Product Knowledge: Reference Guide

New style **Reference Title** applied to first paragraph

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# Media Devices

**Heading 1 style** applied to Media Devices, Free Channels, and Common Features

The Electronics department offer streaming options.

Google Chromecast

Amazon Fire Stick

Paragraph left and right indent **0.5”**, **8 pt** paragraph spacing before**, ½ pt** double top and bottom paragraph border in **Orange, Accent 2** and shading in **Orange, Accent 2 Lighter 80%**

Roku Streaming Stick

## Product Knowledge

The sales specialist will need to develop product knowledge skills to reply to customer inquiries with informative responses about streaming features. The price range for the devices are similar. The following are basic guidelines to understanding and comparing these devices.

**Heading 2 style** applied to Product Knowledge, Apps – Casting, and Devices – Downloading Apps

## Apps - Casting

Line Spacing **Multiple 1.4**

Roku comes with a remote and run Apps directly to the TV. Chromecast and Fire Stick run with Apps from other devices (phone, laptop, tablet, PC) to cast images to the TV.

Two-column layout

## Devices - Downloading Apps

Android and iOS offer the majority of device Apps. Android Apps are available through the Google Play Store from a lap top, tablet, smartphone, or e-book reader. iOS Apps are available in the Apple App Store from a MAC, iPad, iPod, or iPhone.

# Free Channels

Heading 1 style is **Black, Text 1, Lighter 25%**

* Roku: Pluto, Crackle, Roku Channel, CW App, Comet, PBS Kids, NewsOn, Tubi, Twitch
* Fire Stick: VLC for Fire, Twitch, TED TV, PBS Kids Video, Spotify Music
* Chromecast: Crackle, Google Home, HBO Now, Google Play, YouTube, Slacker Radio, Tubi

# Common Features

Bulleted list format ✓

Paid Channels

* Netflix
* Hulu
* Amazon Prime

Red font color

Each device…

Numbered list format 1)

1. uses an HDMI connection. The new Chromecast uses a USB to HDMI Chord making better fit for all TVs.
2. needs Internet connection to stream.
3. offers additional free and paid channels.

Picture inserted, height is **0.55”** and text wrapping is **Tight**

Electronics Department

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<http://electronics.sales.com>

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