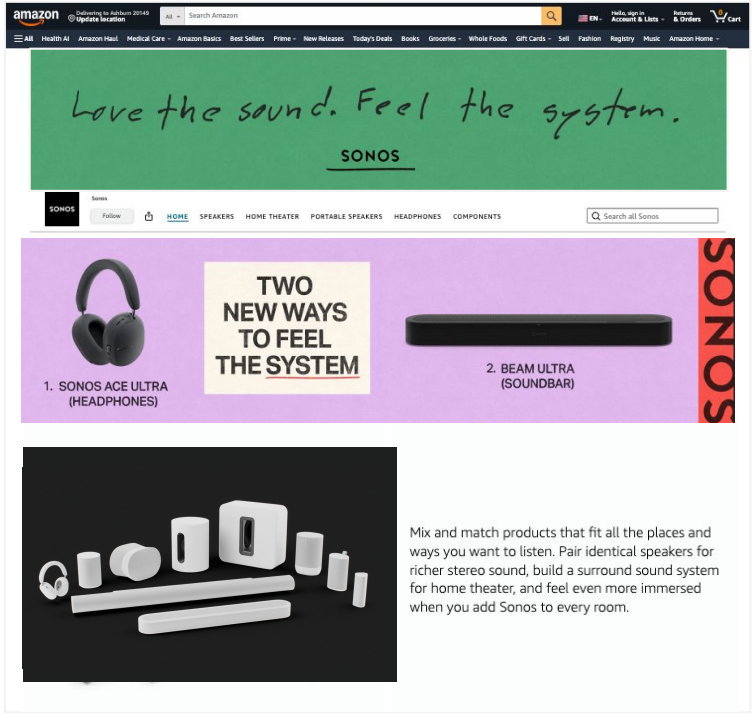
Beam Ultra
&
Ace Ultra

Amazon
Brand Store
Guidance

Home pt. 1

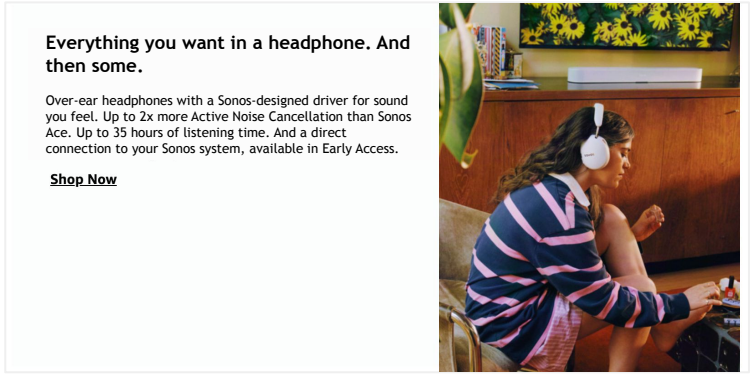
1. Update the brand banner
    - Apply to all subpages of the brand shop
2. Remove Sonos Play key visual and replace with Gambit and Roundhouse banner
3. Update system render



Home pt. 2

1. Update the lifestyle in the headphone section to this one

2. Update the copy to:
    - **Headline:** Everything you want in a headphone. And then some.
    - **Subcopy:** Over-ear headphones with a Sonos-designed driver for sound you feel. Up to 2x more Active Noise Cancellation than Sonos Ace. Up to 35 hours of listening time. And a direct connection to your Sonos system, available in Early Access.

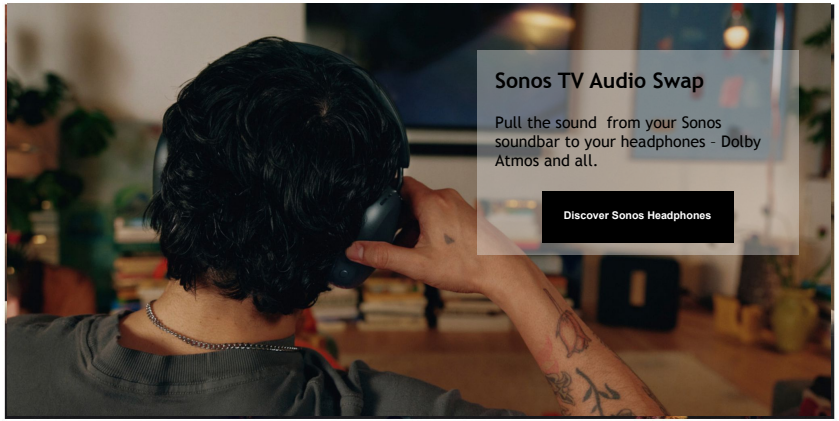


Home Theater

1. Update the shoppable image near the bottom to this one
    - Tag Beam Ultra, Sub Mini, Ace Ultra, and Play as shoppable products

2. Update the lifestyle image for the Sonos TV Audio Swap module to this one

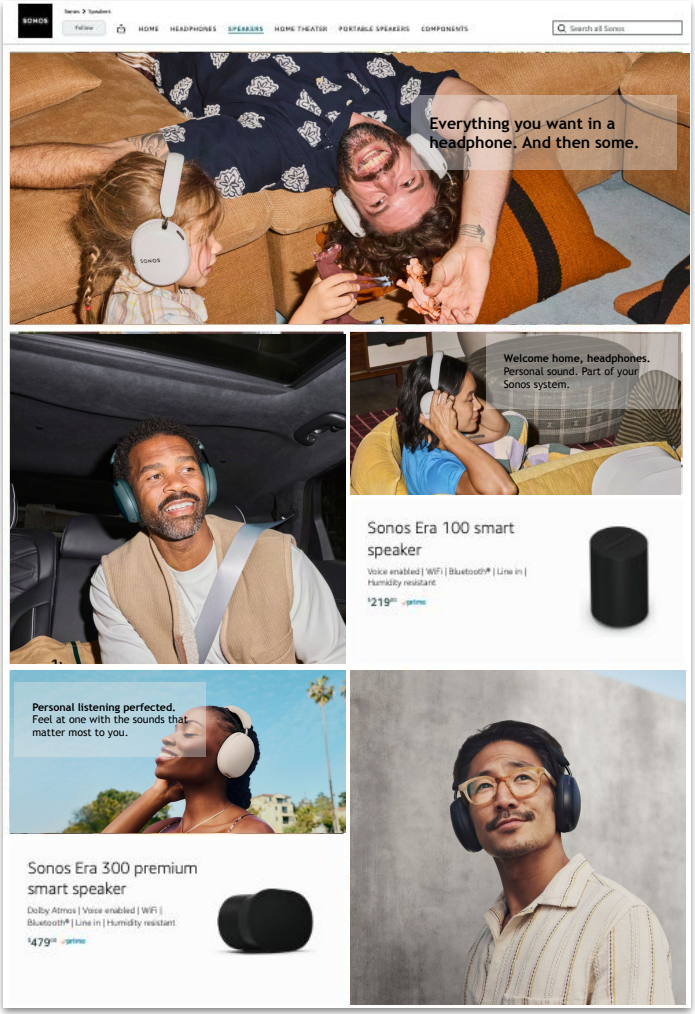
3. Update the subcopy and CTA in the TV Audio Swap module
    - **Headline:** No changes
    - **Subcopy:** Pull the sound from your Sonos soundbar to your headphones – Dolby Atmos and all.
    - **CTA:** Discover Sonos Headphones
        - Ensure CTA links to 'Headphones' page of brand store



Headphones

1. Copy the same layout as the Speakers page
    - Use this hero image
    - **Headline:** Everything you want in a headphone. And then some.

2. **Sonos Ace Ultra**
    - Use this standalone image
    - Overlay text on this image
    - **Headline:** Welcome home, headphones.
    - **Subcopy:** Personal sound. Part of your Sonos system.

3. **Sonos Ace**
    - Use this standalone image
    - Overlay text on this image
    - **Headline:** Personal listening perfected.
    - **Subcopy:** Feel at one with the sounds that matter most to you.

4. **Brand Video**
    - Add the Roundhouse PDP video at the bottom