dash™ FAQ

1. What is the DASH™ Personal Internet Viewer?

The DASH™ Personal Internet Viewer easily delivers your favorite parts of the internet. DASH™ features a 7″ color touch screen that delivers over 1000 free apps, keeping you informed and entertained. Connecting to the Internet through your home wireless network, DASH™ provides personalized, real-time content that is available at a glance.

Q: What are the main benefits of DASH™?

A: Sony's DASH™ Personal Internet Viewer delivers instant access to the information and entertainment you care about, without having to search for it. Always fresh and always on, DASH™ solves the need for immediate, convenient and personalized content. You can easily stay informed and entertained, all at a glance.

Q: Where should DASH™ "live" in the home?

A: DASH™ can be used throughout the home. It's ideal for the kitchen, bedroom, living room, or home office…wherever you spend most of your time.

Q: Who is the primary user for DASH™?

A: The DASH™ device is perfect for anyone who accesses the Internet on a daily basis. DASH™ connects to the Internet through your home wireless network, and saves time by providing your information and entertainment at a glance.

2. How is DASH™ different from a PC, smart phone or netbook?

A: DASH™ is not meant to replace a PC or smart phone. In fact, research suggests that DASH™ strongly appeals to consumers who own both devices. DASH™ ensures you're always connected in your home.

A: Unlike a PC or smart phone, DASH™ automatically delivers the content you're interested in, without having to search for it.

A: DASH™ enables multi-tasking by making your customized information and entertainment always available at a glance. For example, listen to internet radio stations while exploring our app library.

A: There is no data plan or monthly subscription fee required, and apps are provided free of charge.

A: Unlike a smart phone, the 7″ touch screen makes watching videos and viewing apps more enjoyable.

A: Unlike a PC or netbook, DASH™ is designed to be part of your home décor. Because it is always on and delivers fresh content, DASH™ eliminates time spent searching or booting up.

A: DASH™ is not meant to browse the internet, store data, or perform as a traditional computer.

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3. How is the DASH™ Personal Internet Viewer different from the Apple iPad™?

A: DASH™ is a personal internet viewer, intended to streamline your internet experience.

A: Instead of constantly searching for the same information on a tablet (news, weather, social networking, etc.), DASH™ delivers your favorite parts of the internet automatically.

A: There is no data plan or monthly subscription fee required, and apps are provided free of charge.

A: You can choose the layout of your home screen on DASH™. Instead of just logos, you have live apps and up-to-the-minute information available at a glance.

A: DASH™ allows you to access available apps and online media content, such as internet radio and photos, simultaneously.

A: DASH™ also supports playback of Flash video content.

A: At around $199, priced less than the least expensive iPad™, DASH™ Personal Internet Viewer provides personalized, real-time content at a glance.

A: It is not meant to browse the internet, store data, or perform as a traditional computer.

4. Is DASH™ an alarm clock, photo frame, or tablet?

DASH™ is a personal internet viewer. Although it has a variety of features and appeals to people in different ways, DASH™ is ultimately a personal internet viewer, since it delivers your favorite parts of the internet automatically.

Q: Is DASH™ an alarm clock?

A: DASH™ is a personal internet viewer. However, DASH™ does have a custom alarm feature, providing you a whole new way to wake up. Wake to your favorite video clip or internet radio station. Then, your selected app channel (news, weather, traffic, Facebook® status, etc.) informs you during your morning routine.

Q: Is DASH™ a digital photo frame?

A: DASH™ is a personal internet viewer. However, DASH™ does have a photo view feature, in which you can stream photos from online services, such as Photobucket®. Enjoy photos easily once posted to compatible photo services, so you don't need to manually update your latest memories.

Q: Is DASH™ a tablet?

A: DASH™ is a personal internet viewer. DASH™ is intended to streamline your online experience. You can access available free apps and online media content (video clips, full-length movies, internet radio, television shows, and photos) directly on the device. You can personalize DASH™ to fit your unique needs. It is not meant to browse the internet, store data, or perform as a traditional computer.

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5. What is the purchase price of the Sony DASH™? When and where will it be available for purchase?

Sony DASH™ is available now for around $199 at SonyStyle stores, www.sonystyle.com/dash, and other authorized retail partners nationwide starting on April 29, 2010. There are no required service fees, subscriptions costs, or costs per app.

6. What is Sony's relationship with chumby industries, inc.?

Sony is working with chumby industries, inc. to make available chumby's® broad portfolio of over 1,000 chumby and third party apps to our DASH™ personal Internet viewer. We expect that the collection of apps available on DASH™ will grow as Sony, chumby and third party developers continue to create and publish new apps. To learn more about developing apps for DASH™, please visit the developers' site: http://dash.sonydeveloper.com

> **Q:** What is chumby industries, inc.?
>
> **A:** chumby industries, inc. is the creator of an Adobe Flash-based application environment which allows users to create personalized playlists of apps from over 1000 free informational, entertainment, and productivity Internet apps.

7. Is the DASH™ platform open for the public to develop apps? How do I develop apps for DASH™?

DASH™ apps can be created using standard Adobe Flash development tools, published to run using Adobe Flash Lite 3.1. Developers for DASH™ will only need to follow some basic development / configuration parameters in order to optimize the applications for DASH™. Any Flash developer/artist can create and submit applications to be cleared for availability on DASH™. To learn more about developing apps for DASH™, please visit the developers' site: http://dash.sonydeveloper.com

8. Is DASH™ portable?

DASH™ does not have a battery and requires an AC power cord (included). Research suggests that DASH™ would live in one primary area of the home—the kitchen, bedroom, living room, or office. But with the small footprint of the DASH™ viewer, it can be moved around the home, if necessary. The screen will go dark once disconnected from the power outlet, but your settings will be saved. Like other home appliances and electronics, AC power ensures that DASH is available when you need it, without having to worry about recharging it.

9. How do I store content on DASH™?

DASH™ continuously delivers real time information for you. So, data is not actually stored on the device. Instead, you have fast access to your favorite online content: internet music stations, photos, and videos.

10. How do I add or change apps on DASH™?

You can add or change apps directly on the DASH™ device or at sony.com/mydash. Simply tap the Menu button, and select "Themes & Apps." From there, you can view apps within each category (i.e. Humor, News, Sports, etc), and add the ones you like. Certain apps do require validation, such as Facebook®, so it can link to your account. Once you verify your account on a PC, you can manage your apps entirely on DASH™.