

UE MetroFi 220

Category positioning summary

Category positioning summary
Usage: Internal use and what might be communicated to a commercial partner about the category.

For people who want substance over style and no BS, only Ultimate Ears earphones help them experience pure music without the noise of the crowd or hassle of the day... because we were founded by the sound engineers, because 75% of the professional musicians use our custom in-ear monitors and because we have our own proprietary and finely-tuned sound signature

Category message

Category message – MetroFi Family
Use this as the top-line message about the product's category.

Hear your music as it was meant to be heard, with clarity, smooth range and a clean thump. Used by 75% of the world's touring professional artists for live performances, now you can experience the same quality of sound in an earphone created with you in mind. For people who take their music everywhere they go, the MetroFi products are designed to fit into a busy life. Great for commuters and city dwellers who want to hear their music but not block out their environment.

Product positioning summary

Product positioning summary
Usage: Internal use and what might be communicated to a commercial partner about the product.

For mainstream audio escapists who expect more from their earphones, the UE MetroFi 220 lets them reflect they love of music that still fits their every day use (MetroFi 220 offers them a more crisp sound signature in a stylish, small form-factor)

Product core differentiating messaging and visual

Product core differentiating messaging
Usage: Packaging, press release, Web, newsletter, in-store and product presentation

Look good, sound even better.

Visual guidelines
*Usage:
 -In-store, Web, newsletter
 -If this is used in any materials, it should be used with the core differentiating messaging*

Top 5 Features/Benefits (in order of priority)

Features	Benefits
<i>Usage: Packaging, retail store, Web, newsletters, PR materials and product presentation</i>	
<ol style="list-style-type: none"> 1. Titanium-coated speaker delivers a crisp sound signature 2. Customized, comfortable fit 3. Passive noise-cancellation 4. Compact and sleek with a metallic finish 5. Right=red 6. Compatible with your music player 	<ol style="list-style-type: none"> 1. You get a fuller mix with more detail in the higher ranges so you can hear deep bass and clear treble. 2. Pick your fit: Three different-sized ear cushions let you choose the size that's right for your ears. 3. With just 16 dBs of noise isolation, you can hear your music clearly while not being cut off from the world around you. 4. Low-profile earphones sit flush and securely in your ears. 5. Color coding makes it easy to see which ear is which at a glance. 6. iPod®? MP3 player? Laptop? Your earphones are ready for anything with a 3.5 mm jack.

Top 5 Features/Benefits sentence form (in order of priority)

Usage: Packaging, in-store, Web, newsletters, PR materials and product presentation

Priority 1 feature/benefit	Titanium-coated speaker delivers a crisp sound signature. You get a fuller mix with more detail in the higher ranges so you can hear deep bass and clear treble.
Priority 2 feature/benefit	Customized, comfortable fit—three different-sized ear cushions let you pick the size that’s right for your ears.
Priority 3 feature/benefit	With just 16 dBs of noise isolation, you can hear your music clearly while not being cut off from the world around you.
Priority 4 feature/benefit	Compact and sleek design with a metallic finish. The low-profile earphones sit flush and securely in your ears.
Priority 5 feature/benefit	Right=red so you can see which ear is which at a glance.

Product description

10-word description (consumers) <i>Usage: Catalog copy for consumer audience</i>	More than just a pretty package—MetroFi 220 earphones give you sleek sound clarity.
10-word description (distributors/partners) <i>Usage: Catalog copy for distribution partner audience</i>	More than just a pretty package—MetroFi 220 earphones give you crisp sound clarity.
10-word description (businesses) <i>Usage: Catalog copy for business customer</i>	N/A
25-words description <i>Usage: Various</i>	You expect style as well as crisp sound from your earphones. More than just a pretty package—MetroFi 220 earphones give you sleek sound clarity.
50-word description <i>Usage: Various</i>	More than just a pretty package—MetroFi 220 earphones give you clarity, smooth range and a clean thump in a sleek design. The 220s keep you in touch with the world around you while letting you hear your music clearly. The comfortable, compact design sits securely in your ears while you go about your day.
100-word description <i>Usage: Various</i>	<p>You expect more from your earphones, style as well as crisp sound. More than just a pretty package—MetroFi 220 earphones give you clarity, smooth range and a clean thump in a sleek design.</p> <p>Listen to your very own personal soundtrack as you commute, run errands, or do whatever it is that makes you “you”. The MetroFi 220s keep you in touch with the world around you while letting you hear your music clearly. The titanium-coated speaker delivers deep bass and clear treble, giving you seriously clear sound that doesn’t need to blast your ears in order to hear every note, or every car horn. The comfortable, compact design sits securely in your ears while you go about your day.</p> <p>And with a pocket-size carrying case, the 220s can go with you everywhere even when you’re not wearing them.</p>

Shelf card copy

Shelf card copy <i>Usage: In-store shelf card copy</i>	<p>MetroFi 220 earphones</p> <p>Sleek sound clarity</p> <ul style="list-style-type: none"> - Crisp sound signature from a titanium-coated speaker - Secure and comfortable fit - Compact design with a metallic finish
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Regional retailer/partner product advertising copy

Sample Ad copy

Usage: This is ad sample copy created for regional campaigns conducted by Logitech or with partners.

Look good. Sound even better.

The metallic finish and compact design of your MetroFi 220 earphones may turn a few heads, but it's the titanium-coated speakers inside your earphones and the silicone ear-cushions tucked inside your ears that make all the difference.

Because when you have clarity, smooth range and a clean thump together with a comfortable fit, you'll want to keep them in your ears wherever you go. And the comfortable, compact design makes sure that they sit securely in your ears while you go about your day.

After all, they're more than just a pretty package. They're sleek sound clarity on the go.

Product specifications

Technical specification	<p>Earphone Type: In-ear Speaker Type: Single, high performance, UE-designed, dynamic speaker Input Sensitivity: 103 dB SPL/mW at 1kHz Impedance: 18 ohms at 1 kHz Cable length: 46 inches (116.8 cm) Weight: 0.44 ounces (12.4 grams) Input Connector: 1/8 inch (3.5mm) gold plated Frequency Response: 20Hz — 20 kHz Noise Isolation: 16 dB</p>											
System requirements <i>*PC/Mac/Linux, Connectivity, Processor, Memory, HD Space and other supporting information</i>												
Console Compatibility												
iPod®/MP3	For iPod® and MP3 players with a 3.5 mm jack											
Software requirements												
Warranty_ US <i>*Select warranty years and select either Limited hardware warranty or Limited warranty.</i>	1-year	<input type="checkbox"/>	2-year	<input type="checkbox"/>	3-year	<input type="checkbox"/>	4-year	<input type="checkbox"/>	5-year	<input type="checkbox"/>	Limited hardware warranty <i>*e.g., mice, keyboards, or electronics h/w</i>	<input type="checkbox"/>
											Limited warranty <i>*e.g., bags or non-electronics h/w</i>	<input type="checkbox"/>
Warranty_ EMEA <i>*Select warranty years and select either Limited hardware warranty or Limited</i>	1-year	<input type="checkbox"/>	2-year	<input type="checkbox"/>	3-year	<input type="checkbox"/>	4-year	<input type="checkbox"/>	5-year	<input type="checkbox"/>	Limited hardware warranty <i>*e.g., mice, keyboards, or electronics h/w</i>	<input type="checkbox"/>

Product specifications												
warranty.											Limited warranty <i>*e.g., bags or non-electronics h/w</i>	<input type="checkbox"/>
Warranty_ AP <i>*Select warranty years and select either Limited hardware warranty or Limited warranty.</i>	1-year	<input type="checkbox"/>	2-year	<input type="checkbox"/>	3-year	<input type="checkbox"/>	4-year	<input type="checkbox"/>	5-year	<input type="checkbox"/>	Limited hardware warranty <i>*e.g., mice, keyboards, or electronics h/w</i>	<input type="checkbox"/>
											Limited warranty <i>*e.g., bags or non-electronics h/w</i>	<input type="checkbox"/>
Warranty_ JP <i>*Select warranty years and select either Limited hardware warranty or Limited warranty.</i>	1-year	<input type="checkbox"/>	2-year	<input type="checkbox"/>	3-year	<input type="checkbox"/>	4-year	<input type="checkbox"/>	5-year	<input type="checkbox"/>	Limited hardware warranty <i>*e.g., mice, keyboards, or electronics h/w</i>	<input type="checkbox"/>
											Limited warranty <i>*e.g., bags or non-electronics h/w</i>	<input type="checkbox"/>
Package contents	MetroFi 220 earphones Pocket-ready hard case Silicone ear cushions (S, M, L) Instruction manual											
Legal copy <i>*Should change year when material is published.</i>	Logitech	Ultimate Ears by Logitech © 2009 Logitech, Inc. All rights reserved. Logitech, the Logitech logo, and other Logitech marks are owned by Logitech and may be registered. All other trademarks are the property of their respective owners.										
	Others	iPod is a trademark of Apple Inc.										
Other legal consideration <i>*e.g., product footnote, feature footnote.</i>												
M/N												

This section has all the product specifications and is used in packaging, Web copy, data sheets, PR materials and other materials. Add existing contents from WWPDB, such as P/N, Price.
Product dimensions will be automatically pulled in from Agile (TBC)
Package specification information will be automatically pulled in from Agile.

Packaging copy section

Link to the completed packaging PDF¹

Product retail name:
MetroFi 220

Front panel

Product name:
MetroFi 220
Noise-isolating earphones

Benefit Line: Up to 3 words/23 characters
Customizable comfort. Crisp sound

3 benefit-oriented features: Up to 4 words/30 characters each

- Crisp sound signature
- Secure and comfortable fit
- Sleek, compact design

Compatibility message: For iPod® and MP3 players with a 3.5 mm jack

Right side panel

URL: www.ultimateears.com

Left side panel

Tagline: How music is meant to be heard.

Back panel

Developed by sound engineers, Ultimate Ears custom monitors are found fitted in the ears of some of the world's best-known musicians.

MetroFi earphones put Ultimate Ears sound engineering in listening devices designed to give people customized comfort that's perfect for listening on the go.

Your earphones give you sound clarity in a sleek, comfortable design.

- Get a fuller mix with more detail in the higher ranges
- Customized and comfortable fit
- Passive noise cancellation—so you hear just what you want to hear
- Compact design sits flush in your ears

Compatibility:

- iPod® and MP3 players with a 3.5 mm jack
- Laptops

Package contents:

¹ Available only after sign-off on the final packaging PDF

- MetroFi 220 earphones
- Pocket-ready hard case
- Silicone ear cushions (S, M, L)
- Instruction manual

Bottom panel

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iPod is a trademark of Apple Inc.

Ultimate Ears by Logitech
Designed and developed in California. Made In China.

1-year limited hardware warranty.

Ultimate Ears
5 Jenner Street, Suite 100
Irvine, CA
92618
(UPC bar code)

Other necessary icons

Web copy section

Link to the completed web page²

Web – Product detail template component (+Standard)			
Category listing page			
Product Name <i>Include all appropriate trademarks.</i>	MetroFi 220 earphones		
Short Description <i>Product descriptor or Core differentiating messaging</i>	Look good, sound even better.		
Product detail page			
Product introduction <i>Approximately 25 words.</i>	More than just a pretty package; the MetroFi 220 earphones give you clarity, smooth range, and a clean thump in a sleek design.		
Overview tab			
Priority #1	Image <i>GPM to request to Web team</i>	Consumer benefit <i>*Consumer friendly title or headline</i> <i>Ex. "Comfort" or "Precision meets convenience."</i> Product feature title: Feature explanation. <i>Ex. Cordless Freedom™: Feel confident with a reliable wireless connection.</i> <i>*Please limit to six per benefit section.</i>	Great sound. Titanium-coated speaker: Delivers a crisp sound signature. You get a fuller mix with more detail in the higher ranges so you can hear deep bass and clear treble. Passive noise cancellation: Stay in touch with the world around you while hearing your music clearly with 16 dBs of noise isolation.
Priority #2	Image <i>GPM to request to Web team</i>	Consumer benefit <i>Consumer friendly title</i> Product feature title: Feature explanation. <i>Limit to six per benefit section</i>	Comfortable style. Low-profile design: your earphones sit flush and securely in your ears. Three different-sized silicone ear-cushions: You'll get just the right fit for your ears Secure fit: Durable and designed to stay in place so they'll keep up with you on the go.
Priority #3	Image <i>GPM to request to Web team</i>	Consumer benefit <i>Consumer friendly title</i> Product feature title: Feature explanation. <i>Limit to six per benefit section</i>	Thoughtful details. Compact, hard case: Pocket-sized carrying case protects your earphones and doesn't add bulk or drag to your day. Right=red: Color coding makes it easy to see which ear is which at a glance Compatible: iPod®? MP3 player? Laptop? Your earphones are ready for anything with a 3.5 mm jack.
Specifications tab			

² Available only after completion of Web site

Web – Product detail template component (+Standard)

Category listing page

System Requirements <i>Separate by platform if applicable</i>																												
Package Contents <i>Include warranty information</i>	MetroFi 220 earphones Pocket-ready hard case Silicone ear cushions (S, M, L) Instruction manual 1-year limited hardware warranty.																											
Product compatibility	Windows	Mac	Universal	Linux	USB	PS/2	Bluetooth	iPod	iPhone																			
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>																		
Technical Specifications <i>*Optional</i>	<table> <tr> <td>Earphone Type:</td> <td>In-ear</td> </tr> <tr> <td>Speaker Type:</td> <td>Single, high performance, UE-designed, dynamic speaker</td> </tr> <tr> <td>Input Sensitivity:</td> <td>103 dB SPL/mW at 1kHz</td> </tr> <tr> <td>Impedance:</td> <td>18 ohms at 1 kHz</td> </tr> <tr> <td>Cable length:</td> <td>46 inches</td> </tr> <tr> <td>Weight:</td> <td>0.8oz</td> </tr> <tr> <td>Input Connector:</td> <td>1/8 inch (3.5mm) gold plated</td> </tr> <tr> <td>Frequency Response:</td> <td>10Hz — 20 kHz</td> </tr> <tr> <td>Noise Isolation:</td> <td>16 dB</td> </tr> </table>										Earphone Type:	In-ear	Speaker Type:	Single, high performance, UE-designed, dynamic speaker	Input Sensitivity:	103 dB SPL/mW at 1kHz	Impedance:	18 ohms at 1 kHz	Cable length:	46 inches	Weight:	0.8oz	Input Connector:	1/8 inch (3.5mm) gold plated	Frequency Response:	10Hz — 20 kHz	Noise Isolation:	16 dB
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Hardware <i>*Optional</i>	For iPod® and MP3 players with a 3.5 mm jack																											
Software <i>*Optional</i>																												
Overview disclaimer(s) <i>*Optional</i>																												
Specifications disclaimer(s) <i>*Optional</i>																												

Web – Promotion Banner Request (+Hero Above)

<p>Home Page banner A (947×431) <Product name + Headline></p>	
<p>Home Page Promo-Large B (474×220) <Product name + Core differentiating message></p>	
<p>Promo-Small C (190×90) <Product name + Core differentiating message></p>	