Selling on Amazon

CATEGORY STYLE GUIDE:
Consumer Electronics
Camera & Photo

amazonservices

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.

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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 byan 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.

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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.

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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:



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.

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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.

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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.”

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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.

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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.

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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 comfortable fit
- High-output drivers for energizing sound
- DuPont Kevlar reinforced cable for unmatched sound

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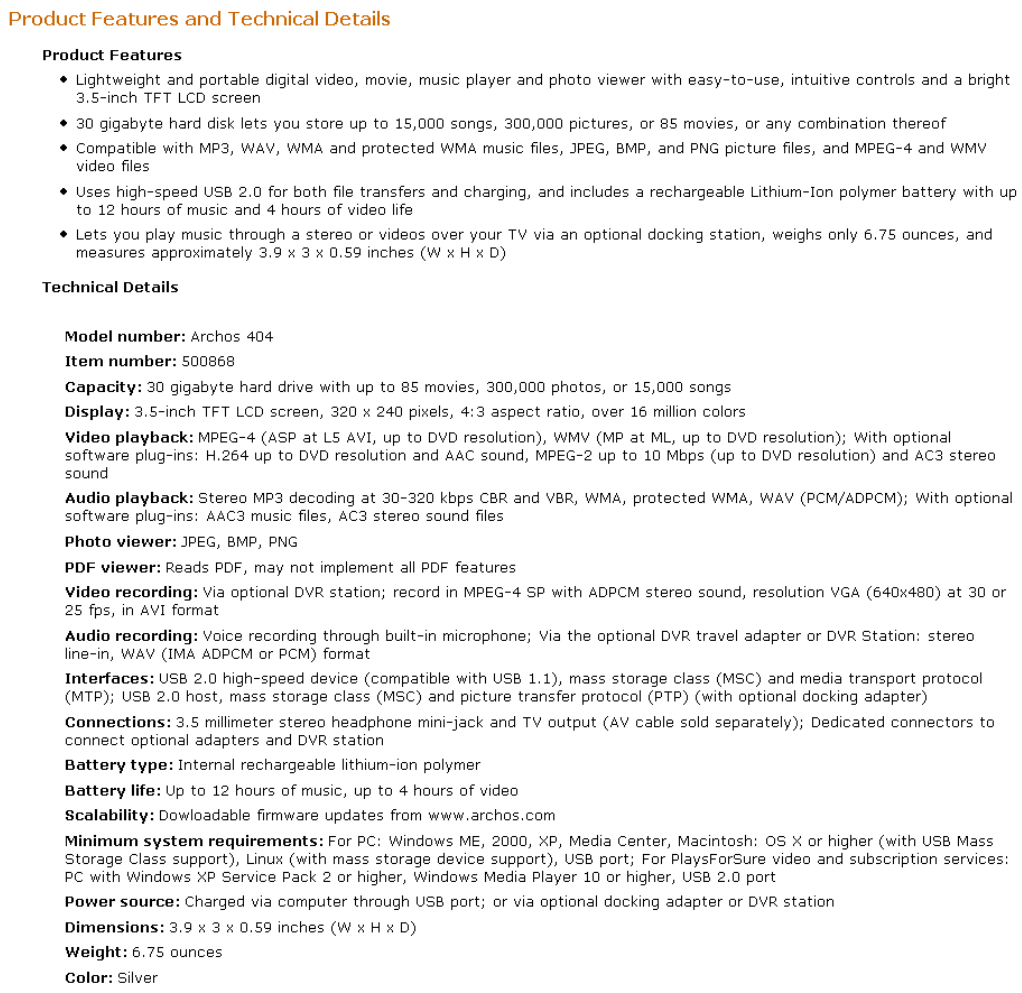
Technical Details

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

Product Features

- Lightweight and portable digital video, movie, music player and photo viewer with easy-to-use, intuitive controls and a bright 3.5-inch TFT LCD screen
- 30 gigabyte hard disk lets you store up to 15,000 songs, 300,000 pictures, or 85 movies, or any combination thereof
- Compatible with MP3, WAV, WMA and protected WMA music files, JPEG, BMP, and PNG picture files, and MPEG-4 and WMV video files
- Uses high-speed USB 2.0 for both file transfers and charging, and includes a rechargeable Lithium-Ion polymer battery with up to 12 hours of music and 4 hours of video life
- Lets you play music through 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 D)

Technical Details

Model number: Archos 404

Item number: 500868

Capacity: 30 gigabyte hard drive with up to 85 movies, 300,000 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 L5 AVI, up to DVD resolution), WMV (MP at ML, up to DVD resolution); With optional software plug-ins: H.264 up to DVD resolution and AAC sound, MPEG-2 up to 10 Mbps (up to DVD resolution) and AC3 stereo sound

Audio playback: Stereo MP3 decoding at 30-320 kbps CBR and VBR, WMA, protected WMA, WAV (PCM/ADPCM); With optional software plug-ins: AAC3 music files, AC3 stereo sound files

Photo viewer: JPEG, BMP, PNG

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

Video recording: Via optional DVR station; record in MPEG-4 SP with ADPCM stereo sound, resolution VGA (640x480) at 30 or 25 fps, in AVI format

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

Interfaces: USB 2.0 high-speed device (compatible with USB 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 millimeter stereo headphone mini-jack and TV output (AV cable sold separately); Dedicated connectors to connect optional adapters and DVR station

Battery type: Internal rechargeable lithium-ion polymer

Battery life: Up to 12 hours of music, up to 4 hours of video

Scalability: Dowloadable firmware updates from www.archos.com

Minimum system requirements: For PC: Windows ME, 2000, XP, Media Center, Macintosh: OS X or higher (with USB Mass Storage Class support), Linux (with mass storage device support), USB port; For PlaysForSure video and subscription services: PC with Windows XP Service Pack 2 or higher, Windows Media Player 10 or higher, USB 2.0 port

Power source: Charged via computer through USB port; or via optional docking adapter or DVR station

Dimensions: 3.9 x 3 x 0.59 inches (W x H x D)

Weight: 6.75 ounces

Color: Silver

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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:

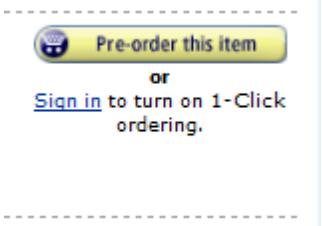
Unleash your system's potential with high-performance, head-turning sound. Getting great audio in your car requires more than just quality components. The cables you use to connect them can mean the difference between weak, muddled sound and tracks that turn heads. Featuring patented Monster technologies, 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.



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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.

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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
Same product detail page			

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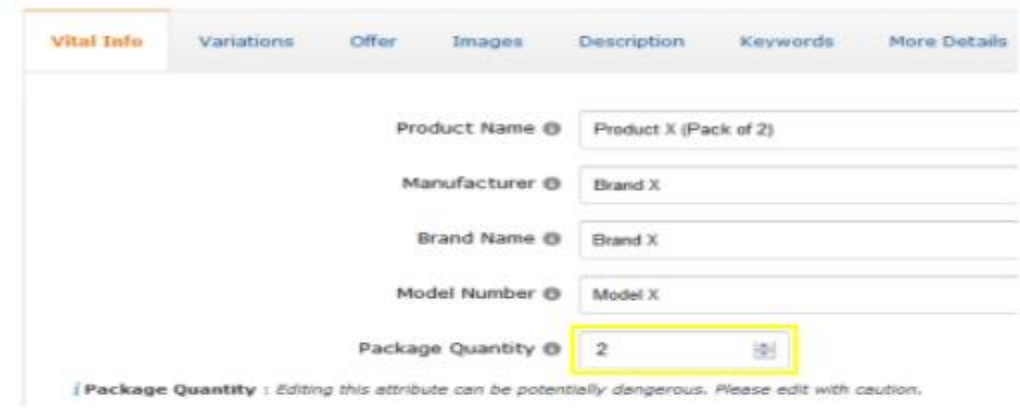
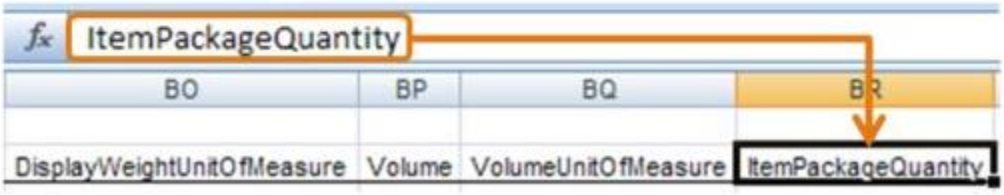
Title (manufacturer-created pack)	UPC	IPQ	Price
Brand Y Dinner Plates, Set of Four	000123456789	4	$20
Brand Y Dinner Plate	000123456788	1	$6
Title (non-manufacturer-created pack)			
New product detail page			
Brand Y Dinner Plate, Set of 16	000123456790	16	$68

How to set up IPQ for a product



Inventory File Template



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XML

Once you have located the IPQ field with the template, you will enter the IPQ value as shown below.

Title (manufacturer-created pack)	UPC	IPQ	Price
Same product detail page			
Product X (Pack of 2)	000123456789	2	$38
Product X	000123456788	1	$19

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.

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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).

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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

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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 ™ 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.

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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.

#

100Base-T
3CCD
3Com
3dfx
3DNow!
3-D Phonic virtual surround sound (JVC)
3D Prophet (Guillemot)
3D Vortex
3M
3-LCD
3-Pack (not 3-Pk)
4-port
486DX, 486SX (no space)

A

A3D
AC-3
AccuSearch (RCA)
AC/DC
Acer
Acid DJ (software)
Acid Hip-Hop (software)
Acoustic Design
Acoustic Research action-RPG (short for action/role- playing game)
Active Clear Bass
Active Hyper Bass Pro (JVC)
active matrix (adj.)
ActiveSync
A/D (instead of analog-to-digital; spell out on first mention)
Adobe PageMaker
Adobe PageMill
Advanced Photo System (use acronym APS after first mention)
Advanced PQI
Advanced Virtual Surround Sound (Panasonic)
Advent
After Effects (Adobe)
Agfa
airpanel (ViewSonic)
Aiwa
AllSet (Panasonic)
Allsop
Altec Lansing
Ambico
American Power Conservation
AM/FM
analog audio outputs
anti-roll mechanism
Anti-Shock Memory (ASM) system (Panasonic)
Anti-Shock Memory II (Panasonic)
AppleTalk
APS (use Advanced Photo System at first mention)
AQUOS
aramid fiber
Artisoft
artificial intelligence (AI acceptable on second mention)
artificial intelligence sound (Panasonic)
ASUS
ATI Radeon X300 SE
ATRAC (minidisc standard)
AT&T
audible.com (capitalize at the beginning of a sentence in text; leave lowercase in headlines)
Audible Inc. (when referring to the company)
AudibleReady
audiocassette
Audio Logic
audio-video (AV acceptable after first mention)
auto (except when exceptions are listed, keep open when used as an adjective meaning automatic)
autoexposure
autofocus
Automatic Volume Limiter System
auto reverse
autorouting
AutoStandby (Uniden)
AutoTalk (Uniden)
Auto Thyristor (Vivitar)
AV (use audio-video at first mention)

B

Backlight
backlit
backup (n.)
back up (v.)
Back-UPS
backward-compatible (adj.)**, backward compatible** (predicate adj.)
Battery Friendly (Socket trademark)
Battle.net (Internet game service)
Belkin
Bell and Howell
BenQ
Best Data Products
Bigpicture
BioWare
black and white (n.), **black-and-white** (attribute); **B&W** is OK if not in running text. Do not use black & white.
black-level control
BlackBerry (handheld)
Bluetooth
Blu-ray disc
boombox
Bose
Boston Acoustics
Brother
BRAVIA
Brunton
bubble jet (n.), **bubble-jet** (adj.)
buying guide

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C

caller ID
caller ID/call waiting (caller ID function)
camera phone (never hyphenate)
CanoScan
Canon
CaptionVision (multiple manufacturers)
CardBus
carry case
Case Logic
Casio
Cat5
C battery cc:**Mail** (Lotus)
CD (CD Digital Audio or CD Extra)
CD Graphics CD-I
CD-i Bridge
CD Jogger (Panasonic)
CD Jogger+ (Panasonic)
CD LabelMaker (Data Becker)
CD Manager (Panasonic)
CD-MIDI CD-R
CD-ROM (6x/6x/2x)
CD-ROM XA
CD single
CD Text (n., adj.)
CD-R, CD-RW, CD-R/RW
CD-RW (adj.), **CD-writer** (n.)
Celeron CG silicon
ChanneLock (RCA)
chipset
ClearVoice
Click Wheel
Cobra
color-layering technology (printers)
ColorStream
ColorTRAK
ColorView screen (RCA camcorder)
combo (instead of combination--ex., TV/VCR combo)
Commercial Advance (licensed to multiple manufacturers)
CompactFlash
Compact Modem Card (Panasonic)
component-video (adj.)
composite-video (adj.)
Compu Link
Compu Play
Conair
Coolpix (Nikon)
CopyJet (HP)
CreataCard (American Greetings)
Creative Kit (Polaroid)
Creative Labs Cstar
Customer Care (HP)
Cyber-shot (Sony)

D

D/A (use digital-to-analog at first mention)
DataFab date book D battery
DB-25 (type of computer plug)
DB-9 (type of computer plug)
dBV
dbx (brand name for audio equipment) DDR DRAM (double data rate dynamic random access memory)
DEC
Dell Denor
Design Acoustics Deskjet (HP)
DeskWriter
Diamond Multimedia dielectric
DigiCom
Digital8 (JVC)
Digital Acoustic Processor (JVC)
digital audio outputs
Digital Camera Card (Casio)
digital comb filter
Digital DIN Digital Research
digital spread spectrum (DSS acceptable after first mention)
Digital Theater Sound
digital-to-analog (D/A acceptable after first mention)
Digital Viewcam (Sharp)
Direct3D (video standard)
DirectCD (software)
DirectInput (Microsoft)
DirectMusic (Microsoft)
DirectSound (Microsoft)
DirectSound 3D (Microsoft)
DIRECTV
Discman
Discwasher
Diskeeper
Divx
DLX
D-Link
DNR Perfect (Toshiba)
Dolby Digital
Dolby Pro Logic
Dooney & Bourke
DOS (general disk operating system; check context, as MS-DOS is often the operating system in question)
dpi
DragonBall (Motorola)
DSS (use digital spread spectrum at first mention)
DTS (digital theater system, generic)
Dual-Deck (Go-Video trademark when referring to VCRs)
Duofol (Sennheiser)
DVD
DVD-Audio
DVD-R
DVD-RAM
DVD-ROM
DVD-R/RW
DVD-RW
DVD+R
DVD+R/RW
DVD+RW
DVD±RW
DVD Text
DVD-universal
DVD-VCR
DVD-Video
dynamic bass boost system (DBBS)
dynamic HTML
Dynamic Super L

E

earbud
EarHugger
Easicon (Panasonic)
EasyShare (Kodak)
EIDE (standard for hard drives)

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Elasti-mesh side pockets (Samsonite)
Electronic Shock Absorption (Philips, others)
Elite Rudder Pedals (ThrustMaster)
Elph Emerson Energizer
EnergySaver Epoc
Epson
ErgoMouse
ErgoPAD
EtherFast (Linksys)
EtherLink
Ethernet
EV-DO
ExacTrak
Expansion Pak (Nintendo)
ExpressBus
Extended Data Service (standard set by FCC)
Extreem pack exterior (Samsonite)
eyemodule (lowercase trademark)
EZ Copy (Go-Video)

F

Fast Ethernet
fast-forward
Fatal1ty, famous gamer & gaming products
Fellowes
ferrite bar, ferrite-bar (n., adj.)
fiber optics (n.), **fiber-optic** (adj.), ex: fiber-optic cable
50+1 (mega CD players)
FileMaker
FileMaker Pro
fine-tune, fine-tuning
FireWire (computer connection)
Fireworks (Macromedia software)
Fisher
flash drive
flash ROM
flat-panel display
flat-square (adj.)
flat-square technology (FST)
FlexNeck flip phone
floorstanding
FoneCam
Fort Knox
Franklin Electronics
FreeHand (Macromedia software)
FST (Toshiba)
f-stop (f5, f3.8-f5)
FTP (File Transfer Protocol)
Fuga
Fujifilm
Fujinon

G

G&A Imaging gamepad Garmin
GB (abbreviation for gigabytes; add space between numeral and GB, ex: 4.3 GB)
GBC
GE (use instead of General Electric)
Gel-eez
General MIDI (GM on second reference)
Gigabit
GigaDrive (Linksys)
Giga Pocket engine (Sony)
global positioning system (GPS acceptable on second mention)
GoLive (Adobe)
Go-Video
goVox (LandWare)
G-Protection (Sony)
GPS (use global positioning system at first mention)
grayscale
Grille
Grundig

H

H.324 (phone standard)
HandEra
handheld (both adj. and n.)
Handheld PC (Windows CE device)
Handheld PC Pro (Microsoft licensees)
hard disk drive
Harman Kardon
Hawking Technology
HDD
HD DVD
HDTV (use high-definition TV at first mention)
Heat.Net (Internet game service)
Helix (Samsung)
Hi8
hi-fi
high color
High Current Capability (HCC acceptable on second mention)
high-definition TV (HDTV acceptable on second mention)
Hitachi
HomeSite (Allaire)
home theater in a box (not HTIB)
home theaters in a box
home theater system (not theatre)
hot key
HoTMetaL (SoftQuad software)
HotSync
HP (abbreviation for Hewlett-Packard)
HTML
HyperCard (Macintosh)
Hyper Scan (JVC)
Hyper Surround (JVC)
hyperthreading

I

i2Go.com
IBM
iBook
ID3 tag (labels mp3 songs)
IEEE 1394 (same as FireWire)
i.Link
iMac
IMAP4 (e-mail protocol)
Imation
InDesign (Adobe)
Index Search (Panasonic)
Infinity
InFocus
InfoLithium
Illumi-Guide control infrared
inkjet, inkjet printer inline
insidephone (Panasonic)
Insta-Focus (Bushnell)
instant messaging (IM)

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InstaVision (Bushnell)
Intel
IntelliFAX (Brother)
Intelligent Scanning Technology (HP)
IntelliMouse
Intellisync (Puma software)
InterAct
Internet service provider, or **ISP**
introscan (apparently not a trademark)
iPod, iPod mini, iPod nano, iPod photo, iPod shuffle
IO digital pen (Logitech)
Iomega
iPAQ (Compaq)
IrDA
iRiver iTunes
ITU-T (communications standard)
i-zone (camera)

J

Jacket (Macally trademark)
Java
JavaScript
Jaz drive
JBL
Jensen
Jetprinter
jewel case
JumpStart (children's software)
JVC

K

K (see K entry under "Abbreviations")
Kbps (abbreviation of kilobits per second; add space between numeral and Kbps, ex: 80 Kbps)
Kensington
Kenwood
kernel
KLH
Klipsch
Kodak
Kogi
Konica-Minolta
Koss
Kyocera

L

Labtec
LaCie
LAN
LANalyzer
landline
LandWare
LANtastic
laptop (or notebook)
Laral
LaserJet
last-number redial LCD
Leica
Lexmark
Light Tower (a remote control from Panasonic)
LineShare (WebTV)
Linksys
Linux
lithium-ion battery
LiveMotion (Adobe)
Logitech lux

M

MacBook
MacBook Pro
Mac mini
Mac OS (use for all Macintosh operating systems, including Mac OS X)
Mac OS X 10.1 (use for all post-X versions of the Mac OS)
MacPac
Mac Pro
Magellan
Magix
Magnavox
ManageWise
MAPI (Message Application Programming Interface)
Map 'N Track
MasterCube
Master Touch Universal Glo-In-The-Dark
matrix surround sound
Maxell
MaxTech
Maxtor
MB (abbreviation for megabytes; add space between numeral and MB, ex: 32 MB)
Meade
Mega Bass (Sony)
Mega Pixel (Polaroid)
Mega Storage (Sony)
Memorex
Memory Stick
message-waiting indicator
MHz (abbreviation for megahertz; add space between numeral and MHz, ex: 900 MHz)
Micro Innovations Microdrive (IBM)
MicroMV
Micro Piezo (Epson)
MicroProse
Microsoft
Microsoft .NET
Microsoft Office v. X for Mac
Microsoft wireless communications kit
microstereo
Microtek
MIDI (Musical Instrument Digital Interface)
Midland
midrange
milliamp
millimeter (spell out, except "35mm film," "28-120mm zoom lens")
mini-CD
minidisc
MiniDV
mini-movie
miniSD
minisystem
Minolta

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modes (lowercase mode names--arcade mode, versus mode, etc.)
mono
Motorola
mouse pad
mouse, mice
Movie Advance (licensed to multiple manufacturers)
MPEG-1 (compression standard)
MP3
MP3Mail (i2Go.com)
mp3PRO
MS-DOS
multifunction (n., adj.)
MultiMediaCard (or MMC card)
Multi Sound Processor (Aiwa)
Mustek

N

n- (generic number, as in n-tier architecture)
N64
Nakamichi Natureview (Bushnell)
NEC
NEOGEO
.NET (Microsoft)
NetBIOS
Netgear
NewKidCo
New Media Tech
Nexus (Samsung)
NFR (Noise Filtration Recording) (Aiwa)
ni-cad (not Ni-Cad or Ni-Cd)
NITEglo (RCA)
NiMH
nonplayer character (NPC acceptable after first mention)
Novell
NetWare
NTFS (NT file system)
NVIDIA
nWo (New World Order wrestling federation)

O

OfficeConnect Officejet (HP)
Ogg Vorbis
ohms
Okidata
Olympus
Onkyo
onscreen
ooma
OpenGL (video standard)
Opti-Trac
oversampling

P

Packard Bell
PageMaker
PageMart
PageMill
Palm III (not 3)
Palm Computing platform
Palmcorder (Panasonic)
Palm V (not 5)
palmOne except in ASIN title
PalmPilot
palmsize
palmtop
Palm-size PC (Microsoft)
Palm Universal Connector (in reference to Palm products)
Panasonic
Pay As You Go
***PCPhoto* magazine**
Peachtree
PCI card
PC Card
peak-to-peak (way of measuring voltage)
peer-to-peer (adj.)
P.E.M. D.D. (JVC)
Pentax
Pentium II or Pentium III (not 2 or 3) but, **Pentium 4**
Performance
Permalloy
Philips
phone (not telephone)
phone book
phono
Photo CD
PhotoMAX (Polaroid)
Photo-REt, PhotoREt III (color-layering technology, HP)
Photoshop
PhotoShot (Panasonic) (AVLS) (Sony)
Photosmart (HP)
PhotoSuite (MGI)
PhotoVu Link (Panasonic)
PictBridge (HP)
picture-in-picture (instead of PIP)
Pinnacle Systems
Pioneer
PIXMA (Canon)
playlist
Plossl eyepiece named after inventor
plug and play (n.), **plug-and-play** (adj.)
PlusCode (VCR Plus+)
Pocket PC
POP3 (e-mail protocol)
Pop-Port connector
Porro prism
PNY
point-and-shoot (n., adj.)
PostScript (Adobe)
PowerBook
Power Mac
PowerPC (processor)
Powersave (Philips)
PowerShot (Canon)
PowerView (Bushnell)
ppm (pages per minute)
preamp
Prebate (Lexmark)
Pretec
print head
printout
progressive-scan DVD player
Pro Logic
Pro-Tect Plus (RCA)

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Q

Q Sound
Q Surround (Aiwa)
Qualcomm quasi playback
QuickBooks (Intuit)
QuickTime
Quik Sync (Iomega)

R

RAM
rangefinder
RCA
RealAudio
RealVideo
Recoton
red-eye (n., adj.)
ReplayTV
REt
Return+ (JVC)
rewritable
Ricoh
Riflescope
ringtone
RJ-11 (phone plug/jack)
Rolling Stone
RS-232, RS-232-C (serial port standards)

S

sample rate converter
Samsung
SanDisk
Sansui
Sanyo
scalable
Scanjet (HP)
S.E.A. equalization (JVC)
screen saver
Secured Encryption Technology (SuperDisk)
Secure Digital card
Sennheiser
SDRAM (synchronous DRAM)
Sharp
Shockwave (Macromedia)
ShockWave (Panasonic)
ShockWave Metal (Panasonic)
ShowSaver memory protection (RCA)
Shredmaster
Shure
SimpleSearch (ScanSoft)
SkipDoctor
SmartScanner
SLR (acceptable on first reference; stands for single-lens reflex)
Smart Autofocus (Canon)
SmartList (Elron)
SmartMedia
SmartMute (Magnavox)
smartphone
SmartScanner
SmartSound Plus (Magnavox)
Smart-UPS
smooth-motion scan
Socket Digital Phone Card
SO DIMM (memory)
SoftQuad
SOHO (small office and home office; avoid acronym on first mention)
Sony
Sony Ericsson (phones)
sound card
SoundJam MP
Southwestern Bell
SP3, SP4, etc. (Microsoft; short for Service Pack 3, Service Pack 4, etc., for Windows NT)
Spacemaker (GE)
Spatializer
S/PDIF (Sony/Philips Digital Interface)
speakerphone
Spectra lens coating (Canon)
speed dial (n.), **speed-dial** (adj.)
Sprint
SquareSoft
standalone (n., adj.)
startup
stereophone
Stick It Right
still-frame (n., adj.)
Stitch Assist (Canon)
Studio Acoustics
Super Audio CD (SACD acceptable on second reference)
SuperDisk
Super Extra Bass System (S-XBS)
(Panasonic)
Super G
Super Spectra lens coating (Canon)
Super Video CD
surge suppressor (not surge protector)
SurgeMaster
surround sound (n., adj.)
Suunto
SVGA (video standard)
S-VHS
S-video (except in Tech Specs)
sync, synced, syncing
synchro recording
synchro start

T

T-1 (Internet access)
tablet PC
TalkAbout (Motorola)
Tamron (Motorola)
Tape Program Search (Panasonic)
Targus
T-Buffer digital cinematic effects (3dfx)
TDK
Teac
Technics
Texas Instruments
THD (acceptable on first mention in specs; stands for “total harmonic distortion”)
The Learning Company
thermal inkjet
ThrustMaster (Guillemot)
Thomson Consumer Electronics
.TIF (file type)
TiVo
Toner Saver (Lexmark)
Toshiba
Toslink

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total harmonic distortion (THD acceptable on first mention in specs)
touchpanel, touchscreen
touch-tone
touch-typing (n.)
touch-type (adj.)
traceroute
Tracker
TravRoute
TRENDNet
TriPad
Tripp LIte
true color
TrueType
Tungsten
TurboTax (Intuit)
TV (instead of television)
TWAIN (Technology Without an Interesting Name)
TwiN
Texel (nVidia)
two-way radio

U

Ultrawide Bandwidth
Umax
Uniden
Universal Easicon
Universal Plug and Play (UPnP)
universal remote control
Unix
unlocked
unwired
up-converting
upgradable
USB (acceptable on first mention)
USB flash drive
USB auto connect
USB flash drive
USB universal connector
user's manual
U.S. Robotics

V

Vaio
vCard
V CAST (Verizon)
V-chip
VCP
VCR
VCR Plus+
VHS
VHS-C
video card
Video CD (digital)
videoconference
videocassette
videophone
viewcam
ViewSonic
Viking Memory Finder (n.), **Viking's Memory Finder** (attr.)
virtual 3-D surround sound
virtual Dolby
virtual surround sound
viruslike
VisionTek
voice-activated system, voice activation system
voice mail
Voice over IP (VoIP)
volts
VOX (voice-activation feature)
V-Sensor (Aiwa)
VTech

W

walkie talkie
Walkman
watts
waypoint
Webcam
WebTV
Wheel Mouse
Whistler
Wide Area Augmentation System (WAAS)
widestream
Wi-Fi
Windows 9x (short for Windows 95 and 98)
Windows Me
Windows NT Server
WingMan
Wireless-B
Wireless-G
WON.net
WordPerfect
Worm Light
WYSIWYG (What You See Is What You Get)

X

x (6x/6x/2x CD-ROM drive; 25x zoom)
Xbox
xD
Xerox
XMetaL (SoftQuad)
X Window System

Y

Yamaha

Z

Z chassis
Zenith
ZENworks
Zhumell
Zip drive
ZIP file
zoom: **8x, 32x**

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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 form a memorycard
- Automatic document feeder enables automatic duplexing

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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 ormanufacturer 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

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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 92911019291102

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.

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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 beforeterms 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 ¾ 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")

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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.

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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 92911019291102
    - Includes too many details
- Logitech 967740-0403 Internet 350 Vista Qualified USB Keyboard – Black
    - Part number too close to the beginning USB should be in all caps
    - "Black" is not a special feature and should not be included

Bullet Points for Computer Peripherals:

- **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.

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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 angle shot, use a Front View for this image
    - White background; for white products, add a drop shadow to emphasize the product
    - 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.

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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)

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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)

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Bullet Points for Portable MP3 Players:

- **Bullet 1**: Capacity and how many songs and/or videos it stores
- **Bullet 2**: Battery life for audo 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

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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

Titles for Car Video:

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

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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 Points for Marine Navigation:

- **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

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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

Titles for A/V Cables:

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

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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

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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

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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 ¾ 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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