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Xbox 360 accessories and other
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Accessories Selling Guide

Tips to help close the sale



Microsoft

P.N.: 098-301775

Use this Selling Guide as an on-hand resource to help you better address customer questions and achieve the following:



Increased sales



Increased customer satisfaction



Increased customer trust



Reduced store returns

More Ways to Play

Customers can take their play further with Xbox 360 accessories.

Bring high performance gaming and entertainment home with official Xbox accessories. Xbox accessories add even more convenience and simplicity to the way your customers play games, connect with friends and experience their entertainment.

Look for the CREATED BY XBOX logo.



Xbox 360 Wireless Controller

Bring friends along for the fun

Tips to help close the sale

- Four friends can easily play together anywhere in the room without being tied down*
- Adjustable vibration feedback for longer battery life
- When selling new consoles, recommend at least one more controller so customers can play with friends and family
- Recommend complementary accessories like the Play and Charge Kit or Rechargeable Battery 2-Pack for longer gameplay

** Up to 30 foot range*



Xbox 360 Wireless Controller with Transforming D-Pad and Play & Charge Kit

Customize control and play longer

Tips to help close the sale

- Transforming D-pad can be rotated to adapt to the user's gameplay
- Use the D-pad in "plus" format for basic directional moves; use the D-pad in "disc" format for sweeping moves
- Save by buying Controller and Play & Charge Kit together versus separately
- Includes Play & Charge Cable for up to 35 hours of uninterrupted gameplay per charge
- The perfect controller for any core gamer who wants more accuracy and control



Xbox 360 Controller

Control. Pure and simple.

Tips to help close the sale

- Authentic product direct from Xbox ensures precision, control, quality and comfort
- Lower cost Xbox controller option for customers
- Extended nine-foot cord includes break-away cable for safety
- Integrated headset port for Xbox LIVE play
- Works with most Windows® 7 and Windows® Vista-based PCs



Xbox 360

Wireless Speed Wheel

Customers can take the wheel for easy motion-controlled racing

Tips to help close the sale

- Compared to full racing wheels, it's attractively priced and has no wires to get in your customer's way
- For core gamers who demand more, gyroscope technology is incredibly accurate
- Great for casual gamers as it's easy to pick up and play using a natural driving motion
- 'Feel the road' with the rumble feedback
- Compatible with nearly all Xbox 360 racing games*

* Does not contain shoulder buttons which may limit functionality in some games. Not optimized for use with 'Need for Speed: The Run'



Xbox 360 Media Remote

*Customers can easily control
their entertainment*

Tips to help close the sale

- Puts familiar, easy-to-understand buttons for the Xbox and media in the customer's hand
- Controls the Xbox 360 Dashboard, DVD and CD playback, and media playback through Xbox LIVE
- Programmable: Controls volume, mute, input and power on many popular brands of TVs

Compatible Partners*



** Xbox LIVE Gold membership and/or other subscriptions may be required.
Media content sold separately*



Xbox 360 320GB Media Hard Drive

More space for more fun

Tips to help close the sale

- More space for games, HD movies, TV shows, map packs, demos and music
- Added customer value with a full version of 'LEGO Star Wars III: The Clone Wars'*
- Works with Xbox 360 S consoles
- Great for 4GB console owners

** Download game from Xbox LIVE*



Xbox 360 Rechargeable Battery 2-Pack

Never let the gaming stop

Tips to help close the sale

- Lets your customer have an extra charged battery ready to go
- Customers can enjoy up to 40 hours of gameplay per battery on a single charge
- Cost effective: Eliminates the need to purchase AA batteries when their charge expires
- Go 'green': No more disposable alkaline batteries to pitch in the trash
- Works with both the Quick Charge and Play & Charge Kits*

** Charging Kits sold separately*



Xbox 360 Quick Charge Kit

*More gaming,
less waiting*

Tips to help close the sale

- Always have a fresh battery ready to go
- Unlike Play & Charge Kit, charging base eliminates need to connect cable to console
- Charge one battery pack in less than two hours or two packs in less than four hours
- Great for active-gaming households
- Add on to Wireless Controller sale to give your customer longer gameplay



Xbox 360 Play & Charge Kit

Charge up, play on

Tips to help close the sale

- When alkaline batteries go dead, customers are still in the game
- When power is running low, plug in and charge during play for nonstop gaming
- Charges even when the console is powered off
- Up to 35 hours of play per charge
- A great add-on sale opportunity for customers buying Wireless Controllers



Xbox 360 Wireless Headset with Bluetooth®

Let the fun go to your head

Tips to help close the sale

- Easily switch between chatting with friends wirelessly on Xbox LIVE and Bluetooth-enabled phones*
- Value: One device to use at home on Xbox LIVE or take it on the go
- Versatility: Use the headset with Bluetooth-enabled mobile phones, PCs and other devices
- Up to eight hours of talk time
- Comes with three sizes of ear gels for the right fit, a convenient micro USB charging cable, and an ear loop

* For use with most Bluetooth-enabled devices (supported profiles: HSP, HFP and A2DP).



Xbox 360 Headset

Make your voice heard

Tips to help close the sale

- An affordable alternative to the Xbox 360 Wireless Headset with Bluetooth®
- Boom microphone can be adjusted for optimal sound quality
- Includes an in-line volume control and mute switch
- Adjustable headset fits comfortably on either ear
- Recommend for customers purchasing Xbox 360 4GB Console; headset is not included



Xbox 360 Chatpad

Let your fingers do the talking

Tips to help close the sale

- A full QWERTY keyboard positioned perfectly at your customer's fingertips
- Customers can easily update their profile, message friends or enter codes
- It's simple to chat and text friends while playing on Xbox LIVE
- Great for Xbox LIVE apps like Facebook and Twitter*
- Compatible with Windows Live™ Messenger so your customers can keep in touch with everyone

** Xbox LIVE Gold membership required for Facebook and Twitter*



Xbox 360 Wireless N Networking Adapter

*Connect to Xbox LIVE quickly
and wirelessly*

Tips to help close the sale

- Dual band adapter offers lightning-fast speeds, reliability, and coverage of up to 160 feet*
- Customers can upgrade their Xbox 360 S or original Xbox 360 to get faster wireless speed and greatest range
- Perfect for owners of original Xbox 360 consoles who want to connect to Xbox LIVE
- Works great with existing 802.11g and 802.11b wireless routers and access points

**Range up to 2x that of a/b/g networks. Based on indoor coverage and IEEE 802.11 theoretical specifications. Actual performance will vary depending on network and other surrounding conditions.*

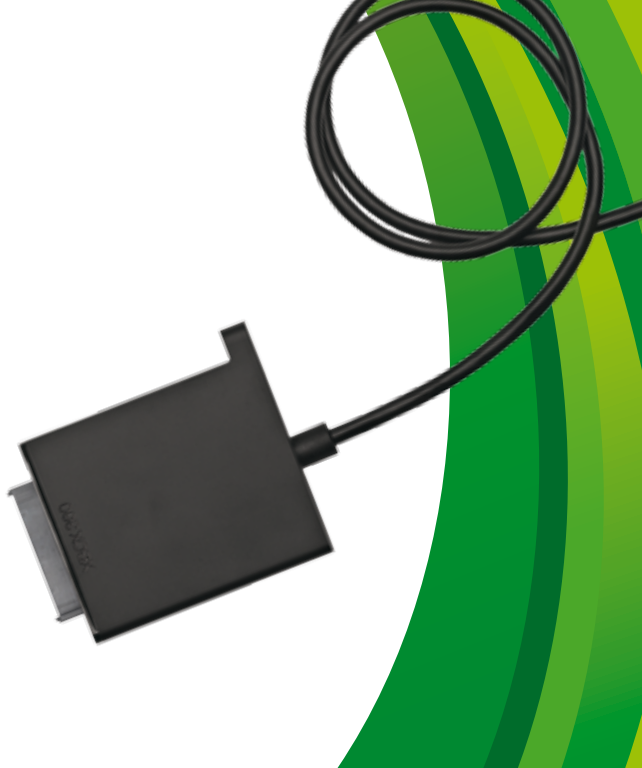


Xbox 360 Hard Drive Transfer Cable

*Transfer the fun to your new
Xbox 360*

Tips to help close the sale

- Customers can move content from any Xbox 360 hard drive to their new Xbox 360 S or Xbox 360 hard drive
- Easily transfer HD movies, music, saved games, player profiles, and even full games installed on their hard drive
- Use the cable over and over if customers choose to get a new console or hard drive in the future
- Works with all Xbox 360 consoles and hard drives



Xbox 360 High Speed HDMI Cable

Definitely high definition

Tips to help close the sale

- Customers can experience HD games and all their favorite entertainment in eye-popping high definition and Dolby Digital 5.1 surround sound
- Plenty of room with the six and a half foot shielded cable
- Xbox 360 consoles ship with Standard Definition cable; recommend to customers with every console purchase



Xbox 360 Component HD AV Cable

Believe everything you see

Tips to help close the sale

- All-in-one solution for HD and standard televisions
- Play high-quality audio with the included stereo connection
- Eight foot shielded cable



Xbox 360

VGA HD AV Cable

High definition brilliance

Tips to help close the sale

- The high-definition connection for TVs and monitors with VGA inputs
- Experience high definition movies and games at up to 1080p resolution
- Also supports 480p, 720p or 1080i resolutions
- Play high-quality audio with the included stereo connection
- Eight foot shielded cable



Xbox LIVE 12 Month Gold Starter Kit

Everything your customers need to jump in to Xbox LIVE

Tips to help close the sale

- Value: Save money with the Kit versus purchasing individual items separately
- Includes two popular Xbox LIVE-compatible accessories – Chatpad and Wired Headset
- Recommend that your customers go Gold for one full year and enhance their Xbox LIVE experience
- 400 Microsoft Points to download games, add-ons, movies, TV shows, and more

