



amazon service Category Style Guide Consumer Electronics Camera and Photo

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Selling on Amazon

CATEGORY STYLE GUIDE:
Consumer Electronics
Camera & Photo

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About this document

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

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

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

Good Detail Page Content: Short Version

1. Title

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

Title Format – Most Electronics Products

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

Examples:

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

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

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

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

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

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

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

3. Feature Bullets ("BulletPoint1," "...2," "...3," "...4," "...5" columns in the inventory file template) Write bullets in sentence case (no punctuation). 256 maximum character limit. Basic Guidelines:

- **Bullet 1:** Overall synopsis of product

Example: Earphones with three individual balanced armature speakers

- **Bullet 2:** Materials and construction. Is assembly required?

Example: Noise-isolating design attenuates outside noise by an amazing 26db

- **Bullet 3:** Major feature(s)

Example: Recording-engineer studio-reference quality sound

- **Bullet 4:** Minor feature(s)

Example: Comfortable and secure ear loops

- **Bullet 5:** Included accessories

Example: Includes Universal Fit kit and a protective metallic travel case to store earphones

4. **Product Description ("ProductDescription" column in the inventory file template)**

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

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

Good Detail Page Content: Long Version

Benefits of a Good Detail Page

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

- Titles
- Main Product Image
- Customer Reviews

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

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

How Customers Get to Your Products

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

Search Electronics panasonic GO Find Gifts Web Search GO

Electronics > "panasonic"

Narrow or Expand Results Showing 1 - 24 of 22,722 Results Sort by Relevance GO

Expand Your Results
Remove Keywords:
panasonic

Narrow by Category
Accessories & Supplies (12,865)
Audio & Video (2,313)
Camera & Photo (8,234)
Car Electronics (250)
Computers & Add-Ons (2,007)
GPS (2)
Home Automation & Security (168)
Office Electronics (1,699)

Narrow by Brand
Panasonic (6,920)
dsmler.com Inc. (2,292)
TechPower (2,004)

See our Panasonic selection in Electronics
Categories: Clocks and Clock Radios, Two-Way Radios & Accessories, Home Audio, Phones, Panasonic in Kitchen & Housewares, more...

Related Searches: canon, panasonic lumix, sony.



Panasonic TH-42PX60U 42" Plasma HDTV WHILE SUPPLIES LAST
Buy new: ~~\$4,799.99~~ **\$1,299.77**
14 Used & new from \$1,199.99
In Stock
★★★★★



Panasonic TH-50PX60U 50" Plasma HDTV
Buy new: ~~\$2,799.99~~ **\$1,759.77**
44 Used & new from \$1,592.66
In Stock
★★★★★



Panasonic TC-32LX60 32" LCD TV
Buy new: ~~\$1,299.95~~ **\$996.45**
9 Used & new from \$775.77
In Stock
★★★★★

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

- Title
- Image
- Price
- Customer Rating
- Availability

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

Title Style

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

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

Most Electronics Products

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

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

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

Example of when to use Unique Thing:

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

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

Blank Media Products

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

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

More Title Specifications

- Do not create new ASINs with condition notes such as “Refurbished” or “Remanufactured” in the title
- Do not include stock #s 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.
- If the item is sold in non-retail packaging (ex: bulk), then include an alternate image of the product packaging.
- Alternate images should be the SKU plus a number (A12456.01.jpg, A12456.02.jpg, etc.). Here are examples of good alternate images:

Lifestyle Shot



Product Packaging Shot



Out of Box Accessories Shot



Folded / Transformed Shot (if applicable)



Image Processing

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

Product Features

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

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

Customers see the bullet points first – make them count! Include a precise snapshot of what the customers will get if they 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 motion sensors
- Includes table stand; 2-year manufacturer warranty

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

Examples:

- Sweat and water-resistant
- Neckband headphones for a 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

- Lightweight and portable digital video, movie, music Mayer and photo viewer with easy-to-use, intuitive controls and a bright 3.5-trich TFT LCD screen
- 30-gigabyte hard disk lets you store up to 15,000 songs, 300,000 pictures, or ets movers, or any combination thereof
- Compatible with MP3, WAY, WMA and protected WMA music fees. PEG, BMP. and PUG picture files, and MPEG-4 and wMY video files
- Uses high-speed use 2.0 for both file transfers and charging, and includes a rechargeable Uthism-Ion polymer battery with up to 12 hours of music and 4 hours of video life
- Lets you play music though 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 0)

Technical Details

Model number: Arches 404

Item number: 500868

Capacity: 30 gigabyte hard dnve with up to 85 movies, 300,0430 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 LS AYI, up to 0%/0 resolution), WMV (69 at ML, up to DVD resolution); With optional software plug-ins: H.204 up to DVD resolution and AAC sound, MPEG-2 up to 10 heaps (up to DVD resolution) and AC3 stereo sound

Audio playback: Stereo 14P3 decoding at 30-320 kbps CSR and YBR. WMA, protected WMA, WAV (PCM/ADPCM); With optional software plug-ins: AAC3 music files, AC3 stereo sotre files

Photo viewer: 3PEG, BMP, PNG

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

Video recording: Via optional OVR station; record in MPEG-4 SP with ADPCM stereo sound, resolution VGA (640×480) at 30 or 25 fps, in Awl format

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

Interlaces: USB 2.0 high-speed device (compatible with U58 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 mitmeter stereo headphone minx-Jack and TV output (AV cable sold separately); Dedicated connectors to connect optional adapters and Me station

Battery type: Internal rechargeable MI-mum-ion polymer

Battery life: Vp to 12 hoes of music, up to 4 hours of video **Scalability:** Downloadable firmware updates from www.archos.com

Minimum system requirements: For PC: Windows WE, 2003, XP, Media Center, Macintosh: OS x or higher (with USB Mass Storage Class support), Unix (with mass storage device support), USB port; For PlaysForStre video and subscription services: PC with Windows XP Service Pack 2 or higher, %Wv7ows Media Player 10 or higher, USB 2.0 port

Power source: Charged via computer through MB port; or via optional docking adapter or DYR station

Dimensions: 3.9 x 3 x 0.59 inches (W x H x 0) Weight: 6.75 ounces

Color: Slyer

Product Descriptions

A brief note on the Amazon voice

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

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

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

From The Manufacturer

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

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

Example:

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

Preorder Offers (new, unreleased items)

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



Preorder Requirements

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

Product Bundles

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

All consumer electronics bundles must follow these guidelines :

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

Titles for Product Bundles:

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

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

Dos and Don'ts for Product Bundles

Do

- Do make sure your bundle complies with all the [Product Listing Policies](#).
- Do use your seller name as the bundle brand if you have created a custom collection of items.
- Do list the first feature bullet as "Bundle of" number of items and include identification of the items in the bundle.
- Do state in the description that the product is a bundle and identify the specific items included in the bundle (with appropriate designators such as model number, color, and size).
- Do upload a main product image for the bundle that includes all of the exact items in the bundle, and only the

items in the bundle. Images of representative products are not permitted.

Don't

- Don't use the manufacturer name of a bundle component as the bundle's brand unless that manufacturer has created the collection of items.
- Don't modify the components of the bundle. If you want to add or remove items from the bundle, you must remove the listing and create a new bundle listing with a unique UPC.
- Don't create a bundle for a multi-pack of the same product. Use the options for displaying items with different package quantities.

Example: A 3-pack of AA batteries is a multi-pack, not a bundle.

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

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

Title (manufacturer-created pack)	UPC	IPQ	Price
Brand Y Dinner Plates, Set of Four	000123456789	4	\$20
Brand Y Dinner Plate	000123456788	1	\$6
Title (non-manufacturer-created pack)			
New product detail page			
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 Product X (Pack of 2)

Manufacturer Brand X

Brand Name Brand X

Model Number Model X

Package Quantity **2**

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.

Customer Reviews (submitted on Amazon.com)

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

Appendix A

Numbers

- Write “one” through “nine” and “first” through “ninth” as words; write “10” through “999,999” and “10th” through “999,999” as numerals.
- If a sentence or paragraph includes both numbers below 10 and more than 10 that refer to the same thing, express both in numerals; for clarification on this, see Chicago Manual of Style 8.8.

Example: The recipe calls for 5 to 10 eyes of newt.

- Write ages of people as numerals.

Example: An 8-year-old boy.

- In product descriptions, it is permissible to begin sentences with numerals, but spell out numbers that begin a sentence (or recast) in an Amazon.com review.
- When a number begins with a zero before a decimal, please delete the zero (.139, not 0.139). Always use numerals with units of measurement.

Examples:

This item weighs in at 4 pounds.

The LCD screen is 2.5 inches wide.

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

- Use a hyphen with whole number/fraction combinations.

Examples:

114 1-1/2-inch pipes

cable up to 5-1/4 inches long

...range from less than 10 to 20 watts

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

Examples:

1/4-inch fiber

20-by-27-inch LCD screen (Note the use of by instead of x, per Chicago Manual of Style.)

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:

Measurement	Abbreviation
ampere	amp, A
ampere-hour	Ah
baud	baud

bits per second	bps
centimeter	centimeter, cm
decibel	dB
degree	degree
decibels/amperes	dBA
gigabit	gigabit
gigabyte	GB
gigahertz	GHz
hour	hour
inch	inch
karat	karat
kilobit	kilobit
kilobits per second	Kbps
kilobyte	KB
kilohertz	kHz

megabits per second	Mbps
megabytes per second	MBps
megahertz	MHz
megapixels	MP
milliampere	milliamp, mA
milliampere-hour	mAh
millimeter	millimeter, mm
milliseconds	millisecond, mS
ounce	ounce, oz
pages per minute	ppm
pound	pound, lb, lbs
speed or multiplier	x (as in “40x” or “3.5x”) volts
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 TM and registered trademark ® symbols out of the catalog. Note that ASCII symbols (such as ®) and HTML formatting (such as ®) 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.

#	Advent	audio-video (AV acceptable after first mention)
100Base-T	After Effects (Adobe)	
3CCD	Agfa	auto (except when exceptions are listed, keep open when used as an adjective meaning automatic)
3Com	airpanel (ViewSonic)	autoexposure
3dfx	Aiwa	autofocus

3DNow!	AllSet (Panasonic)	Automatic Volume Limiter
3-D Phonic virtual surround	Allsop	System
sound (JVC)	Altec Lansing	auto-reverse
3D Prophet (Guillemot)	Ambico	autorouting
3D Vortex	American Power Conservation	AutoStandby (Uniden)
3M	AM/FM	AutoTalk (Uniden)
3-LCD	analog audio outputs	Auto Thyristor (Vivitar)
3-Pack (not 3-Pk)	anti-roll mechanism	AV (use audio-video at first mention)
4-port	Anti-Shock Memory (ASM)	B
486DX, 486SX (no space)	system (Panasonic)	Backlight
A	Anti-Shock Memory II(Panasonic)	backlit
A3D	AppleTalk	backup (n.)
AC-3	APS (use Advanced Photo System at first mention)	back up (v.)
AccuSearch (RCA)	AQUOS	Back-UPS
AC/DC	aramid fiber	backward-compatible (adj.), backw ard compatible (predicate adj.)
Acer	Artisoft	Battery Friendly (Socket trademark)
Acid DJ (software)	artificial intelligence (AI acceptable on second mention)	Battle.net (Internet game service)
Acid Hip-Hop (software)		Belkin
Acoustic Design	artificial intelligence sound (Panasonic)	Bell and Howell
Acoustic Research action-RPG(short for action/role- playing game)	ASUS	BenQ
Active Clear Bass	aramid fiber	Best Data Products
Active Hyper Bass Pro (JVC)	ATI Radeon X300 SE	Bigpicture
active matrix (adj.)	ATRAC (minidisc standard)	BioWare

ActiveSync	AT&T	white (attribute); B&W is OK if not in running text. Do not use black & white.
A/D (instead of analog-to-digital; spell out on first mention)	audible.com (capitalize at the beginning of a sentence in text; leave lowercase in headlines) Audible Inc. (when referring to the company)	black-level control
Adobe PageMaker	AudibleReady	
Adobe PageMill	audiocassette	
Advanced Photo System (use acronym APS after first mention)	Audio Logic	
Advanced PQI	Audible Inc. (when referring to the company)	
Advanced Virtual Surround		
Sound (Panasonic)		

BlackBerry (handheld)	CD-RW (adj.), CD-writer (n.)	DeskWriter
Bluetooth	Celeron CG silicon	Diamond Multimedia dielectric
Blu-ray disc	ChanneLock (RCA)	DigiCom
boombox	chipset	Digital8 (JVC)
Bose	ClearVoice	Digital Acoustic Processor (JVC)
Boston Acoustics	Click Wheel	digital audio outputs
Brother	Cobra	Digital Camera Card (Casio)
BRAVIA	color-layering technology(printers)	digital comb filter
Brunton	ColorStream	Digital DIN Digital Research
bubble jet (n.), bubble-jet (adj.)	ColorTRAK	digital spread spectrum (DSS)
buying guide	ColorView screen (RCA camcorder)	acceptable after first mention)
C	combo (instead of combination – ex., TV/VCR combo)	Digital Theater Sound

caller ID	Commercial Advance (licensed to multiple manufacturers)	digital-to-analog (D/A acceptable
caller ID/call waiting (caller ID function)	CompactFlash	after first mention)
camera phone (never hyphenate)	Compact Modem Card(Panasonic)	Digital Viewcam (Sharp)
CanoScan	component-video (adj.)	Direct3D (video standard)
Canon	composite-video (adj.)	DirectCD (software)
CaptionVision (multiple manufacturers)	Compu Link	DirectInput (Microsoft)
CardBus	Compu Play	DirectMusic (Microsoft)
carry case	Conair	DirectSound (Microsoft)
Case Logic	Coolpix (Nikon)	DirectSound 3D (Microsoft)
Casio	CopyJet (HP)	DIRECTV
Cat5	CreataCard (American Greetings)	Discman
C battery cc:Mail (Lotus)	Creative Kit (Polaroid)	Discwasher
CD (CD Digital Audio or CD Extra)	Creative Labs Cstar	Diskeeper
CD Graphics CD-I	Customer Care (HP)	Divx
CD-i Bridge	Cyber-shot (Sony)	DLX
CD Jogger (Panasonic)	D	D-Link
CD Jogger+ (Panasonic)	D/A (use digital-to-analog at first mention)	DNR Perfect (Toshiba)
CD LabelMaker (Data Becker)	DataFab date book D battery	Dolby Digital
CD Manager (Panasonic)	DB-25 (type of computer plug)	Dolby Pro Logic
CD-MIDI CD-R	DB-9 (type of computer plug)	Dooney & Bourke
CD-ROM (6x/6x/2x)	dBV	dpi
CD-ROM XA	dbx (brand name for audio equipment) DDR DRAM (double data rate dynamic random access memory)	DOS (general disk operating system; check context, as MS-DOS is often the operating system in question)
CD single	DEC	DragonBall (Motorola)
CD Text (n., adj.)	Dell Denor	DSS (use digital spread spectrum at first mention)

CD-R, CD-RW, CD-R/RW	Design Acoustics Deskjet (HP)	DTS (digital theater system, generic)
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Dual-Deck (Go-Video trademark when referring to VCRs)	Extended Data Service (standard set by FCC)	Fujinon
Duofol (Sennheiser)	Extreem pack exterior(Samsonite)	G
DVD	eyemodule (lowercase trademark)	G&A Imaging gamepad Garmin
DVD-Audio	EZ Copy (Go-Video)	GB (abbreviation for gigabytes;
DVD-R	Extended Data Service (standard set by FCC)	add space between numeral and G B, ex: 4.3 GB)
DVD-RAM	Extreem pack exterior	GBC
DVD-ROM	F	GE (use instead of General Electric)
DVD-R/RW	Fast Ethernet	Gel-eez
DVD-RW	fast-forward	General MIDI (GM on second reference)
DVD+R	Fatal1ty, famous gamer &	Gigabit
DVD+R/RW	gaming products	GigaDrive (Linksys)
DVD+RW	Fellowes	Giga Pocket engine (Sony)
DVD±RW	ferrite bar, ferrite-bar (n., adj.)	global positioning system (GPS
DVD Text	fiber optics (n.), fiber-optic (adj.),	acceptable on second mention)
DVD-universal	ex: fiber-optic cable	GoLive (Adobe)
DVD-VCR	50+1 (mega CD players)	Go-Video
DVD-Video	FileMaker	goVox (LandWare)
dynamic bass boost system(DBBS)	FileMaker Pro	G-Protection (Sony)
dynamic HTML	fine-tune, fine-tuning	GPS (use global positioning system at first mention)
Dynamic Super L	FireWire (computer connection)	grayscale
E	Fireworks (Macromedia software)	Grille
earbud	Fisher	Grundig
EarHugger	flash drive	H
Easicon (Panasonic)	flash ROM	H.324 (phone standard)
EasyShare (Kodak)	flat-panel display	HandEra

EIDE (standard for hard drives)	flat-square (adj.)	handheld (both adj. and n.)
Elasti-mesh side pockets(Samsonite)	flat-square technology (FST)	Handheld PC (Windows CE device)
Electronic Shock Absorption(Philips, others)	Fort Knox	Handheld PC Pro (Microsoft licensees)
Elite Rudder Pedals (ThrustMaster)	Franklin Electronics	hard disk drive
Elph Emerson Energizer	FreeHand (Macromedia software)	Harman Kardon
EnergySaver Epoc	FST (Toshiba)	HD DVD
Epson	f-stop (f5, f3.8-f5)	HDTV (use high-definition TV at first mention)
ErgoMouse	FTP (File Transfer Protocol)	Heat.Net (Internet game service)
ErgoPAD	Fuga	Helix (Samsung)
ExacTrak	Fujifilm	Hi8
Expansion Pak (Nintendo)	Fujinon	hi-fi
ExpressBus		high color

High Current Capability (HCC acceptable on second mention)	InstaVision (Bushnell)	Klipsch
high-definition TV (HDTV acceptable on second mention)	Intel	Kodak
Hitachi	IntelliFAX (Brother)	Kogi
HomeSite (Allaire)	Intelligent Scanning Technology(HP)	Konica-Minolta
home theater in a box (not HTIB)	IntelliMouse	Koss
home theaters in a box	Intellisync (Puma software)	Kyocera
home theater system (not theatre)	InterAct	L
hot key	Internet service provider, or ISP	Labtec
HoTMetaL (SoftQuad software)	introscan (apparently not a trademark)	LaCie
HotSync	iPod, iPod mini, iPod nano, iPod	LAN
HP (abbreviation for Hewlett-Packard)	photo, iPod shuffle	LANalyzer
HTML	IO digital pen (Logitech)	landline
HyperCard (Macintosh)	lomega	LandWare

Hyper Scan (JVC)	iPAQ (Compaq)	LANtastic
Hyper Surround (JVC)	IrDA	laptop (or notebook)
hyperthreading	iRiver iTunes	Laral
High Current Capability (HCC acceptable on second mention)	J	LaserJet
I	Jacket (Macally trademark)	last-number redial LCD
i2Go.com	Java	Leica
IBM	JavaScript	Lexmark
iBook	Jaz drive	Light Tower (a remote control
ID3 tag (labels mp3 songs)	JBL	from Panasonic)
IEEE 1394 (same as FireWire)	Jensen	LineShare (WebTV)
i.Link	Jetprinter	Linksys
iMac	jewel case	Linux
IMAP4 (e-mail protocol)	JumpStart (children's software)	lithium-ion battery
Imation	JVC	LiveMotion (Adobe)
InDesign (Adobe)	K	Logitech lux
Index Search (Panasonic)	K (see K entry under "Abbreviations")	M
Infinity	Kbps (abbreviation of kilobits per	MacBook
InFocus	second; add space between	MacBook Pro
InfoLithium	numeral and Kbps, ex: 80 Kbps)	Mac mini
Illumi-Guide control infrared	Kensington	Mac OS (use for all Macintosh operating systems, including Mac OS X)
inkjet, inkjet printer inline	Kenwood	Mac OS X 10.1 (use for all post-X versions of the Mac OS)
insidephone (Panasonic)	kernel	MacPac
Insta-Focus (Bushnell)	KLH	Mac Pro
instant messaging (IM)	KLH	Magellan

Magix	midrange	NetBIOS
Magnavox	milliamp	Netgear

ManageWise	millimeter (spell out, except	NewKidCo
MAPI (Message Application Programming Interface)	“35mm film,” “28-120mm zoom lens”)	New Media Tech
Map ‘N Track	mini-CD	Nexus (Samsung)
MasterCube	minidisc	NFR (Noise Filtration Recording) (Aiwa)
Master Touch Universal Glo-In-	MiniDV	ni-cad (not Ni-Cad or Ni-Cd)
The-Dark	mini-movie	NITEglo (RCA)
matrix surround sound	miniSD	NiMH
Maxell	minisystem	nonplayer character (NPC acceptable after first mention)
MaxTech	Minolta	Novell
Maxtor	modes (lowercase mode names— arcade mode, versus mode, etc.)	NetWare
MB (abbreviation for megabytes; add space between numeral and	mono	NTFS (NT file system)
MB, ex: 32 MB)	Motorola	NVIDIA
	mouse pad	nWo (New World Order wrestling federation)
Meade	mouse, mice	O
Mega Bass (Sony)	Movie Advance (licensed to	OfficeConnect Officejet (HP)
Mega Pixel (Polaroid)	multiple manufacturers)	Ogg Vorbis
Mega Storage (Sony)	MPEG-1 (compression standard)	ohms
Memorex	MP3	Okidata
Memory Stick	MP3Mail (i2Go.com)	Olympus
message-waiting indicator	mp3PRO	Onkyo
MHz (abbreviation for megahertz; add space between numeral and MHz, ex: 900 MHz)	MS-DOS	onscreen
Micro Innovations Microdrive(IBM)	multifunction (n., adj.)	ooma
MicroMV	MultiMediaCard (or MMC card)	OpenGL (video standard)
Micro Piezo (Epson)	Multi Sound Processor (Aiwa)	Opti-Trac
MicroProse	Mustek	oversampling
Microsoft	N	P
Microsoft .NET	n- (generic number, as in n-tier architecture)	Packard Bell

Microsoft Office v. X for Mac	N64	PageMaker
Microsoft wireless	Nakamichi Natureview (Bushnell)	PageMart
communications kit	NEC	Palm III (not 3)
microstereo	NEOGEO	Palm Computing platform
Microtek	.NET (Microsoft)	Palmcorder (Panasonic)
MIDI (Musical Instrument Digital	.NET (Microsoft)	Palm V (not 5)
Interface)		palmOne except in ASIN title
Midland		PalmPilot

palmsize	playlist	rangefinder
palmtop	Plossl eyepiece named after	RCA
Palm-size PC (Microsoft)	inventor	RealAudio
Palm Universal Connector (in refer ence to Palm products)	plug and play (n.), plug-and-play (a dj.)	RealVideo
Panasonic	PlusCode (VCR Plus+)	Recoton
Pay As You Go	Pocket PC	red-eye (n., adj.)
PCPhoto magazine	POP3 (e-mail protocol)	ReplayTV
Peachtree	Pop-Port connector	REt
PCI card	Porro prism	Return+ (JVC)
PC Card	PNY	rewritable
peak-to-peak (way of measuring vo ltage)	point-and-shoot (n., adj.)	Ricoh
peer-to-peer (adj.)	PostScript (Adobe)	Riflescope
P.E.M. D.D. (JVC)	PowerBook	ringtone
Pentax	Power Mac	RJ-11 (phone plug/jack)
Pentium II or Pentium III (not 2 or3)	PowerPC (processor)	Rolling Stone
but, Pentium 4	Powersave (Philips)	RS-232, RS-232-C (serial port stan dards)
Performance	PowerShot (Canon)	S
Permalloy	PowerView (Bushnell)	sample rate converter
Philips	ppm (pages per minute)	Samsung

phone (not telephone)	preamp	SanDisk
palmsize	Prebate (Lexmark)	Sansui
palmtop	Pretec	Sanyo
phone book	print head	scalable
phono	printout	Scanjet (HP)
Photo CD	progressive-scan DVD player	S.E.A. equalization (JVC)
PhotoMAX (Polaroid)	Pro Logic	screen saver
Photo-REt, PhotoREt III (color-layering technology, HP)	Pro-Tect Plus (RCA)	Secured Encryption Technology
Photoshop	Q	(SuperDisk)
PhotoShot (Panasonic) (AVLS) (Sony)		Secure Digital card
Photosmart (HP)	Q Sound	Sennheiser
PhotoSuite (MGI)	Q Surround (Aiwa)	SDRAM (synchronous DRAM)
PhotoVu Link (Panasonic)	Qualcomm quasi playback	Sharp
PictBridge (HP)	QuickBooks (Intuit)	Shockwave (Macromedia)
picture-in-picture (instead of PIP)	QuickTime	ShockWave (Panasonic)
Pinnacle Systems	Quik Sync (Iomega)	ShockWave Metal (Panasonic)
Pioneer	R	ShowSaver memory protection (RCA)
PIXMA (Canon)	RAM	Shredmaster

Shure	Stitch Assist (Canon)	Thomson Consumer Electronics
SimpleSearch (ScanSoft)	Studio Acoustics	.TIF (file type)
SkipDoctor	Super Audio CD (SACD)	TiVo
SmartScanner	acceptable on second reference)	Toner Saver (Lexmark)
SLR (acceptable on first reference; stands for single-lens reflex)	SuperDisk	Toshiba
Smart Autofocus (Canon)	Super Extra Bass System (S- XBS)	Toslink
SmartList (Elron)	(Panasonic)	total harmonic distortion (THD acceptable on first mention in specs)
SmartMedia	Super G	touchpanel, touchscreen

SmartMute (Magnavox)	Super Spectra lens coating(Canon)	touch-tone
smartphone	Super Video CD	touch-typing (n.)
SmartScanner	surge suppressor (not surge protector)	touch-type (adj.)
SmartSound Plus (Magnavox)	SurgeMaster	traceroute
Smart-UPS	surround sound (n., adj.)	Tracker
smooth-motion scan	Suunto	TravRoute
Socket Digital Phone Card	SVGA (video standard)	TRENDNet
SO DIMM (memory)	S-VHS	TriPad
SoftQuad	S-video (except in Tech Specs)	Tripp Lite
SOHO (small office and home office; avoid acronym on first mention)	sync, synced, syncing	true color
Sony	synchro recording	TrueType
Sony Ericsson (phones)	synchro start	Tungsten
sound card	Super Audio CD (SACD cceptable on second reference)	TurboTax (Intuit)
SoundJam MP	SuperDisk	TV (instead of television)
Southwestern Bell	T	TWAIN (Technology Without an Interesting Name)
SP3, SP4, etc. (Microsoft; short for Service Pack 3, Service Pack 4, etc., for Windows NT)	T-1 (Internet access)	TwIN
Spacemaker (GE)	tablet PC	Texel (nVidia)
Spatializer	TalkAbout (Motorola)	two-way radio
S/PDIF (Sony/Philips Digital Interface)	Tamron (Motorola)	U
speakerphone	Tape Program Search(Panasonic)	Ultrawide Bandwidth
Spectra lens coating (Canon)	Targus	Umax
speed dial (n.), speed-dial (adj.)	T-Buffer digital cinematic effects (3dfx)	Uniden
Sprint	TDK	Universal Easicon
SquareSoft	Teac	Universal Plug and Play (UPnP)
standalone (n., adj.)	Texas Instruments	universal remote control
startup	THD (acceptable on first mention in specs; stands for "total harmonic distortion")	Unix
stereophone	The Learning Company	unlocked

Stick It Right	thermal inkjet	unwired
still-frame (n., adj.)	ThrustMaster (Guillemot)	up-converting

USB (acceptable on first mention)	VisionTek	Worm Light
USB flash drive	voice-activated system, voice	WYSIWYG (What You See Is What You Get)
USB auto connect	activation system	X
USB flash drive	voice mail	x (6x/6x/2x CD-ROM drive; 25x zoom)
USB universal connector	Voice over IP (VoIP)	Xbox
user's manual	volts	xD
U.S. Robotics	VOX (voice-activation feature)	Xerox
V	V-Sensor (Aiwa)	XMetaL (SoftQuad)
Vaio	VTech	X Window System
vCard	W	x (6x/6x/2x CD-ROM drive; 25x
V CAST (Verizon)	walkie talkie	Y
V-chip	Walkman	Yamaha
VCP	watts	Z
VCR	waypoint	Z chassis
VCR Plus+	Webcam	Zenith
VHS	WebTV	ZENworks
VHS-C	Wheel Mouse	Zhumell
video card	Whistler	Zip drive
Video CD (digital)	Wide Area Augmentation	ZIP file
videoconference	System (WAAS)	zoom: 8x, 32x
videocassette	widestream	
videophone	Wi-Fi	
viewcam	Windows 9x (short for Windows95 and 98)	
ViewSonic	Windows Me	
Viking Memory Finder (n.),	Windows NT Server	
Viking's Memory Finder (attr.)	WingMan	
virtual 3-D surround sound	Wireless-B	
virtual Dolby	Wireless-G	
virtual surround sound	WON.net	
viruslike	WordPerfect	

Appendix B

Sub-Category Style Guides

Small Office Home Office (SOHO)

Titles for Small Office Home Office:

Brand + Series Name + Product Name + Product Type + (model #) Printer title examples:

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

Scanner title examples:

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

Other title examples:

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

Feature Bullets for Small Office Home Office:

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

Examples:

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

Personal Computers

(laptops, desktop computers, tablets, and netbooks)

Titles for Personal Computers:

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

Examples:

- Toshiba Satellite U405D-S2848 13.3-Inch Laptop (Fusion) Apple MacBook Pro MB133LL/A 15.4-Inch Laptop
- Sony VAIO VGN-SR140E/P 13.3-Inch Laptop (Pink) HP Pavilion M9350F Desktop For more examples, visit the Amazon.com [Notebooks](#) and [Desktops](#) stores.

Computer and Tablet Accessories

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

Titles for Computer and Tablet Accessories:

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

Titles should be 150 characters or less.

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

Do not include terms like “Original,” “Genuine,” “Free,” “Bonus,” “Price,” “Exclusive,” or “A \$XX Value” in titles. Do not use the term “OEM” in your title (or elsewhere) because it might be confusing to customers.

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

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

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

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

Manufacturers with Unusual Names or Spelling:

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

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

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

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

Examples of good accessories titles :

- Logitech V20 Notebook Speakers
- Logitech V220 Cordless Optical Mouse for Notebooks

Example of bad accessories title:

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

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

Titles for Computer and Tablet Accessories with Compatibility:

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

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

Examples of good titles for products with compatibility :

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

Example of bad title with too many compatible models listed :

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

Titles for Generic Computer and Tablet Accessories with Compatibility:

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

Example:

- Lithium Ion Battery for Lenovo X300 Series

Brand for Computer and Tablet Accessories:

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

Bullet Points for Computer and Tablet Accessories:

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

Product Description for Computer and Tablet Accessories:

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

Warranty Information for Computer and Tablet Accessories

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

Example of prohibited warranty information:

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

Computer Components

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

Titles for Computer Components:

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

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

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

Images for Computer Components:

- Primary image should be a .jpg or .tif at least 1000 pixels by 1000 pixels, and up to 3000 pixels by 3000 pixels to take full advantage of zoom
- Images should be on a white background. If the product is white, use drop shadows to offset it.
- **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
- Additional images can show close up shots of ports, features, or lifestyle images.

Bullet Points for Computer Components (by subcategory):

Hard Drives (Internal)

- **Bullet 1:** Capacity (ex: 500 GB, 1 TB, etc)
- **Bullet 2:** RPM, Cache (if available, ex: 5400 RPM, 8 MB Cache)
- **Bullet 3:** Interface (ex: SATA)
- **Bullet 4:** Form Factor (ex: 3.5 inch, etc)
- **Bullet 5:** Notable Feature or Warranty Info (ex: "Seagate 5 Year Warranty")

Motherboards

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

CPUs

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

Memory

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

Video Cards

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

Power Supplies

- **Bullet 1:** Certifications if available OR efficiency rating (ex: Designed to meet 80PLUS Certification)
- **Bullet 2:** SLI certified 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 ATX12V systems)

PC Cases

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

Sound Cards

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

PC Cooling Products

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

Computer Peripherals

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

Titles for Computer Peripherals:

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

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

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

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

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

Sample Manufacturers with Unusual Names or Spelling:

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

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

Size information should only be included in titles when it differentiates the item from similar items.

Examples of good Computer Peripheral titles :

- Logitech V20 Notebook Speakers
- Logitech V220 Cordless Optical Mouse for Notebooks
- Examples of bad Computer Peripheral titles :
 - New Replacement Li-Ion Battery for IBM ThinkPad T40 T41 T41p T42 T43 R50 R50e R50p R51 R52 Series Laptops / Replacement IBM Battery P/N 02K6699 08K8192 08K8193 08K8195 08K8197 08K8214 92P1011 92P1060 92P1071 92P1075 92P1087 92P1089 92P1091 9291101 9291102
 - o Includes too many details
 - Logitech 967740-0403 Internet 350 Vista Qualified USB Keyboard – Black
 - o Part number too close to the beginning USB should be in all caps
 - o "Black" is not a special feature and should not be included
- **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 angled shot, use a Front View for this image
- White background; for white products, add a drop shadow to emphasize the product o Product must occupy at least 80% of the image area
- Front View
- Left-facing 45 degree alt angle shot
- Side View
- Alt Side View, if available
- Rear View
- What's in the box
- Image that shows scale of product

- Lifestyle images
- Product specification charts

Titles for Home Entertainment:

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

Example: Product 1, Product 2, and Product 3 Bundle.

Product Descriptions for Home Entertainment:

- Be concise.
- Do not mention other brands by name.
- This content should be static. Do not mention price or promotional offers that may change.

Example:

At only 1.9 inches thick, Samsung's striking new 850 series offers all of the features of the 750 Series models in an incredibly thin, sleek package. The Series 8 1080p LCD HDTVs have all of the features you'd expect from a top-of-the-line Samsung – superb image, a blazing-fast 4ms response time, 120Hz refresh rate with Automation plus image interpolation technology for smooth fast motion, and rich interconnectivity, all wrapped in the stylish "TOC" color-infused bezel. Enjoy MPEG and .JPG files stored on external devices by connecting through a side-mounted USB 2.0, turning their LCD into a full-scale home viewing gallery, or connect their MP3 players for a dynamic audio experience. Includes remote control and batteries; mini remote control and lithium battery; warranty card/registration card/safety guide manual; program CD; power cord; cleaning cloth; and owner's instructions.

Televisions

(LCD, plasma, projectors, CRT)

Titles for Televisions:

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

Examples:

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

Bullet Points for Televisions:

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

Disc Players and Recorders

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

Titles for Disc Players and Recorders:

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

Bullet Points for Disc Players and Recorders:

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

Home Audio

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

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

Brand + Series + Model Number + Channels + Form Factor + (Number of Speakers, Color) Example: Onkyo HT-S5100 7.1 Channel Home Entertainment System (Set of Nine, Black)

Titles for Receivers:

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

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

Titles for Loudspeakers:

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

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

Camera & Photo

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

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

Titles for Camera & Photo – General Products:

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

Example: Canon EOS Rebel XTi 10.1MP Digital SLR Camera with 2.5-Inch LCD (Black, Body Only) Titles for Camera & Photo – Non-US Market Products (sometimes referred to as gray market):

Brand + Series + Model + Product + “with” Unique Features [if applicable] + “ – International Version with No Warranty”¹ + (Color, Packaging [if applicable])²

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

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

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

Titles for Camera & Photo – Replacement or Generic Accessories:

Third Party Brand + Model + “Replacement” + Product + “for” + OEM Brand + OEM Series/Model + (Color, Packaging [if applicable])³

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

Example: Digital NC Replacement High Capacity Battery for Canon LP-E6 (Bulk Packaging) Titles for Camera & Photo – Product Bundles:

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

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

Portable MP3 Players

Titles for Portable MP3 Players:

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

Examples:

iPod nano 8 GB Black (3rd Generation) iPod shuffle 2 GB Purple (2nd Generation)

Zune 8 GB Digital Media Player Black (2nd Generation) All other players:

Manufacturer + Player Name + Storage Capacity + Item Type + Notable Features [if applicable] + (Color) Player Name and Storage Capacity are interchangeable

Examples:

Creative Zen Stone 2 GB MP3 Player with Built-in Speaker and Clip (Blue)

Sony 2 GB Walkman Video MP3 Player with FM Tuner (Black)

Bullet Points for Portable MP3 Players:

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

Titles for MP3 Player Accessories:

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

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

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

Examples:

DreamGear Luxury Case for iPod nano 1G (White)

Gecko Gear Silicone Skin for iPod nano 2G (Black)

DLO nanoShell Case for iPod nano 1G, 2G (Fuchsia)

Apple iPod Dock for iPod nano 2G

For compatibility with Zune, the Player Generation is not included, just the Storage Capacity: ezGear ezSkin Silicone Case for Zune 30 GB (Black Onyx) Zune Leather Case for Zune 4 GB, 8 GB (Black)

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

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

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

Bullet Points for MP3 Player Accessories:

- **Bullet 1:** Player compatibility
- **Bullet 2:** Any
- **Bullet 3:** Any

- **Bullet 4:** Any
- **Bullet 5:** Any

GPS & Car Electronics

Titles for GPS Units:

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

Examples:

Garmin nüvi 880 4.3-Inch Widescreen Bluetooth Portable GPS Navigator

Magellan Maestro 4250 4.3-Inch Widescreen Bluetooth Portable GPS Navigator

Bullet Points GPS Units:

- **Bullet 1:** Included Map Coverage
- **Bullet 2:** Text-to-Speech (if applicable)
- **Bullet 3:** Media Capabilities (photo viewer, MP3 player, video Player)
- **Bullet 4:** Other unique features (voice command, photo-navigation)
- **Bullet 5:** Battery Type, Battery Life, Warranty

Titles for Handheld GPS:

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

Example:

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

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

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

Example:

JVC KDP-DR40 50 Watts CD/MP3/WMA Receiver Bullet Points for Car Stereo Head Units:

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

- **Bullet 3:** Major feature(s)
- **Bullet 4:** Minor feature(s)
- **Bullet 5:** Warranty

Titles for Car Speakers and Amps:

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

Examples:

Pioneer TS-G1642R 6.5-Inch 180 Watts 2-Way Coaxial Speakers (Pair)

JVC KX-L1000D 500 Watts Class-D Monoblock Amplifier

Bullet Points for Car Speakers and Amps:

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

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 1:** Included Map Coverage
- **Bullet 2:** Display resolution (color display, sunlight-readable)
- **Bullet 3:** Satellite / Weather information

- **Bullet 4:** Other unique features (touchscreen, map sharing, photo-navigation)
- **Bullet 5:** Battery Type, Battery Life, Warranty info Titles for Car Security Systems:

Brand + Series + Model Number + Form Factor

Example:

Hornet 740T Security System

Bullet Points for Car Security Systems:

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

Titles for Radar Detectors:

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

Examples:

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

Bullet Points for Radar Detectors:

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

Titles for Car Audio and Video Accessories:

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

Bullet Points for Car Audio and Video Accessories:

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

Titles for GPS Maps and Services:

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

Example: Garmin Colorado 2009 United States Topographic Map Digital Download

Bullet Points for GPS Maps and Services:

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

Titles for GPS and Navigation Accessory:

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

Bullet Points for GPS and Navigation Accessory:

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

Home Electronics Accessories Titles for Blank Media:

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

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

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

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

Example: Cables To Go Velocity 40315 HDMI Digital Video Cable (2 Meters, Blue) Bullet Points for A/V Cables:

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

Cell Phones and Accessories

Titles for Unlocked Cell Phones:

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

Example (Unlocked Cell Phones):

Motorola Moto G, Unlocked cellphone, US 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 + Color + (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" + Color [if applicable] + Package Type [if applicable]

Titles for Cases:

Brand Name + Descriptive Adjective + Product Type + "for" + "Compatible with" + Color [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" + Color [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] + Color + Package Quantity + (Case Pack Quantity [if applicable]) + (Model #)

Writing Instrument Examples:

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

Paper Examples:

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

Other Examples:

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

Bullet Points for Office Products: Feature/benefit style

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

- **Bullet 4:** Minor feature(s)
- **Bullet 5:** Included accessories

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

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

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

Musical Instruments

Titles for Musical Instruments:

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

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

Examples:

Ampeg AMG100BK Wood-Bodied Dan Armstrong Electric Guitar

Black Ernie Ball 9170 351 Style Guitar Picks, Bag of 24, **Thin Bullet Points for Musical Instruments:**

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

Category Image Guides and Resources

Computer Components Images

Images for Computer Components:

- Primary image should be a .jpg or .tif at least 1000 pixels by 1000 pixels, and up to 3000 pixels by 3000 pixels to take full advantage of zoom
- Images must be on a white background. If the product is white, use drop shadows to offset it.
- **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.

Image Resources for Cell Phones:

- Motorola Devices <https://www.motorolacollective.com/app>
- LG Devices <http://www.thinklg.com/Default.aspx?tabid=80&returnurl=/Default.aspx&carriers=Login>
- Samsung Devices <http://66.180.101.60/Samsung/Standard/>
- BlackBerry Devices <http://www.rim.com/newsroom/media/gallery/index.shtml>
- Sanyo Devices http://www.sanyowireless.com/?from=us.sanyo.com/dealer_images/index.cfm
- Nokia Devices <https://www.nokiasource.com/nokiasource/nokiaImageSelect.do>
- Palm Devices <http://resource.palm.com/wps/portal/DPP>
- Biggest Book <http://biggestbook.com/>

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