



## **VIEWDOCK DISPLAY KEY MESSAGES**

ViewSonic's ViewDock displays are the world's first desktop monitors that enable consumers to sync and charge their iPod through an integrated docking station—bring the “1,000 songs in your pocket” to life while you work and play.

Uniting consumer digital devices into a single screen provides consumers with the ultimate audio and video desktop experience available in today's display and media player markets:

- The 22-inch VX2245wm high-definition widescreen display expands the 2.5-inch iPod screen to more than 72 times its size.
- The VX2245wm and VX1945wm are the only desktop displays to embed an iPod docking and charging station for simple multimedia connectivity.
- The VX2245wm and VX1945wm provide a clean, cord-free, single device desktop.
- The ViewDock allows users to watch videos and listen to music while charging from one central spot.
- The ViewDock provides four additional direct-to-base USB slots, 8-in-1 media card reader and an iPod charging station.

The ViewDock line is a natural progression for ViewSonic, as widescreen displays further enhance the customer's visual experience by giving consumers the multimedia they want in a bigger and better form factor.

The ViewDock transforms portability into ultimate playability by combining widescreen technology with ease of use and space savings.

More than 25 million people have chosen ViewSonic because they value performance. A large percentage of the individuals will be among the 42 million iPod users looking to extend their portable multimedia entertainment to the desktop.

Widescreen LCDs are anticipated to be the norm, with iSuppli expecting significant sales of wide-format, 16:9 displays this year. Demand for large, widescreen monitors is growing for side-by-side viewing, graphics design and multimedia applications.

ViewSonic is committed to making its brand a household favorite:

- ViewSonic's consumer lineup offers more than 50 products, including LCD TVs, LCDs, projectors, etc.
- ViewSonic delivers award-winning options – the company's visual technology products have won more than 2,000 awards globally from independent publications and organizations

ViewSonic continues its display innovation leadership in LCDs:

- The world's first widescreen LCD with integrated IPOD docking and charging.
- Widescreen options in multiple sizes and prices.
- Stylish cabinet designs that are destined to become the focal point in any environment.

## **VIEWDOCK DISPLAY Q&A**

### **Q – Are the ViewDock displays certified by Apple?**

A – Yes. ViewSonic went through a thorough approval process with Apple to ensure the ViewDock displays meet the standards and requirements of iPod accessories.

### **Q – Music, video and photo files on iPods are already on the users' computer, why would they need to sync through a display to "life-size" them?**

A – Of the more than 42 million iPod consumers, many use their iPod in multiple locations—work, home and other desktop settings. While a majority of the content downloaded to a user's iPod is through their personal PC, many will download files from remote PCs. The ViewDock will allow them to easily sync their iPod and listen, view and enjoy ALL of their iPod content. **In addition, those who want to listen to music collections at work, but are not permitted to save entertainment files to their work PC will find the ViewDock as a perfect solution.**

### **Q – Why should a consumer buy these displays, when they can already hook their iPod up to their current monitor?**

A – The ViewDock displays are widescreen LCDs, which is a display category that has already shown 213.5 percent growth in the first quarter of this year (iSuppli research). As consumers and businesses look to upgrade their CRT and LCDs to widescreen, the ViewDock displays will be an affordable option that provides added benefits such as easy connectivity, a less cluttered desktop, 4 USB slots and an 8-in-1 media card reader.

### **Q – How is syncing up through the docking station different from connecting through a USB cord?**

A – The ViewDock displays use the same technology as the USB cord, but the additional benefits include no extra cords on the desktop and one step syncing—simply slip the iPod into the docking station and the connection is automatic. With a USB cord, a user needs to connect to the device and then into the computer.

### **Q – Do you still need the original iPod cord to add or remove video, music and photo files from your iPod?**

A – No. The ViewDock displays allow users to eliminate the iPod USB cord all together.

### **Q – Apple already offers a universal docking station that is \$39. Why would someone buy a ViewDock display that costs more?**

A – ViewSonic's ViewDock displays offer integration and eliminate clutter from the desktop, while also providing widescreen benefits. We believe these displays will be a perfect option as families, students and young professionals move to upgrade to a 16:9 desktop display with an added bonus of the docking/charging station with 4 USB slots and an 8-in-1 media card reader. With a starting price of just \$449, the VX2245wm is not only affordable, but caters to the latest in consumer technology as well.

### **Q – Once content is on an iPod it cannot be transferred to another device or computer. Does the docking station allow multiple iPods be used on one monitor?**

A – No, iTunes is designed to sync to a unique iPod on an individual computer.

### **Q – Illegal downloading is still an issue with iPod devices. What is ViewSonic's stance on illegal downloads and doesn't this simple docking and charging station encourage such behavior?**

A – ViewSonic does not support illegal downloading of content. It has been ViewSonic's heritage to support the digital revolution and our next step was to add flexibility to view multimedia entertainment. In addition, we are not a content company and the ViewDock is simply a display tool that allows users to view the content residing in their iTunes library.

**Q - What is your initial go-to-market strategy and how does it differ from that of your other products?**

A – The majority of iPod products are currently sold through retail and online, which is where we will be focusing our sales efforts. ViewSonic has quickly grown its retail presence with our monitor and TV products and we will continue to expand our retail presence with the introduction of the ViewDock displays.

**Q – Will ViewSonic business users purchase these displays as well?**

A – ViewSonic will not disregard the opportunity to sell these displays through channel partners. Since iPod devices have begun to make inroads into the business environment through companies offering podcasts, training, education and other business content for personal multimedia players, we believe there is an opportunity here.

**Q – Does ViewSonic have plans to introduce additional iPod accessories?**

A – As a private company we do not comment on our future roadmaps.

**Q – If the docking element of the display breaks, what is ViewSonic's policy to fix it?**

A – ViewSonic's product support is all inclusive of the display features. All ViewSonic displays are backed by a three-year limited warranty on parts, labor and backlight and are eligible for ViewSonic's optional Express Exchange® program, which guarantees a replacement monitor within 48 hours, where service is available. ViewSonic offers 24-hour, toll-free technical support, seven days a week, excluding major U.S. holidays.

**Product-specific:**

**Q - How much do the VX2245wm and VX1945wm cost and how does that price differ from your other 19- and 22-inch widescreen displays?**

A – The estimated street price of the VX1945wm is \$319 and the VX2245wm is \$449. This price is approximately \$50-\$70 higher than our standard 19" and 22" widescreens.

**Q – When and where will the ViewDock displays be available?**

A – The ViewDock displays will be available in stores by mid October. Complete details will be available closer to that time.

**Q – There are multiple sizes (Nano, Mini and Traditional) of iPod devices. Do the ViewDock displays fit all iPods?**

A – Yes. Much like the car charging and audio-output devices that support all three sizes, ViewSonic's docking station does the same.

**Q – Do the ViewDock displays support other media player devices?**

A – At this time, the docking stations are designed exclusively for the iPod devices. As we develop additional designs, we will consider other manufacturer's devices.

**Q – Has ViewSonic made any other advancements such as improved response time, brightness, etc. that would make these displays handle video, music and picture content better?**

A – Yes, both of these displays feature an impressive 5ms response time, and 700:1 contrast ratio. An integrated subwoofer in the base, brings the total output power to 8W.

**Q – As an "entertainment system," what is the quality of the speakers that are included on the displays?**

A – Unlike the traditional courtesy audio found on most LCD's, these two models sport dual 2.5W satellite speakers with an additional 3W sub-woofer located in the base, for an impressive sounding 8W stereo system.

**Q – Will the integrated speakers/subwoofer cause the image on the monitor to shake or blur?**

A – No. LCD's are not typically susceptible to either vibration or electromagnetic interference ... Even so, the low range sub-woofer has been mounted in the base for isolation.

**Q – Why do the speakers stop working when the monitor goes into sleep mode?**

A – The functionality of the speakers is affected by the monitor's power saving function. Change your power saving settings to never turn off the monitor.

**Q – Which portion of the audio system does the dial on the base control?**

A – The dial control is for the sub-woofer volume control in the base. The satellite speaker volume in the display head is controlled through the audio menu in the on screen display.

**Q – Do these displays support audio and video bypass direct from the iPod without synchronizing and going through iTunes.**

A – These models do support direct audio bypass from the iPod without going through the PC. Movies, videos, and pictures must be viewed through the PC's iTunes software though.

**Q – What cables are included with the models and how do I connect them?**

A – The product includes a DVI cable, VGA cable, Power Cord, Power Adapter, USB Cable, Y-Audio Cable, and a Standard Audio Cable. The DVI and/or VGA cables, and USB cable get connected between the display and host PC as normal. For the Y-Audio cable, the single end gets connected to the ViewDock Audio Input and the dual end gets connected to the microphone and audio output of the PC. The standard audio cable gets connected between the audio output of the ViewDock and the audio input of the display head. Complete details for all cable connections are shown on the printed setup sheet included with each model.