

# Selling on Amazon



## **CATEGORY STYLE GUIDE: Consumer Electronics**

## 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 category.

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] + (colour, 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.au are assumed to be AU-market with full retail packaging unless otherwise noted in the title.

### 2. Images (upload individually or as batches in zip files through SellerCentral)

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.

### 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 and honest. 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 purchase.

- 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:

The screenshot shows an Amazon search results page for 'panasonic' in the Electronics category. The search bar at the top shows 'Search Electronics panasonic' with a 'GO' button and a 'Find Gifts' button. Below the search bar, the page displays 'Showing 1 - 24 of 22,722 Results' and a 'Sort by Relevance' dropdown. The main content area features a 'See our Panasonic selection in Electronics' section with categories like 'Clocks and Clock Radios', 'Two-Way Radios & Accessories', 'Home Audio', 'Phones', and 'Panasonic in Kitchen & Housewares'. Below this, there are 'Related Searches' for 'canon', 'panasonic lumix', and 'sony'. The product listings are organized into three columns, each with a product image, title, price, and rating. The first listing is 'Panasonic TH-42PX60U 42" Plasma HDTV' with a price of \$1,299.77. The second listing is 'Panasonic TH-50PX60U 50" Plasma HDTV' with a price of \$1,759.77. The third listing is 'Panasonic TC-32LX60 32" LCD TV' with a price of \$996.45.

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, colour, 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] + (colour, 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.au are assumed to be AU-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

- Do not create new ASINs with condition notes such as “Refurbished” or “Remanufactured” in the title
- Do not include stock numbers or UPC codes in a title
- Do not include terms like “Free,” “Bonus,” “Price,” “Exclusive,” or “A \$XX Value” in Titles. That information can be surfaced elsewhere.
- 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.
- 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.
- 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.

Customers see the bullet points first – make them count! Include a precise snapshot of what the customers will get if they purchases 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 motionsensors
- 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

## Product Descriptions

### A brief note on the Amazon voice

Amazon.com.au 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 humour 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 maximise that tool. Avoid ALL CAPS and multiple exclamation points in running text and in graphical elements. Coloured 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:

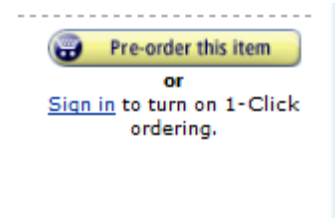
Unleash your system's potential with high-performance, head-turning sound. Getting great audio in your car requires more than just quality components. The cables you use to connect them can mean the difference between weak, muddled sound and tracks that turn heads. Featuring patented Monster technologies, 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.

## UPC and IPQ for multi-packs

For most products listed on Amazon, a multi-pack listing is only allowed for a manufacturer-created pack with its own unique UPC. You must enter an Item Package Quantity (IPQ) for these products.

## Examples

There are different UPCs for a single unit and a pack with multiples of that unit. If you create a multi-pack that is not sold by the manufacturer, verify if an ASIN for the multi-pack already exists. If it does exist, match to it accordingly. If the ASIN for the multi-pack doesn't already exist, you must create a new ASIN using its own unique UPC. The examples below illustrate the importance of UPC and IPQ for multi-packs. Non-manufacturer-created multi-pack ASINs cannot be listed as variations of a manufacturer-created multi-pack ASIN. You must either match to an identical multi-pack product detail page or create a new ASIN with a unique UPC.

Title (manufacturer-created pack)	UPC	IPQ	Price
<b>Same product detail page</b>			
Product X (Pack of 2)	000123456789	2	\$38
Product X	000123456788	1	\$19
<b>Title (non-manufacturer-created pack)</b>			
<b>New product detail page</b>			
Product X (Pack of 6)	000123456790	6	\$114

Title (manufacturer-created pack)	UPC	IPQ	Price
<b>Same product detail page</b>			
Brand Y Beverage, 12 Pack	000123456789	12	\$35
Brand Y Beverage, 1 bottle	000123456788	1	\$4
<b>Title (non-manufacturer-created pack)</b>			
<b>New product detail page</b>			
Brand Y Beverage, 48 Pack	000123456790	48	\$130

Title (manufacturer-created pack)	UPC	IPQ	Price
<b>Same product detail page</b>			

Title (manufacturer-created pack)	UPC	IPQ	Price
Brand Y Dinner Plates, Set of Four	000123456789	4	\$20
Brand Y Dinner Plate	000123456788	1	\$6
<b>Title (non-manufacturer-created pack)</b>			
<b>New product detail page</b>			
Brand Y Dinner Plate, Set of 16	000123456790	16	\$68

## How to set up IPQ for a product

**Vital Info** | Variations | Offer | Images | Description | Keywords | More Details

Product Name

Manufacturer

Brand Name

Model Number

Package Quantity

Package Quantity : Editing this attribute can be potentially dangerous. Please edit with caution.

### Inventory File Template

fx	ItemPackageQuantity	BO	BP	BQ	BR
DisplayWeightUnitOfMeasure	Volume	VolumeUnitOfMeasure	ItemPackageQuantity		

## XML

Once you have located the IPQ field with the template, you will enter the IPQ value as shown below.

Title (manufacturer-created pack)	UPC	IPQ	Price
<b>Same product detail page</b>			
Product X (Pack of 2)	000123456789	2	\$38
Product X	000123456788	1	\$19

## Customer Reviews (submitted on Amazon.com.au)

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.au 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*.)  
1 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:

<b>Measurement</b>	<b>Abbreviation</b>
ampere	amp, A
ampere-hour	Ah
baud	baud
bits per second	bps
centimeter	centimeter, cm
decibel	dB
degree	degree
decibels/ampere	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
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.au.

### #

100Base-T  
3CCD  
3Com  
3dfx  
3DNow!  
3-D Phonic virtual surround sound (JVC)  
3D Prophet (Guillemot)  
3D Vortex  
3M  
3-LCD  
3-Pack (not 3-Pk)  
4-port  
486DX, 486SX (no space)

### A

A3D  
AC-3  
AccuSearch (RCA)  
AC/DC  
Acer  
Acid DJ (software)  
Acid Hip-Hop (software)  
Acoustic Design  
Acoustic Research action-RPG (short for action/role- playing game)  
Active Clear Bass  
Active Hyper Bass Pro (JVC)  
active matrix (adj.)  
ActiveSync  
A/D (instead of analog-to-digital; spell out on first mention)  
Adobe PageMaker  
Adobe PageMill  
Advanced Photo System (use acronym APS after first mention)  
Advanced PQI  
Advanced Virtual Surround Sound (Panasonic)  
Advent  
After Effects (Adobe)

Agfa  
airpanel (ViewSonic)  
Aiwa  
AllSet (Panasonic)  
Allsop  
Altec Lansing  
Ambico  
American Power Conservation  
AM/FM  
analog audio outputs  
anti-roll mechanism  
Anti-Shock Memory (ASM) system (Panasonic)  
Anti-Shock Memory II (Panasonic)  
AppleTalk  
APS (use Advanced Photo System at first mention)  
AQUOS  
aramid fiber  
Artisoft  
artificial intelligence (AI acceptable on second mention)  
artificial intelligence sound (Panasonic)  
ASUS  
ATI Radeon X300 SE  
ATRAC (minidisc standard)  
AT&T  
audible.com (capitalize at the beginning of a sentence in text; leave lowercase in headlines)  
Audible Inc. (when referring to the company)  
AudiobReady  
audiocassette  
Audio Logic  
audio-video (AV acceptable after first mention)  
auto (except when exceptions are listed, keep open when used as an adjective meaning automatic)  
autoexposure  
autofocus

Automatic Volume Limiter System  
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**  
**Canon**  
**CaptionVision** (multiple manufacturers)  
**CardBus**  
**carry case**  
**Case Logic**  
**Casio**  
**Cat5**  
**C battery cc:Mail** (Lotus)  
**CD** (CD Digital Audio or CD Extra)  
**CD Graphics CD-I**  
**CD-i Bridge**  
**CD Jogger** (Panasonic)  
**CD Jogger+** (Panasonic)  
**CD LabelMaker** (Data Becker)  
**CD Manager** (Panasonic)  
**CD-MIDI CD-R**  
**CD-ROM** (6x/6x/2x)  
**CD-ROM XA**  
**CD single**  
**CD Text** (n., adj.)  
**CD-R, CD-RW, CD-R/RW**  
**CD-RW** (adj.), **CD-writer** (n.)  
**Celeron CG silicon**  
**ChanneLock** (RCA)  
**chipset**  
**ClearVoice**  
**Click Wheel**  
**Cobra**  
**colour-layering technology** (printers)  
**ColourStream**  
**ColourTRAK**  
**ColourView screen** (RCA camcorder)  
**combo** (instead of combination-- ex., TV/VCR combo)  
**Commercial Advance** (licensed to multiple manufacturers)  
**CompactFlash**  
**Compact Modem Card** (Panasonic)  
**component-video** (adj.)

**composite-video** (adj.)  
**Compu Link**  
**Compu Play**  
**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)  
**DirectInput** (Microsoft)  
**DirectMusic** (Microsoft)  
**DirectSound** (Microsoft)  
**DirectSound 3D** (Microsoft)  
**DIRECTV**  
**Discman**

**Discwasher**  
**Diskeeper**  
**Divx**  
**DLX**  
**D-Link**  
**DNR Perfect** (Toshiba)  
**Dolby Digital**  
**Dolby Pro Logic**  
**Dooney & Bourke**  
**DOS** (general disk operating system; check context, as MS-DOS is often the operating system in question)  
**dpi**  
**DragonBall** (Motorola)  
**DSS** (use digital spread spectrum at first mention)  
**DTS** (digital theater system, generic)  
**Dual-Deck** (Go-Video trademark when referring to VCRs)  
**Duofol** (Sennheiser)  
**DVD**  
**DVD-Audio**  
**DVD-R**  
**DVD-RAM**  
**DVD-ROM**  
**DVD-R/RW**  
**DVD-RW**  
**DVD+R**  
**DVD+R/RW**  
**DVD+RW**  
**DVD±RW**  
**DVD Text**  
**DVD-universal**  
**DVD-VCR**  
**DVD-Video**  
**dynamic bass boost system** (DBBS)  
**dynamic HTML**  
**Dynamic Super L**

## E

**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)**F****Fast Ethernet****fast-forward****Fatal1ty, famous gamer & gaming products****Fellowes****ferrite bar, ferrite-bar** (n., adj.)**fiber optics** (n.), **fiber-optic** (adj.),  
ex: fiber-optic cable**50+1** (mega CD players)**FileMaker****FileMaker Pro****fine-tune, fine-tuning****FireWire** (computer connection)**Fireworks** (Macromedia software)**Fisher****flash drive****flash ROM****flat-panel display****flat-square** (adj.)**flat-square technology (FST)****FlexNeck flip phone****floorstanding****FoneCam****Fort Knox****Franklin Electronics****FreeHand** (Macromedia software)**FST** (Toshiba)**f-stop** (f5, f3.8-f5)**FTP** (File Transfer Protocol)**Fuga****Fujifilm****Fujinon****G****G&A Imaging gamepad Garmin****GB** (abbreviation for gigabytes;  
add space between numeral and  
GB, ex: 4.3 GB )**GBC****GE** (use instead of General  
Electric)**Gel-eez****General MIDI** (GM on second  
reference)**Gigabit****GigaDrive** (Linksys)**Giga Pocket engine** (Sony)**global positioning system** (GPS  
acceptable on second mention)**GoLive** (Adobe)**Go-Video****goVox** (LandWare)**G-Protection** (Sony)**GPS** (use global positioning  
system at first mention)**grayscale****Grille****Grundig****H****H.324** (phone standard)**HandEra****handheld** (both adj. and n.)**Handheld PC** (Windows CE  
device)**Handheld PC Pro** (Microsoft  
licensees)**hard disk drive****Harman Kardon****Hawking Technology****HDD****HD DVD****HDTV** (use high-definition TV at  
first mention)**Heat.Net** (Internet game service)**Helix** (Samsung)**Hi8****hi-fi****high colour****High Current Capability** (HCC  
acceptable on second mention)**high-definition TV** (HDTV  
acceptable on second mention)**Hitachi****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  
 photo, iPod shuffle**  
**IO digital pen** (Logitech)  
**Iomega**  
**iPAQ** (Compaq)  
**IrDA**  
**iRiver iTunes**  
**ITU-T** (communications standard)  
**i-zone** (camera)

## J

**Jacket** (Macally trademark)  
**Java**  
**JavaScript**  
**Jaz drive**  
**JBL**  
**Jensen**  
**Jetprinter**  
**jewel case**  
**JumpStart** (children's software)  
**JVC**

## K

**K** (see K entry under  
 "Abbreviations")  
**Kbps** (abbreviation of kilobits per  
 second; add space between  
 numeral and Kbps, ex: 80 Kbps)  
**Kensington**  
**Kenwood**  
**kernel**  
**KLH**  
**Klipsch**  
**Kodak**  
**Kogi**

**Konica-Minolta**  
**Koss**  
**Kyocera**

## L

**Labtec**  
**LaCie**  
**LAN**  
**LANalyzer**  
**landline**  
**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 MB)  
**Meade**  
**Mega Bass** (Sony)  
**Mega Pixel** (Polaroid)  
**Mega Storage** (Sony)  
**Memorex**  
**Memory Stick**  
**message-waiting indicator**  
**MHz** (abbreviation for megahertz;  
 add space between numeral and  
 MHz, ex: 900 MHz)  
**Micro Innovations Microdrive**  
 (IBM)  
**MicroMV**  
**Micro Piezo** (Epson)  
**MicroProse**  
**Microsoft**  
**Microsoft .NET**  
**Microsoft Office v. X for Mac**  
**Microsoft wireless**  
**communications kit**  
**microstereo**  
**Microtek**  
**MIDI** (Musical Instrument Digital  
 Interface)  
**Midland**  
**midrange**  
**milliamp**  
**millimeter** (spell out, except  
 "35mm film," "28-120mm zoom  
 lens")  
**mini-CD**  
**minidisc**  
**MiniDV**  
**mini-movie**  
**miniSD**  
**minisystem**  
**Minolta**

**modes** (lowercase mode names-- arcade mode, versus mode, etc.)

**mono**

**Motorola**

**mouse pad**

**mouse, mice**

**Movie Advance** (licensed to multiple manufacturers)

**MPEG-1** (compression standard)

**MP3**

**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**

**OpenGL** (video standard)

**Opti-Trac**

**oversampling**

## P

**Packard Bell**

**PageMaker**

**PageMart**

**PageMill**

**Palm III** (not 3)

**Palm Computing platform**

**Palmcorder** (Panasonic)

**Palm V** (not 5)

**palmOne** except in ASIN title

**PalmPilot**

**palmsize**

**palmtop**

**Palm-size PC** (Microsoft)

**Palm Universal Connector** (in reference to Palm products)

**Panasonic**

**Pay As You Go**

**PCPhoto** magazine

**Peachtree**

**PCI card**

**PC Card**

**peak-to-peak** (way of measuring voltage)

**peer-to-peer** (adj.)

**P.E.M. D.D.** (JVC)

**Pentax**

**Pentium II or Pentium III** (not 2 or 3) but, **Pentium 4**

**Performance**

**Permalloy**

**Philips**

**phone** (not telephone)

**phone book**

**phono**

**Photo CD**

**PhotoMAX** (Polaroid)

**Photo-REt, PhotoREt III**

(colour- layering technology, HP)

**Photoshop**

**PhotoShot** (Panasonic) (AVLS) (Sony)

**Photosmart** (HP)

**PhotoSuite** (MGI)

**PhotoVu Link** (Panasonic)

**PictBridge** (HP)

**picture-in-picture** (instead of PIP)

**Pinnacle Systems**

**Pioneer**

**PIXMA** (Canon)

**playlist**

**Plossl** eyepiece named after inventor

**plug and play** (n.), **plug-and-play** (adj.)

**PlusCode** (VCR Plus+)

**Pocket PC**

**POP3** (e-mail protocol)

**Pop-Port connector**

**Porro prism**

**PNY**

**point-and-shoot** (n., adj.)

**PostScript** (Adobe)

**PowerBook**

**Power Mac**

**PowerPC** (processor)

**Powersave** (Philips)

**PowerShot** (Canon)

**PowerView** (Bushnell)

**ppm** (pages per minute)

**preamp**

**Prebate** (Lexmark)

**Pretec**

**print head**

**printout**

**progressive-scan DVD player**

**Pro Logic**

**Pro-Tect Plus** (RCA)



## Q

**Q Sound**  
**Q Surround** (Aiwa)  
**Qualcomm quasi playback**  
**QuickBooks** (Intuit)  
**QuickTime**  
**Quik Sync** (Iomega)

## 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**  
**SmartScanner**  
**SLR** (acceptable on first reference; stands for single-lens reflex)  
**Smart Autofocus** (Canon)  
**SmartList** (Elron)  
**SmartMedia**  
**SmartMute** (Magnavox)  
**smartphone**  
**SmartScanner**  
**SmartSound Plus** (Magnavox)  
**Smart-UPS**  
**smooth-motion scan**  
**Socket Digital Phone Card**  
**SO DIMM** (memory)  
**SoftQuad**  
**SOHO** (small office and home office; avoid acronym on first mention)  
**Sony**  
**Sony Ericsson** (phones)  
**sound card**  
**SoundJam MP**  
**Southwestern Bell**  
**SP3, SP4, etc.** (Microsoft; short for Service Pack 3, Service Pack 4, etc., for Windows NT)  
**Spacemaker** (GE)  
**Spatializer**  
**S/PDIF** (Sony/Philips Digital Interface)  
**speakerphone**  
**Spectra lens coating** (Canon)  
**speed dial** (n.), **speed-dial** (adj.)  
**Sprint**  
**SquareSoft**  
**standalone** (n., adj.)  
**startup**  
**stereophone**  
**Stick It Right**  
**still-frame** (n., adj.)  
**Stitch Assist** (Canon)  
**Studio Acoustics**

**Super Audio CD** (SACD acceptable on second reference)  
**SuperDisk**  
**Super Extra Bass System** (S-XBS) (Panasonic)  
**Super G**  
**Super Spectra lens coating** (Canon)  
**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**

**TravRoute**

**TRENDNet**

**TriPad**

**Tripp Lite**

**true colour**

**TrueType**

**Tungsten**

**TurboTax** (Intuit)

**TV** (instead of television)

**TWAIN** (Technology Without an Interesting Name)

**TwiN**

**Texel** (nVidia)

**two-way radio**

## U

**Ultrawide Bandwidth**

**Umax**

**Uniden**

**Universal Easicon**

**Universal Plug and Play (UPnP)**

**universal remote control**

**Unix**

**unlocked**

**unwired**

**up-converting**

**upgradable**

**USB** (acceptable on first mention)

**USB flash drive**

**USB auto connect**

**USB flash drive**

**USB universal connector**

**user's manual**

**U.S. Robotics**

## V

**Vaio**

**vCard**

**V CAST** (Verizon)

**V-chip**

**VCP**

**VCR**

**VCR Plus+**

**VHS**

**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**

**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 Colour Film/Negative/Photo Scanner (2168B002)
- Fujitsu ScanSnap S510 Instant PDF Sheet-Fed Scanner
- NeatReceipts Professional Mobile Receipt and Document Scanner and Software Combination (Version3.0)

##### 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 + (Colour [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 M9350FDesktop.

## 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 colour in the title, unless it is a special feature of the product, like a limited edition for which colour 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 92911019291102

**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 + (colour, #-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.
- **Image 1:** Product shot without packaging
- **Image 2:** Retail packaging shot
- **Image 3:** Overhead product shot (if applicable) or ¾ product shot
- **Image 4:** 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 (PC26400))
- **Bullet 3:** Memory Form Factor (ex: UNBUFFERED NON-ECC 184-PINDIMM)
- **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 MBGDDR3)
- **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 MemoryClock)

## Power Supplies

- **Bullet 1:** Certifications if available OR efficiency rating (ex: Designed to meet 80PLUS Certification)
- **Bullet 2:** SLI certified TES 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 ATX12Vsystems)

## PC Cases

- **Bullet 1:** Case Construction Material (ex: Case Construction Material: Steel /Plastic)
- **Bullet 2:** Case Type or Form Factor (ex: ATX MidTower)
- **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, MicroATX)

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

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

### Titles for Receivers:

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

**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, Colour)

**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.au are assumed to be AU-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] + (Colour, 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> + (Colour, Packaging [if applicable])<sup>2</sup>

<sup>1</sup> “ - International Version with No Warranty” applies to all non-US market products. Do not use the term “Gray Market.”

<sup>2</sup> “(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 + (Colour, Packaging [if applicable])<sup>3</sup>

<sup>3</sup> “(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 + ... (Colour, 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 + Colour + (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] + (Colour)

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] + (Colour)

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 + (Colour)

**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] “Colour” [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 (colour 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) + (colour [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 (colour 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 Colour)

**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, Colour)

**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 and Navigation Accessory:**

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

**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

## Cell Phones and Accessories

### Titles for Unlocked Cell Phones:

Brand Name + Model Name+ Product Type (Int'l or AU) + Warranty [If AU only] "Package" + Size + Colour + Package Type [if applicable]

#### Example (Unlocked Cell Phones):

Motorola Moto G, Unlocked cellphone, AU Warranty, 8GB, Black

Samsung Galaxy S6 SM-G920F, Factory Unlocked Cellphone, International Version, 32GB, Black

#### Example (Prepaid Phones):

Nokia Lumia 530, No Contract, T-Mobile Locked Cellphone, White

LG Optimus, No Contract, AT&T Locked Android Phone, White

\*For prepaid phones, specify product type as "Carrier Locked" instead of "Prepaid."

### Titles for Postpaid Cell Phones:

Brand Name + Model Name + Size + Colour + (Carrier)

#### Example (Postpaid Phones):

Samsung Galaxy S6, 16GB, Black (AT&T)

### Bullet Points for Cell Phones:

You should include:

- Warranty information
- "Carrier information" and "Device frequency bands" if phone works with more than one carrier
- For prepaid cellphones, any feature such as "with Triple Minutes" goes into bullet points

### Titles for Accessories:

Brand Name + Descriptive Adjective + Product Type + "for" or "Compatible with" + Colour [if applicable] + Package Type [if applicable]

### Titles for Cases:

Brand Name + Descriptive Adjective + Product Type + "for" + "Compatible with" + Colour [if applicable] + Package Type [if applicable]

#### Example:

Nupro Snap-on case for Apple iPhone, 4.7 Inch, Clear

Spigen [HEAVY DUTY] Tough Armor Case for iPhone 6, 4.7 Inch, Gunmetal

### Titles for Bluetooth headsets and Smart Watches:

Brand Name + Product Type + "for" + "Compatible with" + Colour [if applicable] + Package type [if applicable]

#### Example:

Mpow Cheetah Bluetooth 4.1 Wireless Headphones, Black

GODO Smartwatch for iOS and Android



**Bullet Points for Accessories:**

- Specify compatibility information in feature bullets (Do not specify compatibility information in title for products that are universally compatible).
- Keep the adjective that best describes the product in the title and move other feature information to the bullets. In the “Titles for Cases” example, we kept “Snap-on” in the title, however any feature information such as “Lightweight,” “Protective,” and so on goes to the feature bullets.
- In the “Titles for Bluetooth headsets and Smart Watches” example, any feature information such as “Stereo Sport Headsets” or “CD Quality Talking/Playing HD Sound” should also go to feature bullets.

**Office Products****Titles for Office Products:**

Brand + Product Name + Product Type + Size [if applicable] + Colour + 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 Colours, 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, Multicolour, 1 Count (X12345)
- Post-it Super Sticky Lined Notes, 4 x 4 Inches, Assorted Colours, 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, Multicolour, 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] + Colour 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.
- Image 1: Product shot without packaging
- Image 2: Retail packaging shot
- Image 3: Overhead product shot (if applicable) or  $\frac{3}{4}$  product shot
- Image 4: 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.