

## Style Guide for Consumer Electronics/Accessories

**Camera, Camcorder:** Brand name + Series name + Model number + megapixel + “MP” + Product type\* + “with” + optical zoom + “Optical Zoom” (Colour)

Example: Canon PowerShot SX150 14.1 MP Point-and-Shoot Digital Camera with 12x Optical Zoom (Black)

**Home Video excluding TV:** Brand Name + Model Number + subcategory (Colour)

Example 1: Philips DVP3680 DVD Player (Black)

Example 2: Sony BRAVIA DAV-DZ170 Home Theatre System

**TV:** Brand Name + Series Name + Model Number + Screen Size+ “inches” + Resolution + Refresh Rate + HDTV Compatible (ignore if “No”) + Product Type (Colour)

Example: Sony BRAVIA EX5000R 40 inches 1080p 50Hz Full HD Television (Black)

**GPS:** Brand Name + Series Name + Model Number + Product Type + “with” + Screen Size + “-inch screen”

Example: MapmyIndia Zx250 Portable Vehicle GPS with 5-inch screen

**Gaming Consoles:** Brand Name + Series Name + Model Number + Storage + subcategory

Example: Xbox 360 250GB Console

**Laptop battery:** Brand + Battery Model number + Battery type/No: of cell + Part Series/model Name + Compatible laptop/netbook/PC model numbers + Laptop/Netbook/PC battery + COLOR

Example: HP KI04 6-cell notebook battery For HP Pavilion 15-AB032TX, 15-AB027TX, 15-AB028TX, 15-AB029TX, 15-AB030TX, 15-AB035TX, 15-AB035AX PC-Laptop Battery, Black

**Replacement battery:** Brand + Battery Model number + Battery type/No: of cell) + Compatible brand/s + laptop/netbook/PC model numbers + Part Series/model Name + Laptop/Netbook/PC battery + COLOR

Example: Techie Replacement Battery J1KND 6-cell for HP Pavilion 15-AB032TX, 15-AB027TX, 15-AB028TX, 15-AB029TX, 15-AB030TX, 15-AB035TX, 15-AB035AX PC-Laptop Battery, Black

**Others:** Brand Name + Series Name (if different from Brand) + Model Number + browse\_node\* (Colour)

Example: Sennheiser HD 202 Headphones (Black)

*\*Note: For product\_type, browse\_node,subcategory - make it singular. For example, change "Point-and-Shoot Digital Cameras" to "Point-and-Shoot Digital Camera"*