatibility with iPods, it must be listed as 1G, 2G, 3G, 4G, 5G, 5.5G, 6G, etc.

Examples:

DreamGear Luxury Case for iPod nano 1G (White)  
Gecko Gear Silicone Skin for iPod nano 2G (Black)  
DLO nanoShell Case for iPod nano 1G, 2G (Fuchsia)  
Apple iPod Dock for iPod nano 2G

For compatibility with Zune, the Player Generation is not included, just the Storage Capacity:

ezGear ezSkin Silicone Case for Zune 30 GB (Black Onyx)  
Zune Leather Case for Zune 4 GB, 8 GB (Black)

**For docks, cords, chargers, headphones, and FM transmitters that are NOT for a specific player only:**

Manufacturer + Item + for + Player Brand + (Color)

Example: Athena iVoice Direct Radiating Dock & Sound System for iPod and MP3 Players

Bullet Points for MP3 Player Accessories:

- Bullet 1: Player compatibility
- Bullet 2: Any
- Bullet 3: Any
- Bullet 4: Any
- Bullet 5: Any

**GPS & Car Electronics**

Titles for GPS Units:

Brand + Model Name + Model Number + Screen Size (-Inch) + "Bluetooth" [if applicable] + "Portable GPS Navigator"

Examples:

Garmin nüvi 880 4.3-Inch Widescreen Bluetooth Portable GPS Navigator  
Magellan Maestro 4250 4.3-Inch Widescreen Bluetooth Portable GPS Navigator

Bullet Points GPS Units:

- Bullet 1: Included Map Coverage
- Bullet 2: Text-to-Speech (if applicable)

- Bullet 3: Media Capabilities (photo viewer, MP3 player, video Player)
- Bullet 4: Other unique features (voice command, photo-navigation)
- Bullet 5: Battery Type, Battery Life, Warranty

Titles for Handheld GPS:

Brand + Model Name + Model Number + Screen Size [-Inch] + "Bluetooth" [if applicable] + "High-Intensity" [if applicable] + "Color" [if applicable] + "Mapping" [if applicable] + "Handheld GPS"

Example: Garmin Colorado 400c 2.4-Inch with US Coastal Waters Preloaded Maps Handheld GPS Unit

Bullet Points for Handheld GPS:

- Bullet 1: Included Map Coverage
- Bullet 2: Display resolution (color display, sunlight-readable)
- Bullet 3: Monitoring capabilities (heart monitor, speed sensors, compass, altimeter)
- Bullet 4: Other unique features (touchscreen, map sharing, photo-navigation)
- Bullet 5: Battery Type, Battery Life, Warranty

Titles for Car Stereo Head Units:

Brand + Series + Model Number + Watts + Channels [if applicable] + Media Type (CD/MP3/Cassette) + Form Factor (deck/receiver) + (color [if applicable])

Example: JVC KDP-DR40 50 Watts CD/MP3/WMA Receiver

Bullet Points for Car Stereo Head Units:

- Bullet 1: Overall synopsis of product
- Bullet 2: Materials and construction. Is assembly required?
- Bullet 3: Major feature(s)
- Bullet 4: Minor feature(s)
- Bullet 5: Warranty

Titles for Car Speakers and Amps:

Brand + Series + Model Number + Size + Watts + Configuration [2-Way, 3-Way, etc.] + Form Factor [Coaxial, Components, etc.] + Product [Speakers, Amplifier, etc.] + (Single/Pair)

Examples:

Pioneer TS-G1642R 6.5-Inch 180 Watts 2-Way Coaxial Speakers (Pair)  
JVC KX-L1000D 500 Watts Class-D Monoblock Amplifier

Bullet Points for Car Speakers and Amps:

- Bullet 1: Overall synopsis of product
- Bullet 2: Materials and construction. Is assembly required?
- Bullet 3: Major feature(s)
- Bullet 4: Minor feature(s)
- Bullet 5: Warranty

Titles for Car Video:

Brand + Series + Model Number + Media Type [iPod, CD, DVD] + Size [-Inch] + Format + Form Factor [In-Dash, Overhead, Headrest] + Product

Example: Boss Audio BV7VT 7-Inch Slim Mount Headrest TFT Video Monitor

Bullet Points for Car Video:

- Bullet 1: Overall synopsis of product
- Bullet 2: Materials and construction. Is assembly required?
- Bullet 3: Major feature(s)
- Bullet 4: Minor feature(s)
- Bullet 5: Warranty

Titles for Marine Navigation:

Brand + Model Name + Model Number + Screen Size [-Inch] + “Bluetooth” [if applicable] + “Marine GPS Navigator” + “and Chartplotter” [if applicable]

Example:

Garmin GPS Map 276C 3.8-Inch Marine GPS Navigator and Chartplotter

Bullet Points for Marine Navigation:

- Bullet 1: Included Map Coverage
- Bullet 2: Display resolution (color display, sunlight-readable)
- Bullet 3: Satellite / Weather information
- Bullet 4: Other unique features (touchscreen, map sharing, photo-navigation)
- Bullet 5: Battery Type, Battery Life, Warranty info

Titles for Car Security Systems:

Brand + Series + Model Number + Form Factor

Example: Hornet 740T Security System

Bullet Points for Car Security Systems:

- Bullet 1: Overall synopsis of product
- Bullet 2: Materials and construction. Is assembly required?
- Bullet 3: Major features
- Bullet 4: Minor features
- Bullet 5: Warranty

Titles for Radar Detectors:

Brand + Series + Model Number + Number of Channels + Form Factor + (Display Color)

Examples:

Escort Passport 8500 X50 Radar and Laser Detector (Blue Display)  
Cobra Electronics XRS-9950 12 Band Radar Laser Detector

Bullet Points for Radar Detectors:

- Bullet 1: Overall synopsis of product
- Bullet 2: Materials and construction. Is assembly required?

- Bullet 3: Major features
- Bullet 4: Minor features
- Bullet 5: Warranty

Titles for Car Audio and Video Accessories:

Brand + Series + Model Number + Form Factor + (Format, Color)

Bullet Points for Car Audio and Video Accessories:

- Bullet 1: Overall synopsis of product
- Bullet 2: Materials and construction. Is assembly required?
- Bullet 3: Major feature(s)
- Bullet 4: Minor feature(s)
- Bullet 5: Warranty

Titles for GPS Maps and Services:

Brand + Model Name + Model Year + Version + Map Type [if applicable] + Media Type + Media Load Type

Example: Garmin Colorado 2009 United States Topographic Map Digital Download

Bullet Points for GPS Maps and Services:

- Bullet 1: Overall synopsis of product
- Bullet 2: Materials and construction. Is assembly required?
- Bullet 3: Major feature(s)
- Bullet 4: Minor feature(s)
- Bullet 5: Warranty

Titles for GPS and Navigation Accessory:

Brand + Series Name + Model Name + Model Number [if applicable] + Form Factor + “with” Unique Thing\* [if applicable] + (color, #-pack [if applicable])

Bullet Points for GPS and Navigation Accessory:

- Bullet 1: Overall synopsis of product
- Bullet 2: Materials and construction. Is assembly required?
- Bullet 3: Major feature(s)
- Bullet 4: Minor feature(s)
- Bullet 5: Warranty

## **Home Electronics Accessories**

Titles for Blank Media:

Brand + Series + Model Number + Capacity + Speed + Format + (# in case/spindle)

Example: Memorex 8.5GB 8X Double Layer DVD+R (50-Pack Spindle)

Bullet Points Blank Media:

- Bullet 1: Overall synopsis of product
- Bullet 2: Materials and construction. Is assembly required?

- Bullet 3: Major features
- Bullet 4: Minor features
- Bullet 5: Included accessories

Titles for A/V Cables:

Brand + Series + Model Number + Form Factor + (Length in meters, Color)

Example: Cables To Go Velocity 40315 HDMI Digital Video Cable (2 Meters, Blue)

Bullet Points for A/V Cables:

- Bullet 1: Overall synopsis of product
- Bullet 2: Materials and construction. Is assembly required?
- Bullet 3: Major features
- Bullet 4: Minor features
- Bullet 5: Included accessories

**Unlocked Cell Phones and Accessories**

Titles for Unlocked Cell phones:

Brand + Model/Differentiator + "Unlocked Cell Phone with" + Camera | 3G Data Speed | GPS | Media | Expandable Memory - U.S. | International + "Version" + with | with No + "Warranty" + (Color)

Example:

Sony Ericsson Vivaz U5i Unlocked GSM Smartphone with 8 MP Camera, Touch Screen, Wi-Fi, and GPS - International Version with No Warranty (Black)

Note that 3G and 4G are used only if the phone is compatible with US 3G or 4G networks.

Bullet Points for Unlocked Cell Phones:

For special features:

- Bullet 1: Frequencies
- Bullet 2: Special differentiating features - i.e., slide-out QWERTY keyboard, touchscreen navigation, blender
- Bullet 3: Camera/video capture; multimedia capabilities; expandable memory
- Bullet 4: Bluetooth connectivity (handsfree and/or A2DP music); Wi-Fi; GPS
- Bullet 5: Talk time and standby time

If the phone has no special features:

- Bullet 1: Frequencies
- Bullet 2: Camera/video capture; multimedia capabilities; expandable memory
- Bullet 3: Bluetooth connectivity (handsfree and/or A2DP music); Wi-Fi; GPS
- Bullet 4: Misc., including Screen size; email and/or instant messaging access; voice commands; etc.
- Bullet 5: Talk time and standby time

Example frequency bullet (with choices separated by pipe characters):

Unlocked **quad-band** | **tri-band** GSM cell phone compatible with **850/900/1800/1900** | **900/1800/1900** frequencies and **US** | **International** 3G compatibility via **850/1900/2100** **UMTS/HSDPA** plus **GPRS/EDGE** data capabilities

## **Office Products**

### Titles for Office Products:

Brand + Product Name + Product Type + Size [if applicable] + Color + Package Quantity + (Case Pack Quantity [if applicable]) + (Model #)

### Writing Instrument Examples:

- Dixon Ticonderoga Woodcase No. 2 Lead Pencils, 0.7 Millimeter Lead, Yellow Barrel, 96-Pack (13872)
- Pentel Sharp Kerry Mechanical Pencil, 0.5 Millimeter Lead, Metallic Blue Barrel, 1 Count (P1035C)
- Sharpie Ultra Fine Permanent Markers, Assorted Colors, 24-Pack (23893)
- Sharpie Fine Point Permanent Paint Markers, Black, 5-Pack (144-Pack Carton) (30665)

### Paper Examples:

- HP Office Quickpack Paper, 8.5 x 11 Inches, White, 2500-Sheet Carton (11210-3)
- HP 3-Hole Punched Multipurpose Paper, 8.5 x 11 Inches, White, 500-Sheet Ream (X12345)
- Mead Grad 3-Subject Recycled Wirebound Notebook, 6 x 9.5 Inches, Multicolor, 1 Count (X12345)
- Post-it Super Sticky Lined Notes, 4 x 4 Inches, Assorted Colors, 90-Sheet Pad (6-Pack) (X12345)

### Other Examples:

- Henkel Duck EZ Carton Sealing Tape with Dispenser, 1.88 Inch x 22.2 Yard, Clear, 1 Count (#07307)
- ACCO Jumbo Paper Clips, Large, Metal, 100 Count (4-Box Pack) (S7071745)
- Swingline Collectors Edition Business Stapler, Rio Red, 1 Count (S7074736E)
- Avery Durable Round Ring Reference Binder, 8.5 x 5.5 Inch Sheet Size, Black, 2-Pack (27554)

### Bullet Points for Office Products:

#### Feature/benefit style

- Bullet 1: Overall synopsis of product
- Bullet 2: Materials and construction. Is assembly required?
- Bullet 3: Major feature(s)
- Bullet 4: Minor feature(s)
- Bullet 5: Included accessories

### Example product, title, and feature bullets for Office Products:

Brother P-Touch Electronic Labeling System, 6.8 x 2.3 x 4 Inches, Multicolor, 1 Count (PT-80)

- Affordable, handheld personal labeling system ideal for home or small office use
- One-touch button adds time and date to your label
- Select from 71 symbols to creatively display information on the label; also includes five auto formats and five framing options
- Dimensions: 6.8 x 2.3 x 4.0 inches (W x H x D); weighs .06 pounds
- Personal labeling unit comes with one-year limited warranty

## **Musical Instruments**



Titles for Musical Instruments:

Brand + Model + Description + Quantity or Size [if applicable] + Color or Style

Please do not use abbreviations. Begin each word with a capital letter (except words like "with," "the," "and," etc.). Words should not be all caps except in the case where the brand name is initials (examples: AXL, GHS Strings, KRK, MXL).

Examples:

Ampeg AMG100BK Wood-Bodied Dan Armstrong Electric Guitar  
Black Ernie Ball 9170 351 Style Guitar Picks, Bag of 24, Thin

Bullet Points for Musical Instruments:

- Bullet points should be concise and highlight strong selling points of the product.
- Bullets for "Kits" or "Packs" should include all items included in the pack.

## Category Image Guides and Resources

### Computer Components Images

Images for Computer Components:

- Primary image should be a .jpg or .tif at least 1000 pixels by 1000 pixels, and up to 3000 pixels by 3000 pixels to take full advantage of zoom
- Images must be on a white background. If the product is white, use drop shadows to offset it.
- 1<sup>st</sup> Image: Product shot without packaging
- 2<sup>nd</sup> Image: Retail packaging shot
- 3<sup>rd</sup> Image: Overhead product shot (if applicable) or  $\frac{3}{4}$  product shot
- 4<sup>th</sup> Image: Included accessories shot (if applicable) or lifestyle shot
- Further images can show close up shots of ports, features, or lifestyle images.

### Cell Phones and Wireless Accessories Images

Images for Cell Phones:

- Image #1, the Main Image, should always be a front shot of the phone closed straight on.
- Image #2 is always front shot of the phone open.
- The rest of the images can be anything else.

Images for Cell Phone Accessories:

- Image #1, the Main Image, should always be the accessory un-packaged.
- Image #2 is always the packaged product image.
- Be careful about bulk products. If it is a bulk item, it must be identified as such in the title. If it is a bulk item, then Image #2 should be the bulk packaging. If the image is not available, please contact the manufacturer for one.

### Image Resources for Cell Phones

Motorola Devices

<https://www.motorolacollective.com/app>

LG Devices

<http://www.thinklg.com/Default.aspx?tabid=80&returnurl=/Default.aspx&carriers=Login>

Samsung Devices

<http://66.180.101.60/Samsung/Standard/>

BlackBerry Devices

<http://www.rim.com/newsroom/media/gallery/index.shtml>

Sanyo Devices

[http://www.sanyowireless.com/?from=us.sanyo.com/dealer\\_images/index.cfm](http://www.sanyowireless.com/?from=us.sanyo.com/dealer_images/index.cfm)

Nokia Devices

<https://www.nokiasource.com/nokiasource/nokiaImageSelect.do>

Palm Devices

<http://resource.palm.com/wps/portal/DPP>

Biggest Book

<http://biggestbook.com/>