



Solution:Sonos

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Sonos. It's getting better all the time.

The Sonos experience has gotten better yet again, this time with new software upgrades that bring your customers more choice about how they access their music, and a whole new world of free music.



More music control.

Introducing the new—and free—Sonos Controller for iPhone.™ Customers who have iPhones or an iPod® touch are likely prospects for a Sonos purchase—now that the Sonos Controller for iPhone app turns an iPhone or iPod touch into a full-fledged Sonos Controller.

The iPhone connects to their existing wireless network, not to the Sonos mesh network. But it still has all the basic functionality of the Sonos Controller. With this application, they can walk in their front door, take their iPhone or iPod touch out of their pocket and control music in every room of their home with just the touch of a finger.

The app is free and downloadable at the iPhone App Store. Check out this demo for more information. Then spread the word to your customers and prospects. <http://sonos.com/demo/iphone/demo.html>

More free music.

There's Sonos Radio, the free connection to more than 15,000 Internet radio stations. Sonos owners can tune in the world—from Antarctica to Zimbabwe—just by tapping a button on their Controller.

We've just added another free online music service—Last.fm. Your customers can create and influence personal radio stations based on their artist and genre preferences, directly from their Controller.

They can also now access Pandora free of charge—and still free of computers—to hear music based on their personal music preferences.

Sonos owners can take advantage of these upgrades by simply updating their system's software. It's a good time for them to add new zones, so they can bring more free music to more rooms of their home—for the holidays and beyond.

Considering these upgrades, there's also never been a better time for customers still considering a Sonos purchase to take that step.



Sonos News

Sonos wins *more* major awards

In our last newsletter, we were thrilled to announce that the Sonos ZonePlayer 120 had received the 2008 *Electronic House* Product of the Year Award. Well, there's more great news. The ZP120 has just won *Custom Retailer's* EXCITE Award for 2008: <http://exciteawards.customretailer.net/product.php?id=165>



For customers considering a Sonos purchase, sharing these accolades with them can help you close the deal.



Two new rave reviews

Sound & Vision The Sonos BU150 has been honored with a *Sound & Vision* Certified and Recommended Award. For the full story, see the following review: <http://www.soundandvisionmag.com/audiovideo/2978/sonos-bundle-150-wireless-multiroom-music-system.html>

O, the Oprah Magazine Sonos dealer Allie Eberhardt, owner of Digital Habitat in Westchester, is featured with Sonos in "Demystifying Home Tech" in *O's* October issue. For the story, visit: http://www.oprah.com/article/omagazine/200810_omag_handyman

New user-friendly online ordering system

As many of you know, Sonos has implemented a more user-friendly and efficient online ordering system. The new URL is <https://channel-us.sonos.com>. If you have not yet set up your account or are unsure of your new password, please enter your email address in the "Forgot Your Password or Never Received One?" field and an email will be sent to you enabling you to set up your account.

If you order by Purchase Order, please continue to submit all orders to dealerpo@sonos.com or fax them to 805-456-0419.

Win a free Sonos Bundle

Submit your tips, tricks, stories and comments to Solution@sonos.com today. The best one wins a free Sonos Bundle.

Winner of this month's free Sonos Bundle.

Congratulations—and a free Sonos Bundle 150—go to Jim Furdon, president of Brookside Entertainment Systems, Inc. of Millis and Natick, MA.

We really want to hear from you. So get us something soon—and win one for yourself.

Two promos from Sonos. Two great deals.



This season, we're offering your customers two great holiday deals. There's the new Promo 120 Bundle, the one you've been asking for—two ZP120s and a Controller for \$1199—with savings of \$200. In addition, we're offering your customers a free charging cradle (a \$40 value) with every purchase of a Sonos Promo 120 Bundle or a Sonos BU150.

Promos are effective November 11th through January 18th, 2009. Contact your Sonos rep firm or account representative for additional details.

Integrator Stories

Women and technology: the Sonos advantage

I used to think that women tended to be technology averse. And so, if you'd asked me when I founded Digital Habitat how I planned to make a connection to women as an audience for my custom audio-visual business, I wouldn't have had a clue. But today, after two short years in business, I find myself selling the virtues of music systems—overwhelmingly the Sonos Multi-Room Music System—to more and more stay-at-home moms. In fact, they've become my primary target!

Generally speaking, these women are interested in creating an "environment" in their home. Whether it's simply family-focused or for entertaining guests, they see music as an important part of the mix in making the home inviting and relaxing. Usually there's already a stereo system in the home—wired, and oftentimes outdated and difficult to operate. (Sometimes there's also an iPod docking station, introduced as a way of circumventing the stereo.)

When I talk about their existing systems, many of these homemakers typically respond, "I would love to play music more often, but the stereo system my husband installed is cumbersome and difficult to operate. Plus, there are empty jewel boxes all over the house, and missing CDs. It takes too much time to manage it all." It is with great confidence that I then recommend Sonos.

I explain how easy Sonos is to understand and operate. How it brings music to all the rooms of the house at the touch of a button, and without wires. How



seamlessly it blends into any decor. How 'cool' it is when neighbors visit and see the sleek design and easy operation it delivers. They listen, they nod, but they have trouble believing that a music system can be all this and more. And so, a demo in the home is the next step.

Over the past few months, I've been offering free in-home trials of Sonos. Getting the Sonos Controller into a client's hands and having her test-drive it is key in bringing about the all-important "Aha" moment. And that moment is currently leading to a Sonos sale in an amazing 9 out of 10 cases!

Currently my company is batting 1000 with SONOS sales overall, in part because the women who purchase the product enthusiastically talk it up with their friends, sometimes at "Sonos parties" they host specifically for that purpose.

So, if you're an integrator who doesn't think women are a potential audience for the technology you sell—specifically Sonos technology—well think again.

Allie Eberhardt
Digital Habitat
Rye, NY

From kindergarten teacher to high-tech concierge

Until 2005, when I opened HouseDigital here in Rochester, I was a kindergarten teacher. Unlikely as it seems, that was great experience for someone who would go on to become an advocate of the digital house and a Sonos integrator.

Kindergarten teachers are a special breed. They work with really young kids—five-year-olds typically—who are in the very earliest years of their life and at the very beginning of their schooling. They need a lot of handholding. You have to explain everything to them, clearly, simply, and with a tremendous amount of patience and understanding. If you assume they already know what you know, and you ignore how important their emotional needs are, you will miss an opportunity to nurture them and bring them from A to Z.

I find that my customers, adults though they are, are not so different from the kids I used to teach. Let me explain.

HouseDigital is a design, sales and integration business. As our name implies, we're committed to the digital house—to the integration of home entertainment and communication devices through a local area network. Using Sonos, we have successfully distributed audio throughout our customers' homes.

Clearly this is a concept whose time has come. But that doesn't mean everyone out there understands the concept, or even accepts it as something desirable. For a lot of people, digital is still a bit of an unknown—new territory, so to speak. If you're in the digital business, you've got to be prepared to do some handholding if you want to grow your business.

Let me give you an example.

You know, and I know, what an amazing music system Sonos has put together. It should sell itself,

right? Well, yes—and no. Recently I sold a Sonos system to a customer, Larry, a man in his sixties. I thought I had done an adequate job explaining the system and its operation to him. But sometime later, I ran into him and he told me with frustration that he couldn't get the hang of his Sonos Controller.

A little investigation into his complaint, and some very special handholding—with the Controller in it—and Larry was a very happy camper. After a brief tutorial in his home, he was enjoying his favorite brand of music—50s rock 'n roll via Rhapsody—like a pro.

Thanks to Larry, I have come to think of myself as a high-tech concierge. Meaning, when you're selling Sonos, a little tutorial goes a very long way.

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