

Subject: New Sonos upgrades can help holiday sales go up.

Q4 Dealer Email

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Sonos. It's getting better all the time.

**Introducing the Sonos Controller for iPhone.™**



[View Demo](#)

Think about it: all your 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™

**A whole new world of free music.**

Consumers, critics and dealers continue to notice that the Sonos multi-room music experience keeps getting better. In fact, Electronic House Magazine just gave the new ZP120 its 2008 Product of the Year Award. Well, the Sonos experience has gotten better yet again, this time with new software upgrades that bring your customers more free music, and more choice about how they access their music.

**Sonos Radio: it's free.**



Introducing Sonos Radio, the connection to more than 15,000 Internet radio stations, and shows like NPR, BBC Radio, NPR's Morning Edition, the Adam Corolla Show and more. Sonos owners can tune in the world—from Antarctica to Zaire—just by tapping a button on their Controller. No computers necessary. Now that's easy.

**Pandora: it's free.**

**PANDORA** With Sonos, the premier music service Pandora is now free of charge—and still free of computers. Pandora enables listeners to hear exactly the music they want to hear, by shaping selections based on their personal music preferences.

Sonos still offers music lovers free 30-day trials of other great online music services—SIRIUS®, Napster®, and Rhapsody®—for virtually unlimited music choice.

**Last.fm: it's free.**

into a full-fledged Sonos Controller\*. With a Sonos system, 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.

- Free download on the App Store
- Controls Sonos through a home WiFi network
- Easy-to-use touch-screen interface

\* You must have the Version 2.7 software update for Sonos Controller to operate on your system.



We've just added another free online music service—Last.fm—that lets your customers play, share, and discover new music—globally. With Last.fm, they can create and influence personal radio stations based on their artist and genre preferences, directly from their Controller. There's no need to turn their computer on to enjoy music in all the rooms of their house.

What's more, by activating the "scrobbling" feature, Last.fm will keep track of everything they play on Sonos and then recommend other musical selections based on their listening tastes.

**Sonos: Just in time for the holidays**

Be sure to let your customers know how easy it is for them to enjoy more free music and more control over their music with Sonos. Sonos owners can take advantage of these upgrades by simply updating their system's software. Suggest that by adding new zones to their Sonos system now, they can bring more music to more rooms of their home—for the holidays and beyond.

For customers still considering a Sonos purchase, there's never been a better time to suggest they buy Sonos, the premier multi-room music system. More free music. More control of their music. And all of it in time for the holidays.

Begin promoting these upgrades on October 28th.

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