

A close-up photograph of a woman with dark hair, wearing white over-ear headphones and a brown ribbed turtleneck sweater. She is looking upwards with her eyes closed, a serene expression on her face. The background is blurred, showing what appears to be a room with a lamp and some furniture.

# SONY'S ANGEL GROUP 1



(12 MAY 2022)

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# SONY WH-1000XM5

## WHY?

# PERSONAL



(12 MAY 2022)

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# SONY WH-1000XM5

## WHY?

PERSONAL  
VALUE



(12 MAY 2022)

# SONY WH-1000XM5

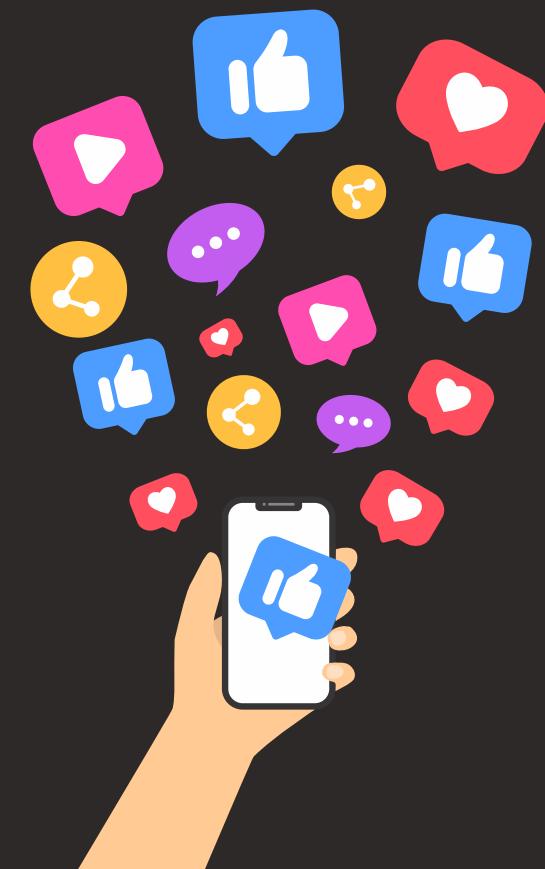
## WHY?

PERSONAL  
VALUE  
POPULAR

# DATA SOURCES

## Social Media

- Youtube
- TikTok
- Reddit



## Official website

- Sony official Website

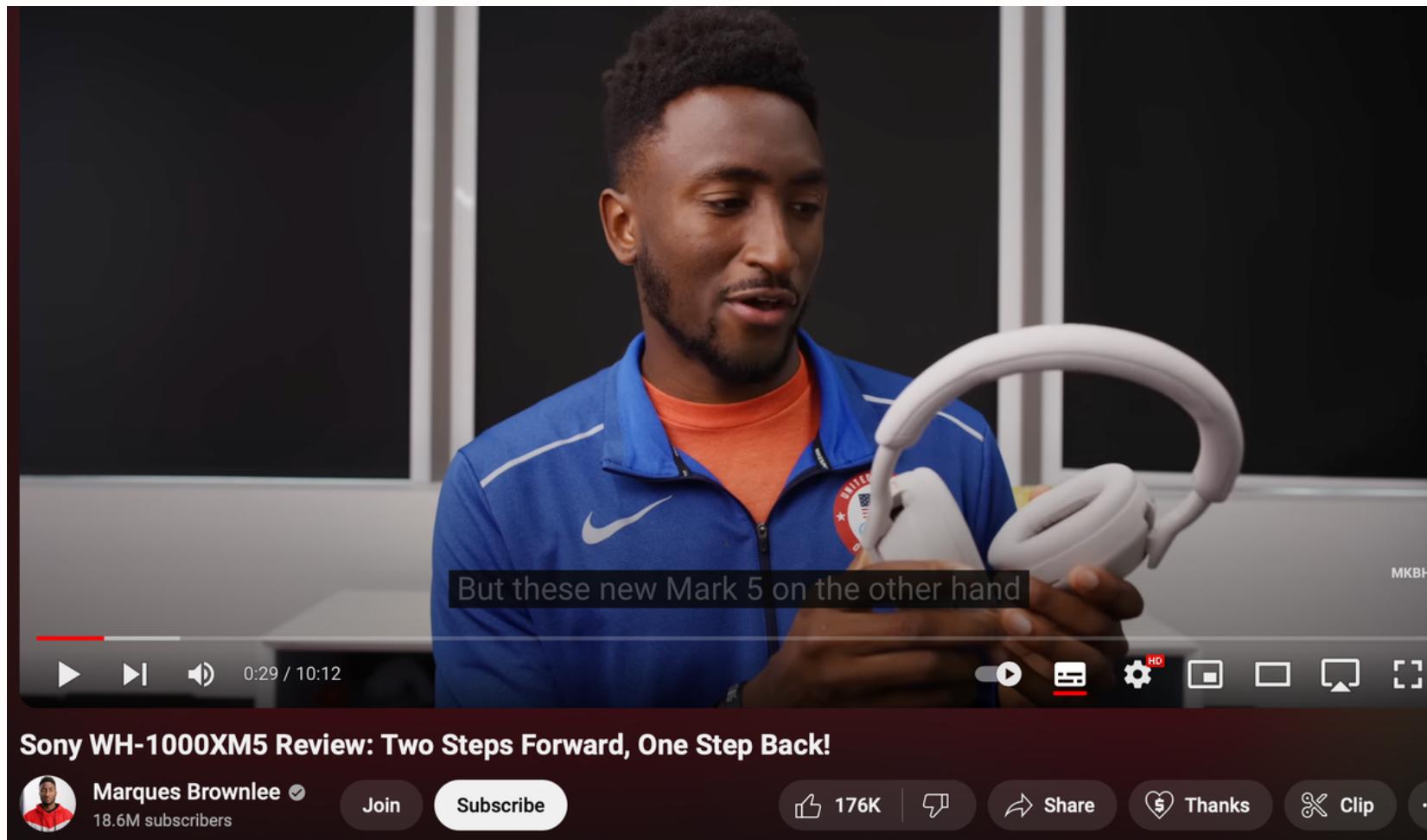


## E-commerce

- Amazon
- Walmart
- E-bay



# YOUTUBE



- Visually-oriented, long form content with detailed reviews
  - Unboxing
  - Tutorial
- Target audience
  - Tech enthusiasts
  - Audiophiles
  - Consumers seeking detailed insights on the product

I'm still rocking the Mark 3s and love them, not enough improvement to justify upgrading yet! 🎵

5.1K    Reply

▼ 222 replies

A comment section from a YouTube video. The comment itself is in white text on a dark background. It reads: "I'm still rocking the Mark 3s and love them, not enough improvement to justify upgrading yet!" followed by a small blue headphones emoji. Below the main comment, there are two smaller icons: a thumbs up for "5.1K" likes and a reply button. At the bottom of the comment section, there's a link to "222 replies".

# TIKTOK



- Visually-oriented, short form content
  - Impressions
  - Experiences
- Target audience
  - Younger generation

Search: 7 ate 9 real footage<sup>Q</sup>

2,721 comments



# REDDIT

## Sony XM5 Review

My experience with the Sony XM5 headphones has been rather disappointing. Despite my high expectations, these headphones fell short in several key areas, leaving me unsatisfied with my purchase.

First and foremost, the most glaring issue with the XM5 headphones is their lack of volume. Even at maximum volume settings, the sound output is surprisingly weak. This means that in noisy environments or when you really want to immerse yourself in your music, the headphones simply don't deliver the punch and loudness you'd expect.

Equally disappointing is the audio quality. The bass is virtually non-existent, leaving music sounding flat and lifeless. I expected headphones in this price range to provide a deep and rich bass experience, but the XM5s failed to deliver. Moreover, the treble is also lackluster, making the overall sound profile feel unbalanced and dull.

Considering the reputation of Sony in the audio industry, I had expected much more from the XM5 headphones. Unfortunately, my experience has left me feeling underwhelmed, and I can't help but regret my purchase. These headphones simply don't live up to the standards I had hoped for, and I would caution anyone looking for a powerful and dynamic audio experience to explore other options. Anyone feel this way? What did you end up buying?



0



59



Share

- Text-centric
  - Thoughtfully written reviews
  - Personal anecdotes
  
- Target Audience
  - Middle-aged
  - Nerds

# SONY OFFICIAL WEBSITE

- Unique perspective
  - THE Source
  - Genuine customer-brand feedback
  - Directly compare advertised specifications and functionalities



↳ HEADBAND  
**WH-1000XM5 Wireless Noise Cancelling Headphones**

WH-1000XM5

★★★★★ (919 customer reviews)



Heart Favourite Share

Buy

S\$ 589.00<sup>2</sup>  
(inclusive of GST)

Specifications & Features

Reviews

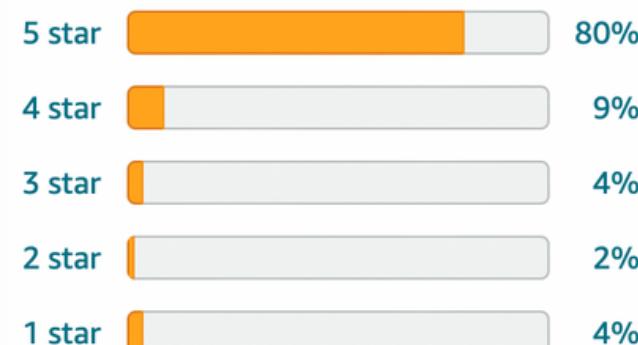
Support

# AMAZON

## Customer reviews

 4.6 out of 5

270 global ratings



[How are ratings calculated?](#)

## Review this product

Share your thoughts with other customers

[Write a customer review](#)

## Customers say

Customers like the sound quality, battery life, and quality of the headphones. For example, they mention it's a good pair of noise-cancelling headphones, it blocks the live sound well, and that it has a long battery charge. That said, opinions are mixed on comfort.

AI-generated from the text of customer reviews

 Sound quality  Battery  Quality  Comfort

[Top reviews](#) ▾

## Top reviews from Singapore



Bryant

 Best purchase for 10.10 sale

Reviewed in Singapore on 6 December 2023

Colour: Black | Style: Without free headset stand | [Verified Purchase](#)

Managed to snag this baby during 10.10 and never looked back. Probably the best purchase for 2023 as I have really been enjoying them. Apple users will rejoice as this allows quick change and pairing, almost as if it were from Apple itself. Sound quality is really good and no complains there.

- Largest E-commerce platform
  - Highly accessible
  - Return/Refund policy
- SG
- US

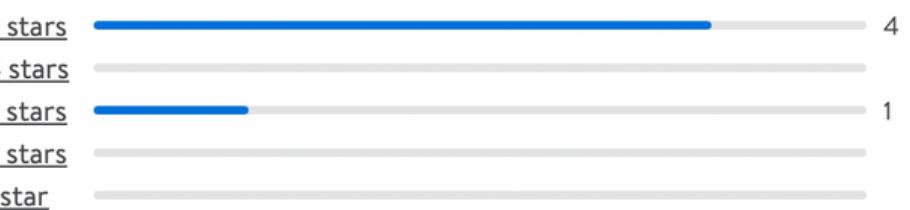
# WALMART

**4.6 out of 5**

★★★★★ (5 reviews)

[View all reviews](#)

[Write a review](#)



★★★★★ **Verified Purchase** ⓘ

1/31/2023

These were for my granddaughter's birthday. She loved them!

Sylvia

Like 0 Dislike 0 Reply

Supplier Response

Hi Sylvia, That's very cool to hear! We're glad your granddaughter loves the excellent sound quality of her new WH-1000XM5 W...

[See more](#)

★★★★★ **Verified Purchase** ⓘ

3/21/2024

**Great sound**

I wish it folded that's about the only thing I didn't like

DONALD Walmart Associate Incentivized Review ⓘ

Like 0 Dislike 0 Reply

★★★★★ **Verified Purchase** ⓘ

1/20/2024

**headphones**

Son loves them! Great quality.

Walmart Associate Incentivized Review ⓘ

Like 0 Dislike 0 Reply

★★★★☆

3/25/2024

Gets your ears hot after long use

M

Like 0 Dislike 0 Reply

★★★★★ **Verified Purchase** ⓘ

12/26/2023

ivelisse

Like 0 Dislike 0 Reply

- 2nd largest E-commerce platform
- Largest physical retailer
  - discrepancy between in-store and online

# EBAY

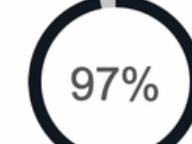
- Largest resale platform
  - Product durability after extended use

**Ratings and Reviews** [Learn more](#)

4.8  129 product ratings

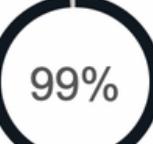
Rating	Count
★ 5	118
★ 4	6
★ 3	2
★ 2	0
★ 1	3

[Write a review](#)



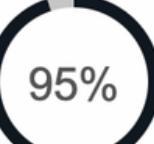
97%

Good sound quality



99%

Comfortable



95%

Lightweight

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**Most relevant reviews** [See all 123 reviews](#)

 **Such Versatile Sound, Everyone Will Love These**

by [adben\\_9899](#)  
Nov 20, 2022

Wow my ears have never heard headphones sound this good for \$250. They have a very wide range/soundstage and tons of versatility for all types of music. If you're looking for a lot of bass these have that option that can be added and adjusted through the app EQ and bass boost feature. If you're looking for a more balanced sound signature this comes pretty neutral out of the box, perhaps a bit warm but at no cost to the mid and upper ranges. I would say these are hard to beat at this price, especially if you can only have one pair - these are just so versatile for so many different types of music and so many easy-to-use controls in the app. The physical construction is nice but I was not impressed, it's plastic and a little cheap-feeling in the hands but it looks fantastic on the head [Read full review](#)

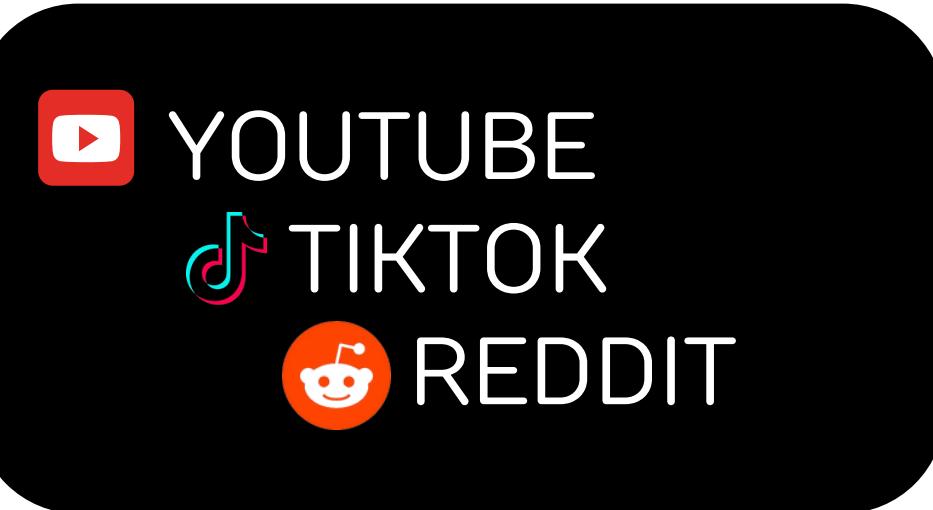
Verified purchase: Yes | Condition: Refurbished

# X ? INSTAGRAM ?

- X
  - API no longer free
  - Content not easily accessible
- Instagram
  - Few comments
  - Irrelevant comments

# DATA

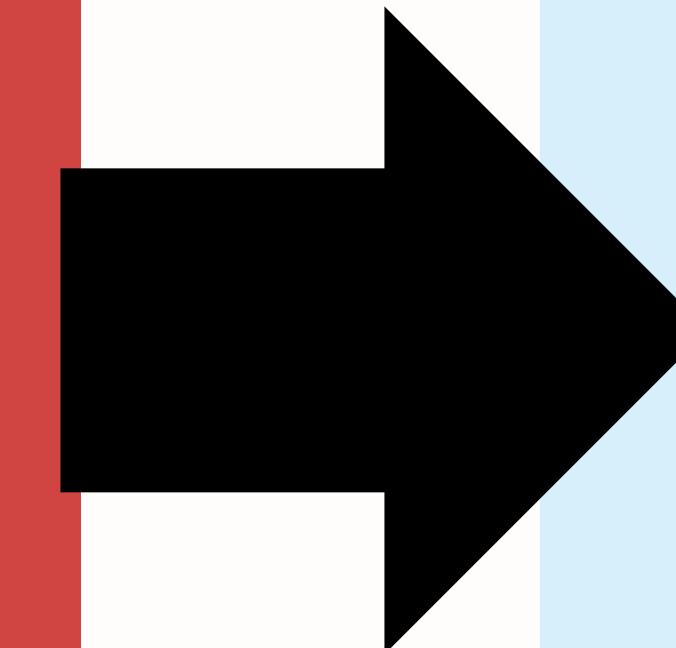
SOCIAL MEDIA



OFFICIAL



E-COMMERCE

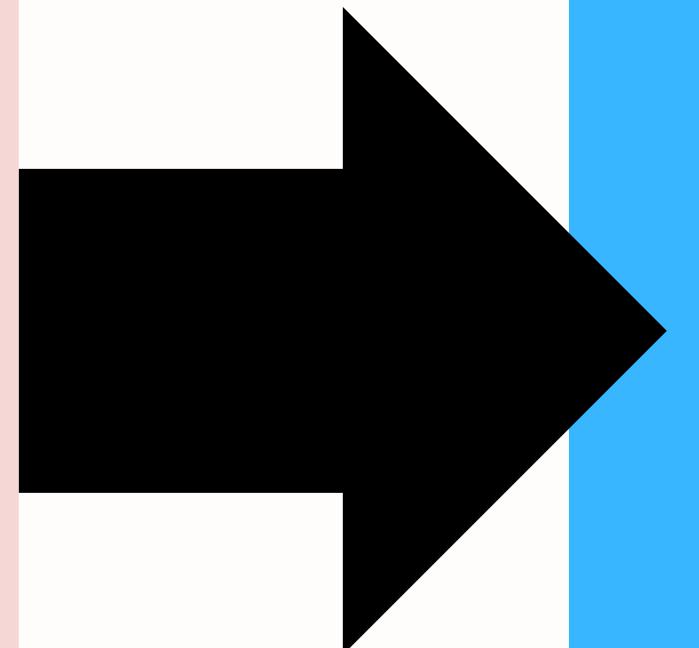


# AUGMENTATION

**1. REMOVE URLs**

**2. TRANSLATE**

**3. GET WRITTEN LANGUAGE**





## COMBINED\_DF\_TRANSFORMED

1. EXPAND STANDARD CONTRACTIONS
2. REMOVE STOPWORDS
3. LEMMATIZE

## COMBINED\_DF\_OG

1. COPY CLASSIFICATIONS
2. SENTIMENT ANALYSIS

NSFORMED

DARD

S

WORDS

ZE

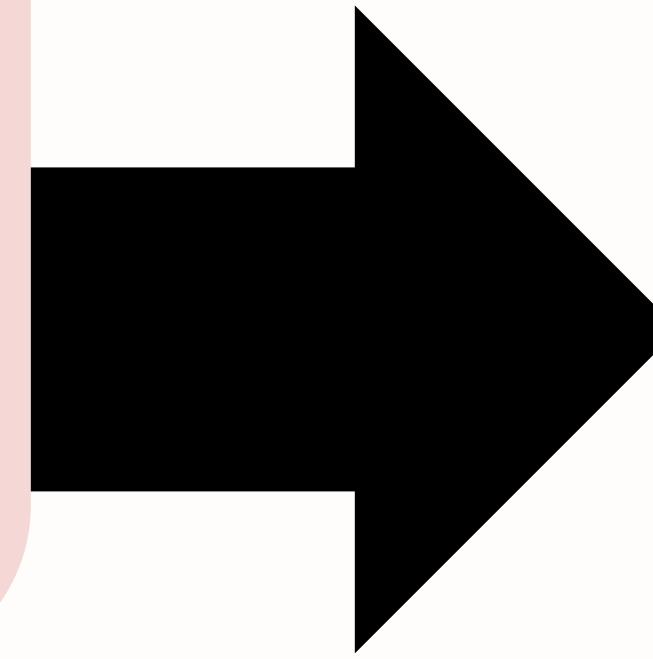
COMBINED\_DF\_TRANSFORMED

**1. ZERO-SHOT  
CLASSIFICATION**

**2. FILTERING**

NSFORMED

T  
ON



## COMBINED\_DF\_ TRANSFORMED\_PRDT

**1. WORDCLOUD\***

**2. GOOGLE SEARCH INTEREST**

RELATED TOPICS



REGION



**3. TOP 20 LANGUAGE  
FREQUENCY PLOT\***

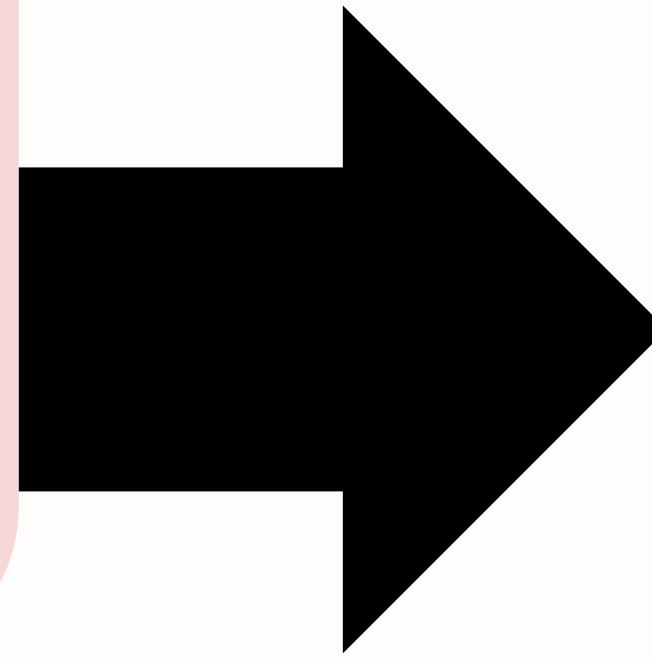
**4. N-GRAMS\***

**5. TOPIC MODELLING**

\*EXTRACTION OF  
MEANINGFUL ANALYSIS

NSFORMED

T  
ON



## COMBINED\_DF\_TRANSFORMED\_PRDT

1. WORDCLOUD\*

2. GOOGLE SEARCH INTEREST

RELATED TOPICS



REGION



3. TOP 20 LANGUAGE FREQUENCY PLOT\*

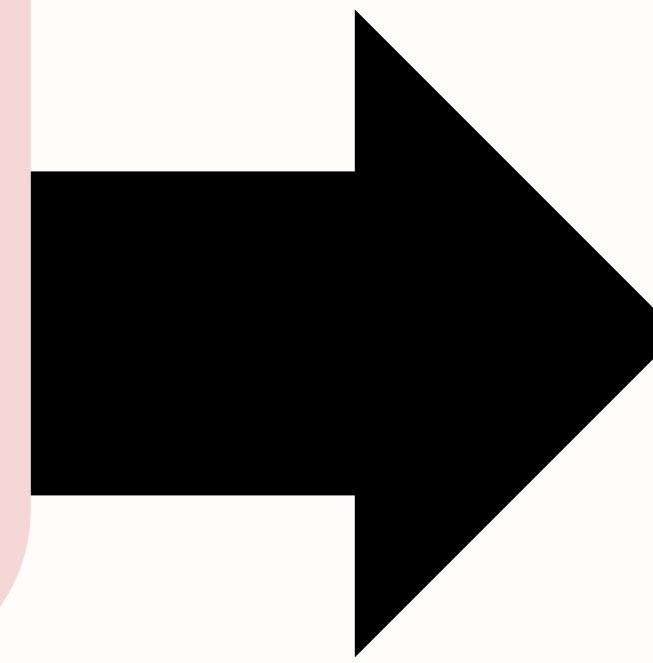
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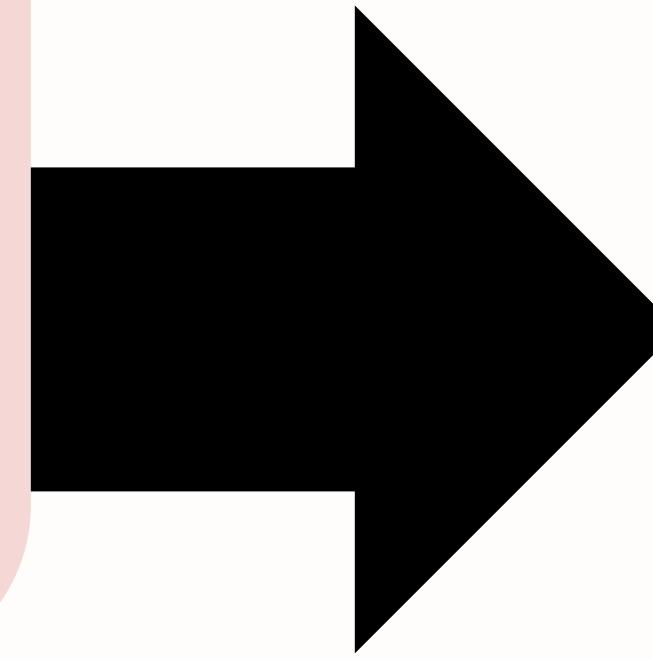
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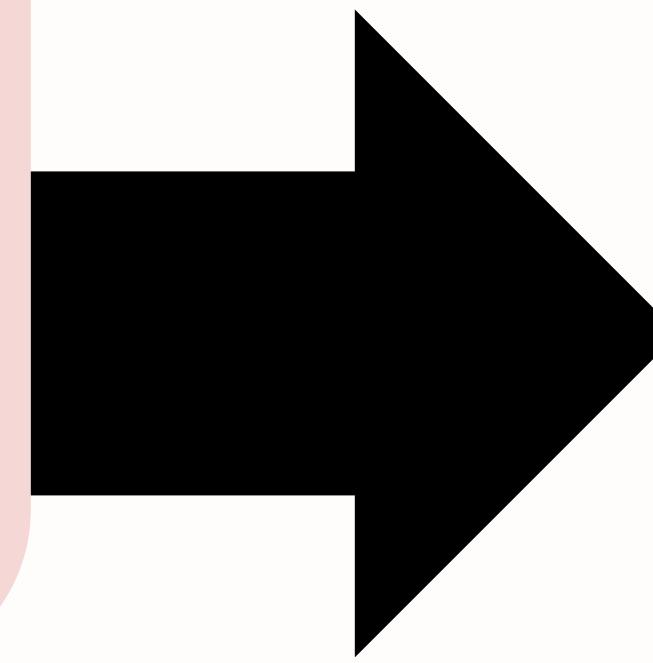
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T  
ON



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2. GOOGLE SEARCH INTEREST

RELATED TOPICS



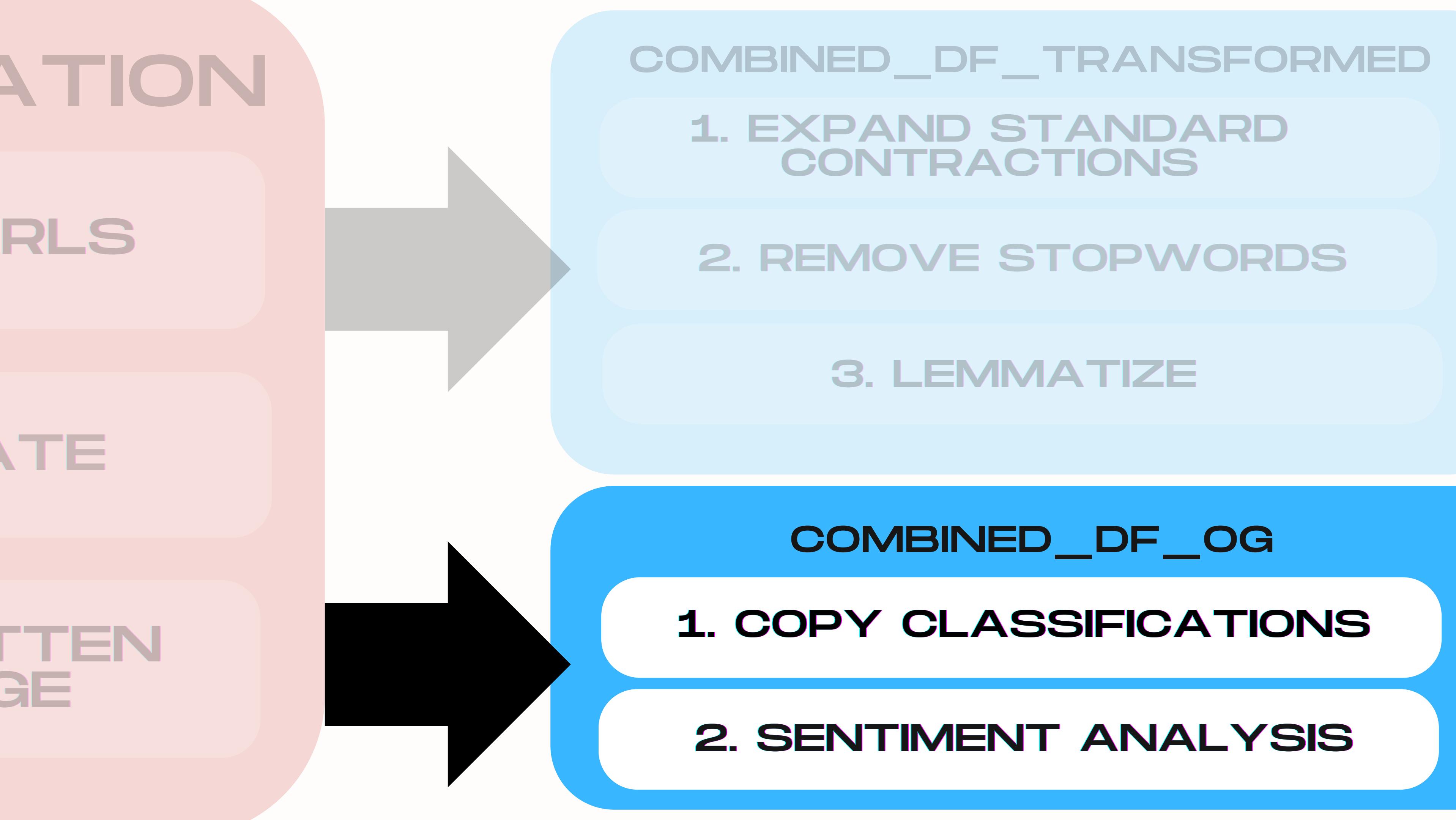
REGION

\*EXTRACTION OF  
MEANINGFUL ANALYSIS

3. TOP 20 LANGUAGE  
FREQUENCY PLOT\*

4. N-GRAMS\*

5. TOPIC MODELLING



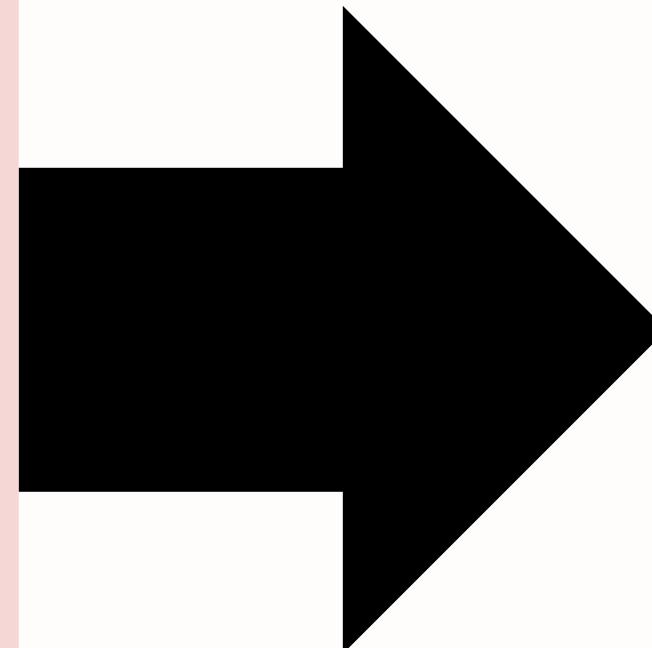
\*EXTRACTION OF  
MEANINGFUL ANALYSIS

**COMBINED\_DF\_OG**

**1. PRODUCT  
SENTIMENT PLOT\***

**2. RETRIEVAL AUGMENTED  
GENERATION (RAG)\***

**3. OPENAI PARTY\***



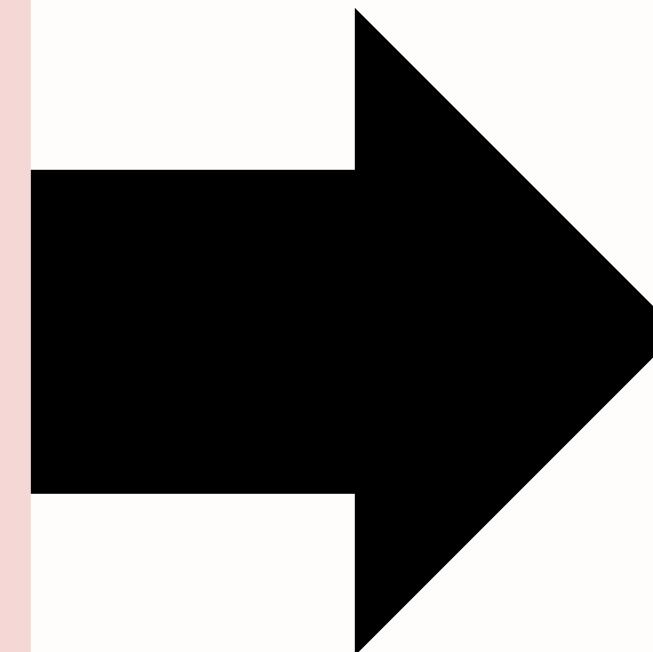
\*EXTRACTION OF  
MEANINGFUL ANALYSIS

**COMBINED\_DF\_OG**

**1. PRODUCT  
SENTIMENT PLOT\***

**2. RETRIEVAL AUGMENTED  
GENERATION (RAG)\***

**3. OPENAI PARTY\***



# CONSUMER BEHAVIOURAL PATTERNS AND USE CASES

## PROMPT:

“WHAT IS THE SAME CATEGORY OF PRODUCT AS {PRODUCT}? WHO, WHAT, WHEN, WHERE, WHY AND HOW DO CONSUMERS DO WITH PRODUCTS IN THIS CATEGORY?”

IF YOU DON'T KNOW THE ANSWER BASED ON ONLY THE DATA PROVIDED,  
STRICTLY STATE 'I DON'T KNOW', INSTEAD OF MAKING UP AN ANSWER.

# CONSUMER “GOSSIP”

## FEATURES\_DICT

```
{  
    "ANC (ACTIVE NOISE CANCELLATION OR  
    REDUCTION)",  
    "BASS",  
    "DESIGN",  
    "OVERALL COMFORT",  
    "EAR COMFORT",  
    "SIZE",  
    "WIRE",  
    "BLUETOOTH",  
    "CALL",  
    "MICROPHONE",  
    "LDAC CODEC",  
    "CUSTOM EQ",  
    "VALUE",  
    "BATTERY LIFE",  
    "CALL QUALITY",  
    "TRANSPARENCY MODE", "SOUND SIGNATURE",  
    "FREQUENCY RESPONSE"  
}
```

### PROMPT:

“PROVIDE A DETAILED COMPARISON  
BETWEEN {PRODUCT} AND ITS  
COMPETITORS CONCERNING THE  
{FEATURE} ASPECT, UTILIZING ONLY THE  
PROVIDED DATA.”

IF YOU DON'T KNOW THE ANSWER BASED ON ONLY THE DATA  
PROVIDED, STRICTLY STATE 'I DON'T KNOW', INSTEAD OF MAKING UP  
AN ANSWER.

# CONSUMER “GOSSIP”

## HIGH\_KEY\_POINTS

```
{  
    "COMBINED_DF_OG_RUSSIAN",  
    "COMBINED_DF_OG_KOREAN",  
    "COMBINED_DF_OG_JAPANESE"  
}
```

## LOW\_KEY\_POINTS

```
{  
    "COMBINED_DF_OG_CN",  
    "COMBINED_DF_OG_POLISH",  
    "COMBINED_DF_OG_CZECH"  
}
```

### PROMPT:

“FOR THE {PRODUCT}, WHAT ARE SOME  
KEY POSITIVE POINTS AND KEY  
NEGATIVE POINTS? GIVE MAXIMUM 5”

IF YOU DON'T KNOW THE ANSWER BASED ON ONLY THE DATA  
PROVIDED, STRICTLY STATE 'I DON'T KNOW', INSTEAD OF MAKING UP  
AN ANSWER.

# CONSUMER “GOSSIP”

## HIGH\_SUGGESTIONS

```
{  
    "COMBINED_DF_OG_RUSSIAN",  
    "COMBINED_DF_OG_KOREAN",  
    "COMBINED_DF_OG_JAPANESE"  
}
```

## LOW\_SUGGESTIONS

```
{  
    "COMBINED_DF_OG_CN",  
    "COMBINED_DF_OG_POLISH",  
    "COMBINED_DF_OG_CZECH"  
}
```

### PROMPT:

“BASED ON THESE {NEGATIVE\_KEY\_POINTS}, HOW DO YOU ADVISE TO TAILOR THE PRODUCT SPECIFICALLY FOR THEM, IN TERMS OF DESIGN SPECIFICATIONS?”

IF YOU DON'T KNOW THE ANSWER BASED ON ONLY THE DATA PROVIDED, STRICTLY STATE 'I DON'T KNOW', INSTEAD OF MAKING UP AN ANSWER.

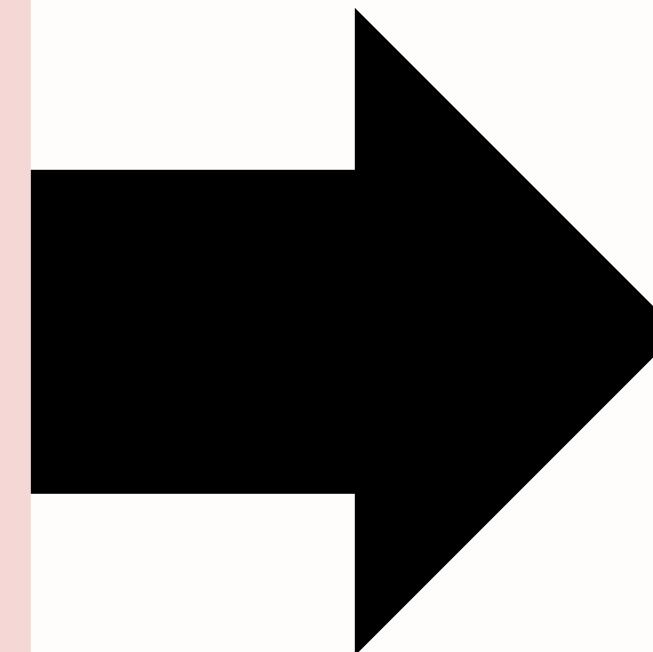
\*EXTRACTION OF  
MEANINGFUL ANALYSIS

**COMBINED\_DF\_OG**

**1. PRODUCT  
SENTIMENT PLOT\***

**2. RETRIEVAL AUGMENTED  
GENERATION (RAG)\***

**3. OPENAI PARTY\***



# OPENAI PARTY

**OPENAI GPT-4**

REQUIREMENTS  
SUMMARY

**OPENAI GPT-4  
(WEB)**

CURRENT  
SPECIFICATIONS

**OPENAI GPT-4  
VISION**

EXPLODED  
DIAGRAM

## PROMPT:

“{FEATURES\_DICT} BASED ON THIS DATA  
ONLY, OUTPUT EXACTLY WHAT IS EXPECTED  
OF {PRODUCT} TO GET AHEAD OF  
COMPETITION, QUANTITATIVELY AND  
DETAILEDLY”

# OPENAI PARTY

**OPENAI GPT-4**

REQUIREMENTS  
SUMMARY

**OPENAI GPT-4  
(WEB)**

CURRENT  
SPECIFICATIONS

**OPENAI GPT-4  
VISION**

EXPLODED  
DIAGRAM

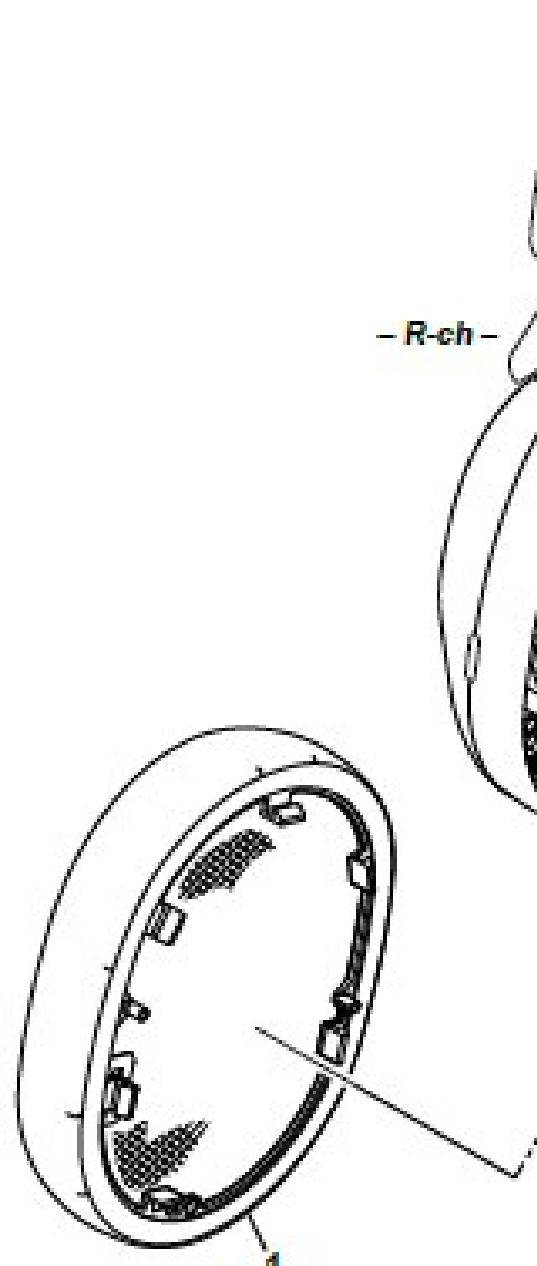
## PROMPT:

“WHAT ARE THE EXACT DETAILED  
AND QUANTIFIED  
SPECIFICATIONS OF THE  
CURRENT {PRODUCT}?”

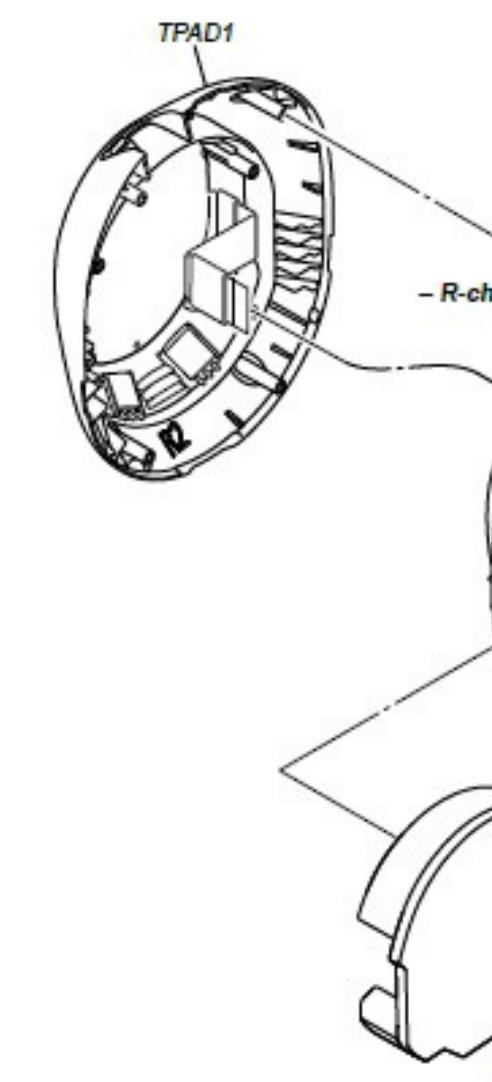
# OPENAI PARTY

[SOURCE](#)

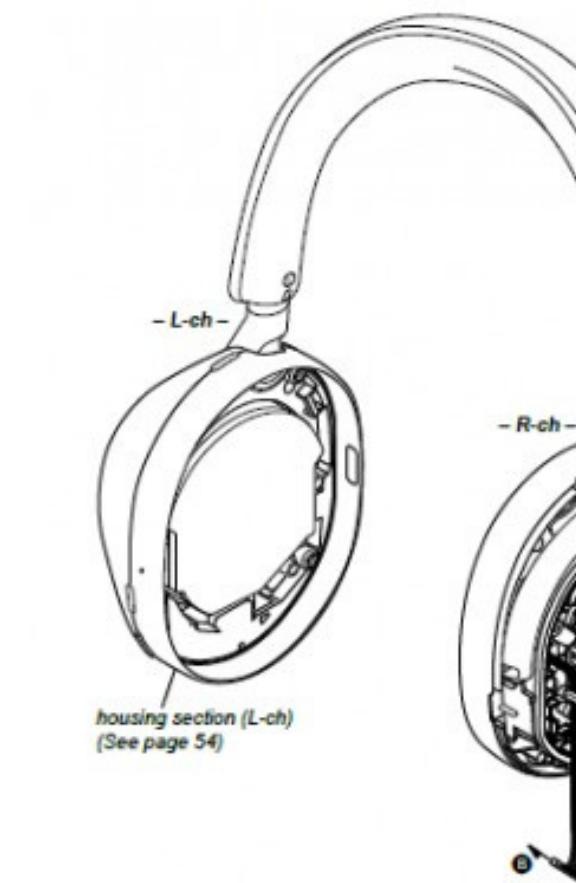
4-1. EARPAD SECTION



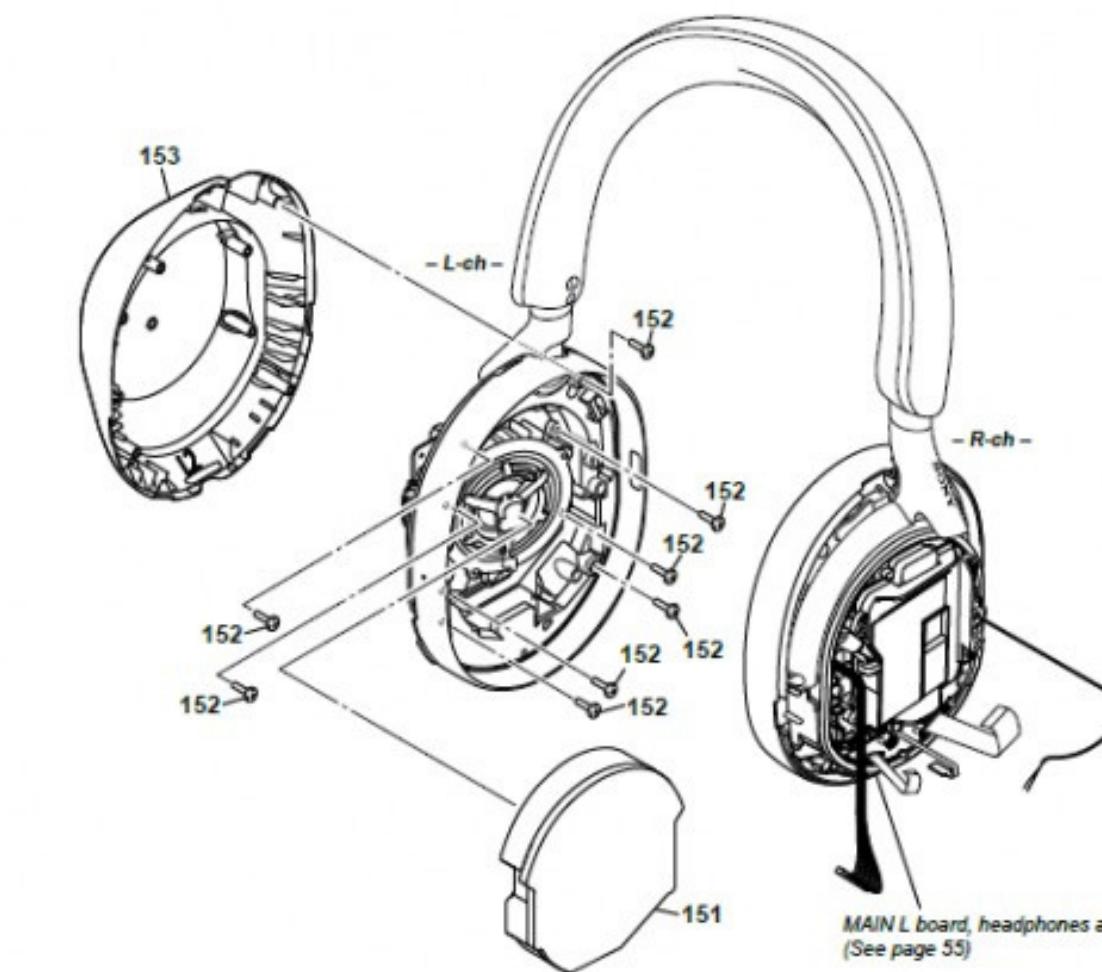
4-2. HOUSING SECTION (R-ch)



4-3. BATTERY, SUB R BOARD SECTION



4-4. HOUSING SECTION (L-ch)



MAIN L board, headphones assy section  
(See page 55)

Note 1: When peeling off the adhesive battery cable (Ref. No. 105), be careful not to damage the coating of lithium-ion rechargeable battery.

Note 2: When peeling off the cushion battery (Ref. No. 106), be careful not to damage the coating of lithium-ion rechargeable battery.

Note 3: The lithium-ion rechargeable battery (Ref. No. BAT1) cannot be replaced with a new battery in Taiwan area and Thailand.

(Except Taiwan area and Thailand)  
Note 4: When replacing the lithium-ion rechargeable battery (Ref. No. BAT1) with a new battery, refer to "CHECKING THE NEW LITHIUM-ION RECHARGEABLE BATTERY FOR BEFORE USE AND NOTES ON HANDLING" on page 4.

Note 5: Before disposing the lithium-ion rechargeable battery (Ref. No. BAT1), be sure to refer to "NOTE OF DISPOSE THE LITHIUM-ION RECHARGEABLE BATTERY" on page 4.

Ref. No.

Description

SCREEN R (for R-ch)  
SCREW, TAPPING, P2, TOTSUPURA (L = 8 mm)

51

52

Ref. No.  
Description

101 SCREW, TAPPING, P2, TOTSUPURA (L = 5.0 mm)  
(Bl)  
102 SUB R BOARD, COMPLETE (SV) (See Note 8)  
103 CUSHION HEAT CONDUCTION SMALL  
104 CUSHION HEAT CONDUCTION LARGE

Ref. No.

Description

151 SCREEN L (for L-ch)  
152 SCREW, TAPPING, P2, TOTSUPURA (L = 8.0 mm)  
(Silver)  
103 CUSHION HEAT CONDUCTION SMALL  
104 CUSHION HEAT CONDUCTION LARGE

151

152

103

104

Ref. No.

Description

153 HOUSING REAR L SUB ASSY S, SV (for L-ch)  
(Including Resistor BRC) (for Black)  
153 HOUSING REAR L SUB ASSY S, SV (for L-ch)  
(Including Resistor BRC) (for Platinum Silver)

153

153

LITHIUM ION SECONDARY BATTERY (Lithium-ion rechargeable battery) (See Note 3, 4, 5, 6, 7)

BAT1

BAT1

# OPENAI PARTY

OPENAI GPT-4

REQUIREMENTS  
SUMMARY

OPENAI GPT-4  
(WEB)

CURRENT  
SPECIFICATIONS

OPENAI GPT-4  
VISION

EXPLODED  
DIAGRAM

## PROMPT:

"WHAT IS THIS PRODUCT AND WHAT ARE THE CRITICAL PARTS OF THIS PRODUCT RELEVANT TO REDESIGNING THESE FEATURES:\n{DESIGN\_OPS}?"

# OPENAI PARTY

**OPENAI GPT-4**

REQUIREMENTS  
SUMMARY

**OPENAI GPT-4  
(WEB)**

CURRENT  
SPECIFICATIONS

**OPENAI GPT-4  
VISION**

EXPLODED  
DIAGRAM

**OPENAI GPT-4**

NEW DESIGN SPECIFICATIONS

**PROMPT:**

“GIVEN THIS SET OF CURRENT SPECIFICATIONS FOR {PRODUCT}, AND THIS SET OF INSTRUCTIONS TO REDESIGN IT, OUTPUT THE EXACT IMPROVEMENTS TO AIM FOR, AND THE NEW DESIGN SPECIFICATIONS IN THE SAME FORMAT AS THE CURRENT ONE. CURRENT SPECIFICATIONS: {CURRENT\_SPECS} REDESIGN INSTRUCTIONS: {EXPLODED\_ANALYSIS}”

# OPENAI PARTY

OPENAI GPT-4

ART ANALYSIS  
TECHNIQUES

OPENAI GPT-4  
VISION

COMPETITOR  
PRODUCTS

COMPETITOR  
PRODUCTS  
USAGE

## PROMPT:

“FROM AN IMAGE OF A PRODUCT OR USERS  
USING THAT PRODUCT, GIVE ME ALL THE  
DETAILED WAYS TO ANALYZE THE IMAGE  
FROM AN ARTISTIC POINT OF VIEW”

# OPENAI PARTY

AIRPODS MAX



BOSE QC 45



FOCAL BATHYS

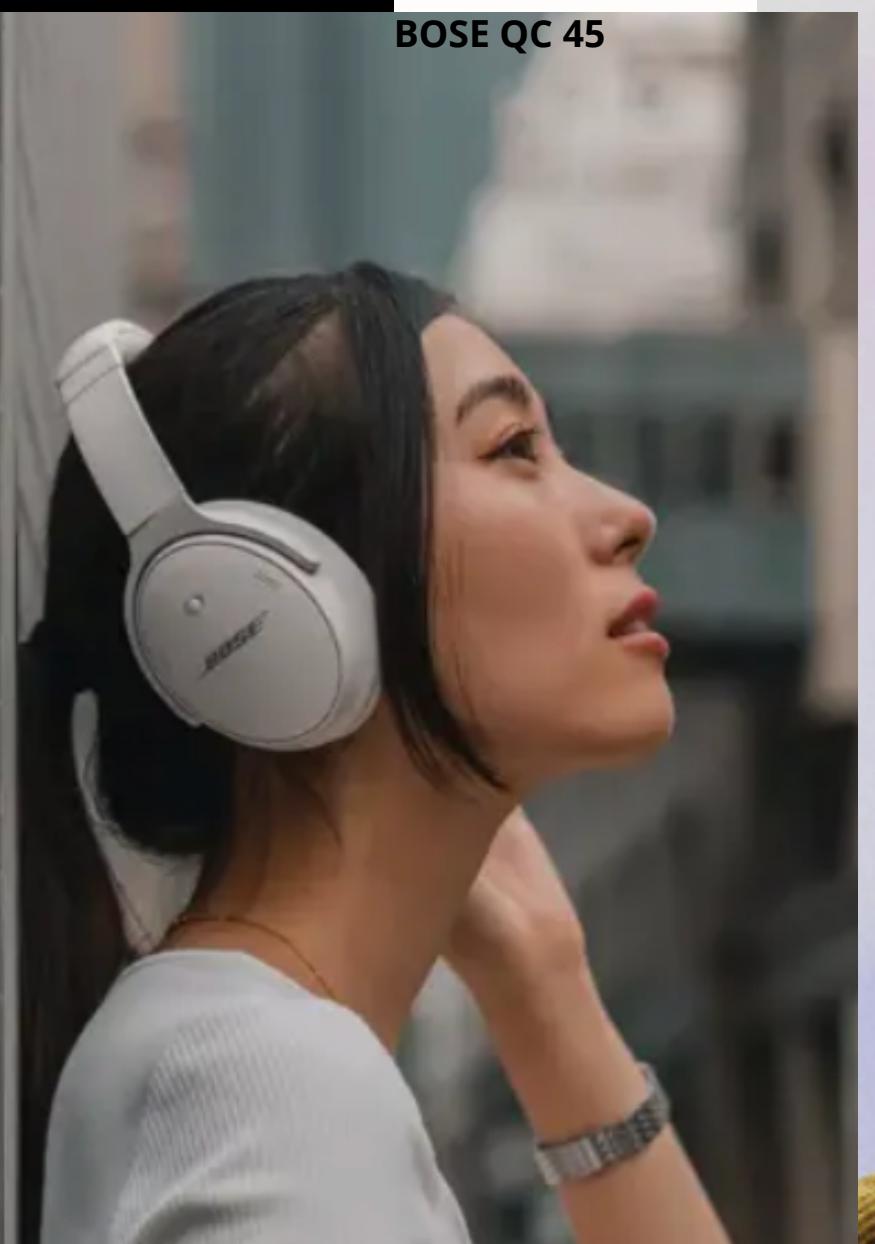


# OPENAI PARTY

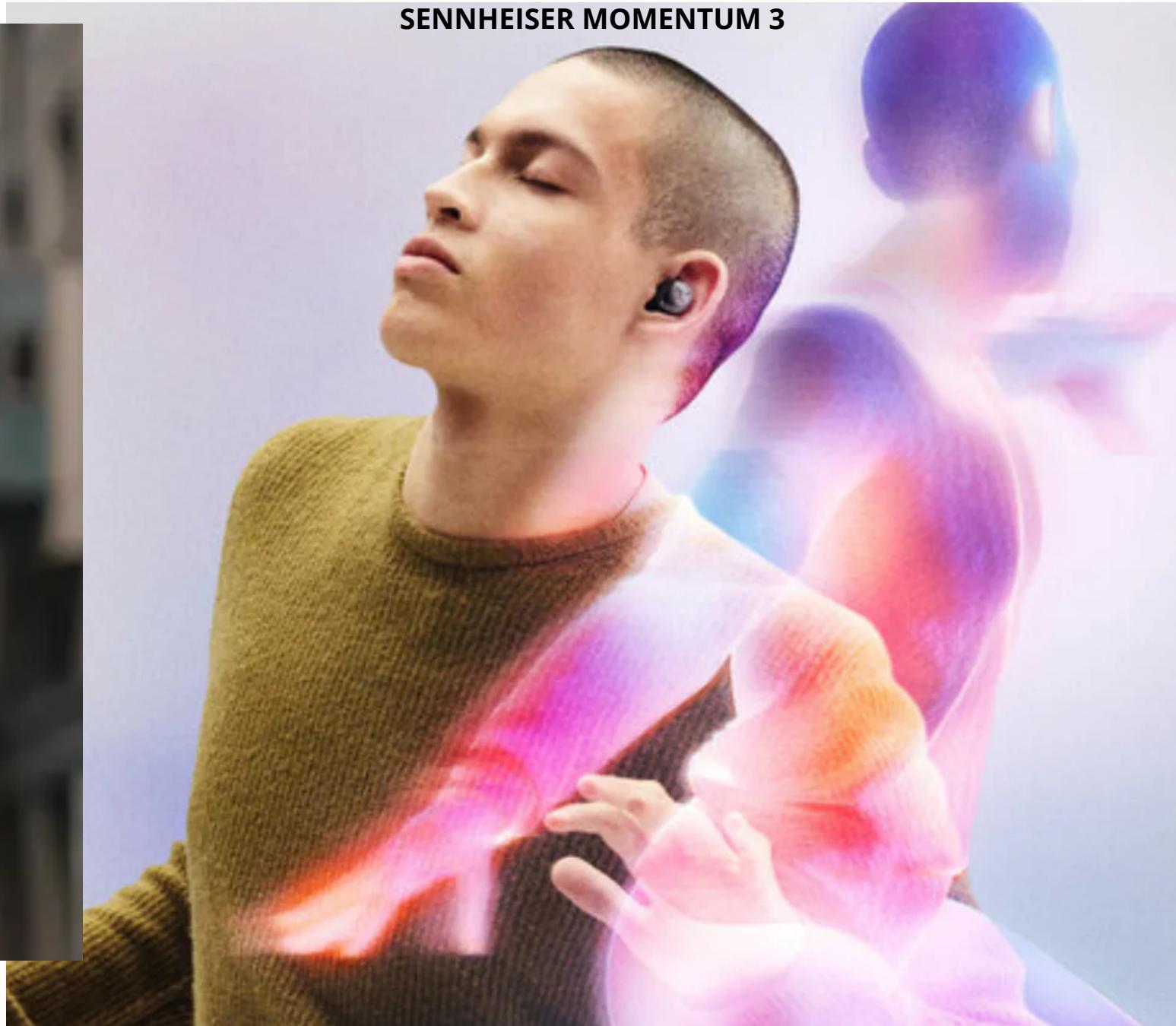
AIRPODS MAX



BOSE QC 45



SENNHEISER MOMENTUM 3



# OPENAI PARTY

**OPENAI GPT-4**

ART ANALYSIS  
TECHNIQUES

**OPENAI GPT-4  
VISION**

COMPETITOR  
PRODUCTS

COMPETITOR  
PRODUCTS  
USAGE

## PROMPT:

"YOU ARE A PROFESSIONAL IMAGE ANALYZER  
HELPING ME CREATE THE PERFECT AND  
OPTIMIZED IMAGE FOR MY PRODUCT.  
ANALYZE THESE IMAGES USING THE  
FOLLOWING TECHNIQUES:{ART\_ANALYSIS},  
LISTING DIFFERENT STRATEGIES AS AN  
OVERALL ANALYSIS OF ALL THE IMAGE"

# OPENAI PARTY

**OPENAI GPT-4**

ART ANALYSIS  
TECHNIQUES

**OPENAI GPT-4  
VISION**

COMPETITOR  
PRODUCTS

COMPETITOR  
PRODUCTS  
USAGE

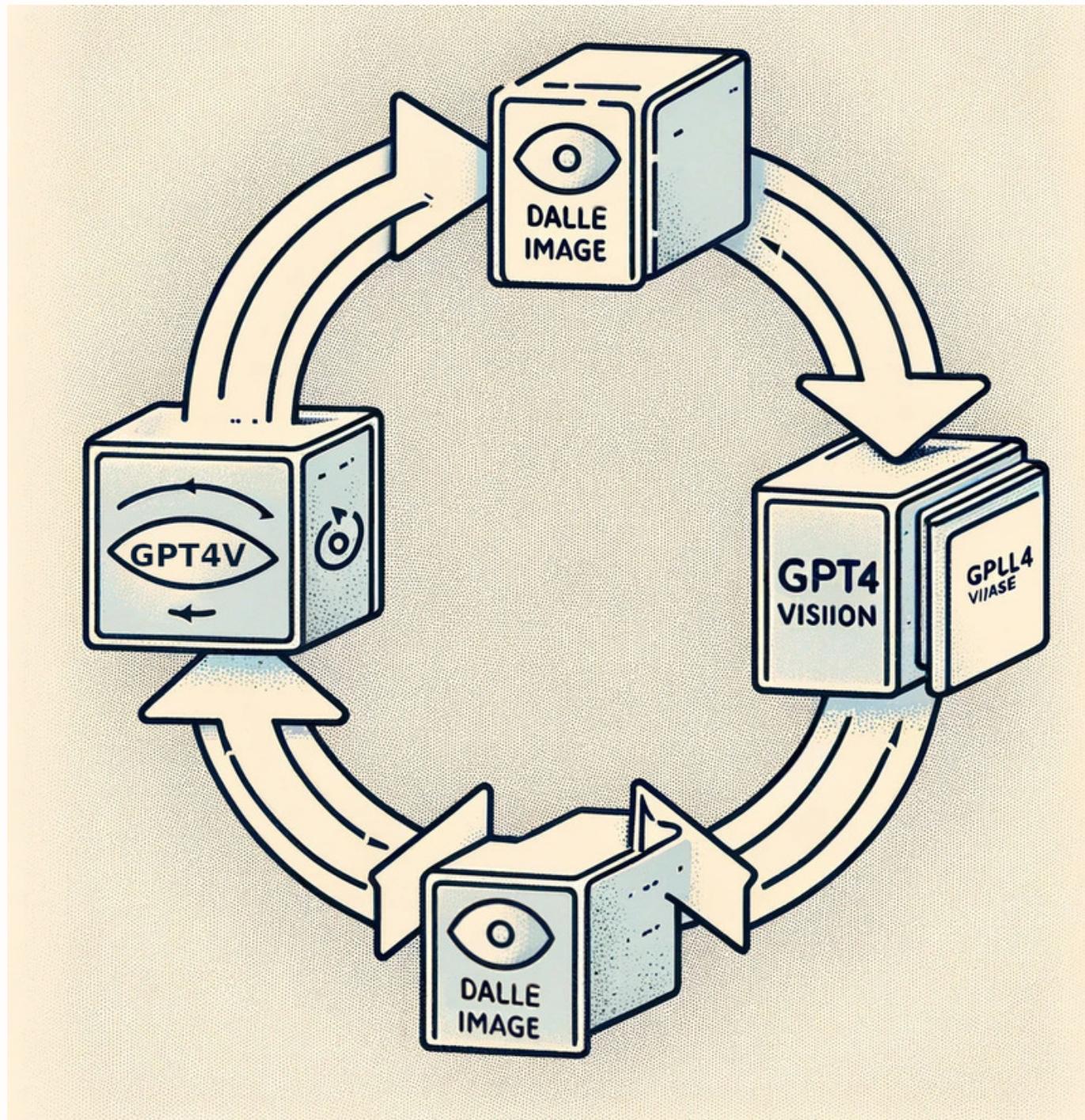
**OPENAI DALL-E**

SONY WH-1000XM6

**PROMPT:**

“CREATE AN IMAGE OF {PRODUCT},  
USING A PERMUTATION OF DIFFERENT  
TECHNIQUES, DO NOT REUSE IF YOU  
HAVE PREVIOUSLY USED IT:  
{PERFECT\_IMG\_PRODUCT\_PROMPTER}”

## 5. DALL-E PARTY



### PROMPT:

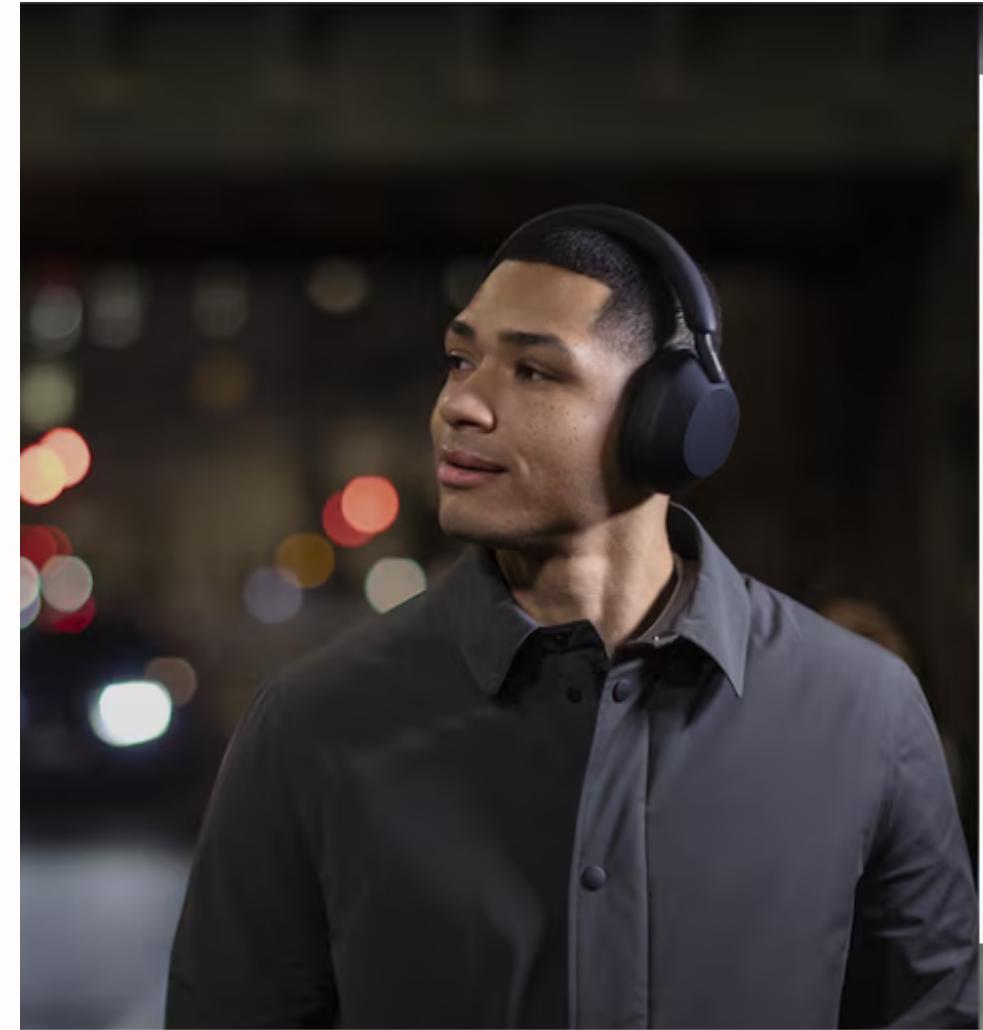
“WRITE A PROMPT FOR AN AI TO MAKE THIS IMAGE ACCURATELY. MAKE SURE YOU EMPHASIZE THE MODEL SHOULD LOOK PHOTOREALISTIC, AS REAL PEOPLE TAKEN WITH SIGMA 85MM F/1.4. JUST RETURN THE PROMPT, DON'T SAY ANYTHING ELSE. MAKE EVERYTHING MORE VISUALLY APPEALING AND THE FOCUS SHOULD BE ON THE PRODUCT TO ATTRACT MORE CUSTOMERS”



Best Active Noise  
Cancelling Headphones  
Brand  
**SONY**







## Adaptive Sound Control automatically adjusts to whatever you do

Adaptive Sound Control is a smart function that senses where you are and what you're doing, then adjusts ambient sound settings for the ideal listening experience. When activated, it learns your behaviour and recognises locations that you frequently visit, such as your workplace or a favourite café, and tailors sound to suit the situation.

Play Video



## For everyday convenience, just Speak-to-Chat

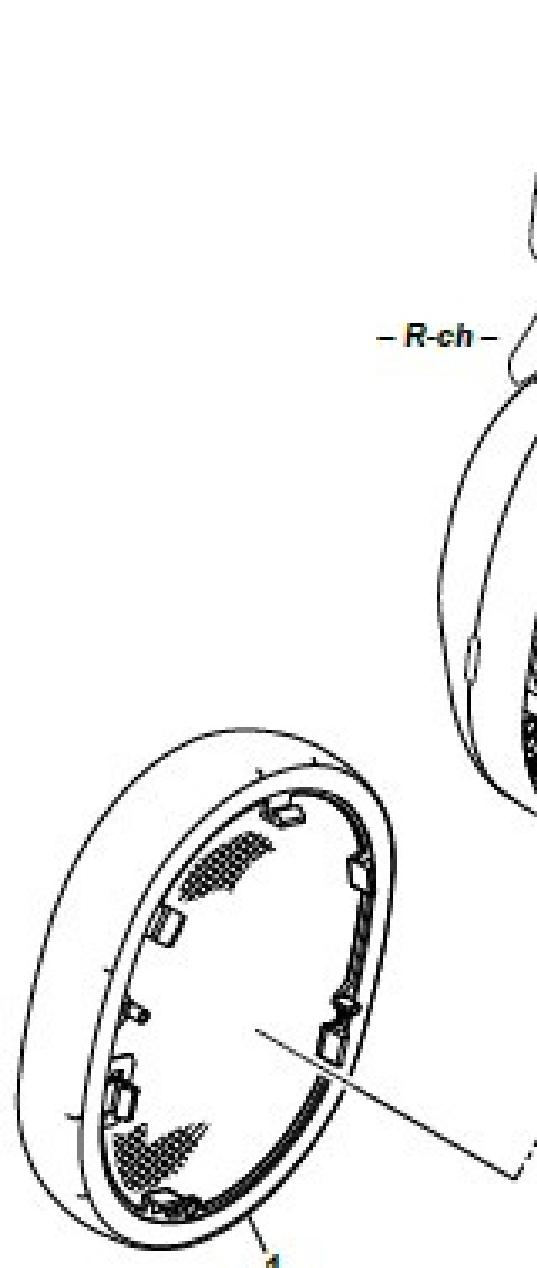
As soon as you start a conversation, Speak-to-Chat automatically stops your music and lets in ambient sound – handy if you want to keep your headphones on or talk hands-free. This smart feature uses microphones built into your headphones and advanced audio signal processing to recognise and react to your voice. Once your chat is over, your music starts playing again automatically.<sup>8 9</sup>



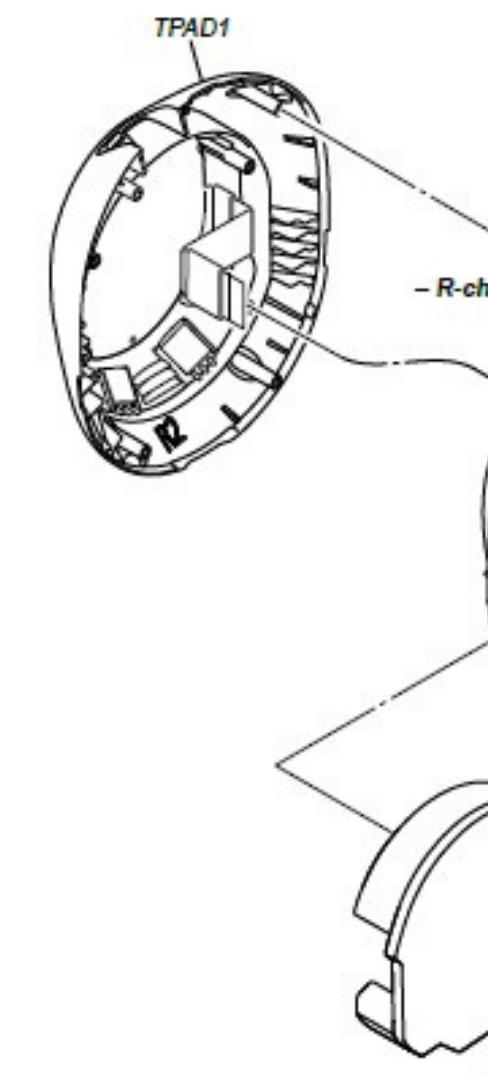
# OPENAI PARTY

[SOURCE](#)

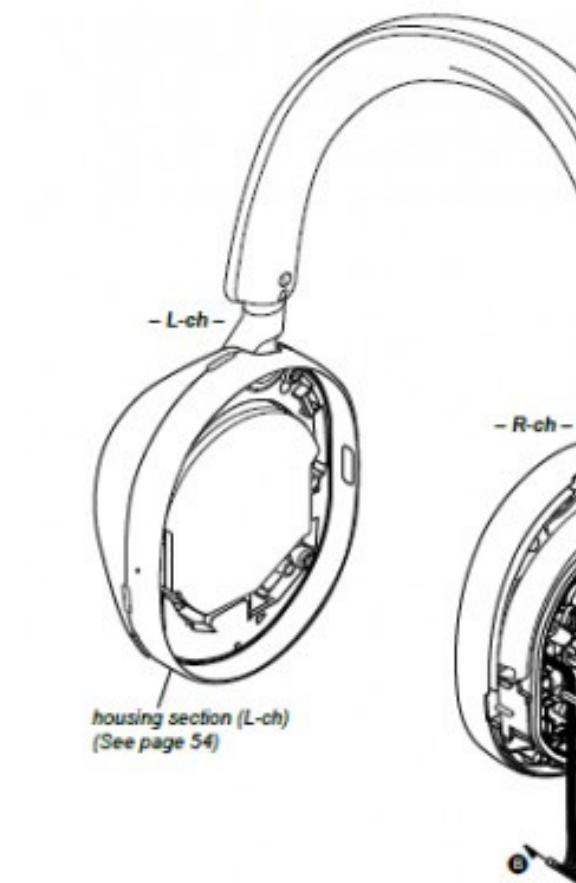
4-1. EARPAD SECTION



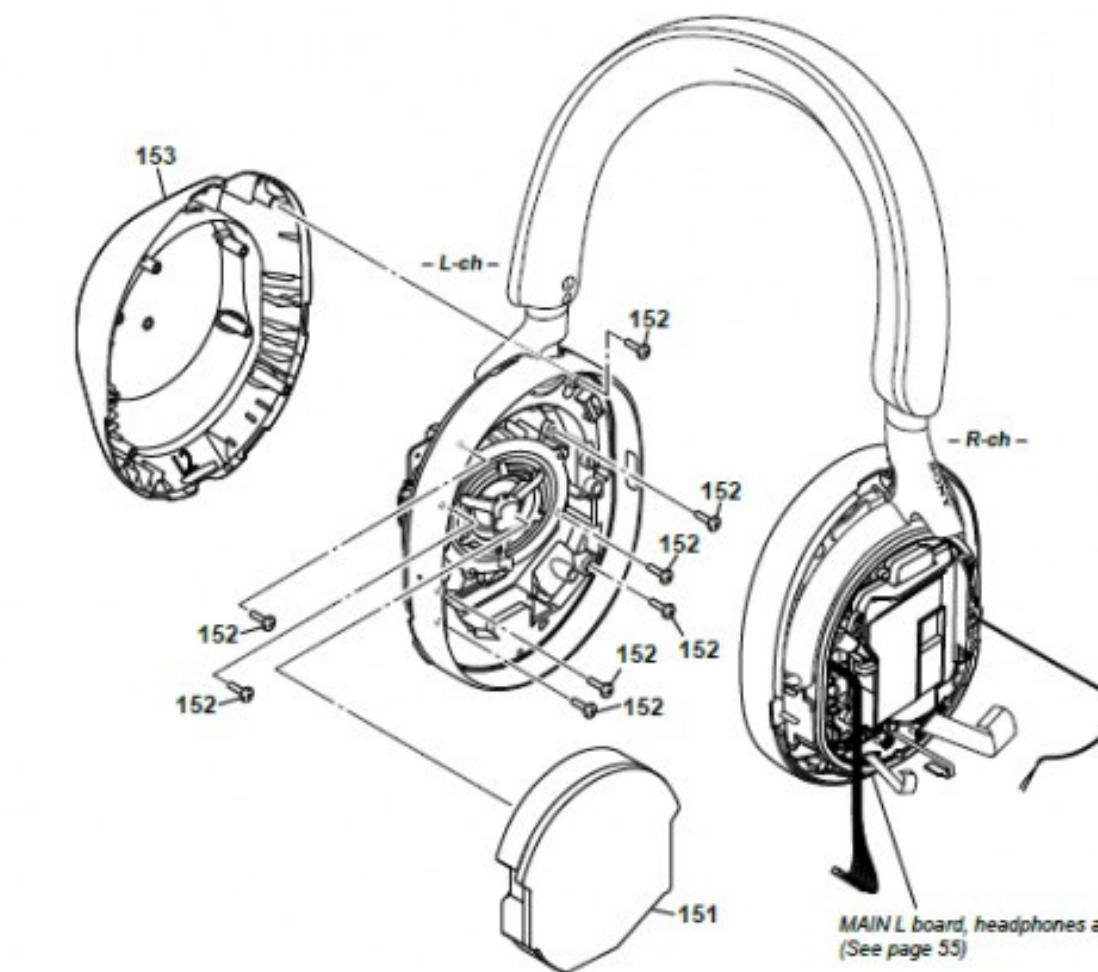
4-2. HOUSING SECTION (R-ch)



4-3. BATTERY, SUB R BOARD SECTION



4-4. HOUSING SECTION (L-ch)



MAIN L board, headphones assy section  
(See page 55)

Note 1: When peeling off the adhesive battery cable (Ref. No. 105), be careful not to damage the coating of lithium-ion rechargeable battery.

Note 2: When peeling off the cushion battery (Ref. No. 106), be careful not to damage the coating of lithium-ion rechargeable battery.

Note 3: The lithium-ion rechargeable battery (Ref. No. BAT1) cannot be replaced with a new battery in Taiwan area and Thailand.

(Except Taiwan area and Thailand)  
Note 4: When replacing the lithium-ion rechargeable battery (Ref. No. BAT1) with a new battery, refer to "CHECKING THE NEW LITHIUM-ION RECHARGEABLE BATTERY FOR BEFORE USE AND NOTES ON HANDLING" on page 4.

Note 5: Before disposing the lithium-ion rechargeable battery (Ref. No. BAT1), be sure to refer to "NOTE OF DISPOSE THE LITHIUM-ION RECHARGEABLE BATTERY" on page 4.

Ref. No.

Description

SCREEN R (for R-ch)  
SCREW, TAPPING, P2, TOTSUPURA (L = 8 mm)

51

52

Ref. No.  
Description

101 SCREW, TAPPING, P2, TOTSUPURA (L = 5.0 mm)  
(Bl)  
102 SUB R BOARD, COMPLETE (SV) (See Note 8)  
103 CUSHION HEAT CONDUCTION SMALL  
104 CUSHION HEAT CONDUCTION LARGE

Ref. No.

Description

151 SCREEN L (for L-ch)  
152 SCREW, TAPPING, P2, TOTSUPURA (L = 8.0 mm)  
(Silver)  
103 CUSHION HEAT CONDUCTION SMALL  
104 CUSHION HEAT CONDUCTION LARGE

151

152

103

104

Ref. No.

Description

153 HOUSING REAR L SUB ASSY S, SV (for L-ch)  
(Including Resistor BRC) (for Black)  
153 HOUSING REAR L SUB ASSY S, SV (for L-ch)  
(Including Resistor BRC) (for Platinum Silver)

153

153

LITHIUM ION SECONDARY BATTERY (Lithium-ion rechargeable battery) (See Note 3, 4, 5, 6, 7)

BAT1

BAT1

# THANK YOU

