

Product Name & Category	
Product Name	iXpand™ Base
Product Category	iPhone Charger and Backup

Product Title & Description	
[32 characters]	iXpand™ Base, 32GB ¹ iXpand™ Base, 64GB ¹ iXpand™ Base, 128GB ¹ iXpand™ Base, 256GB ¹
[100 characters]	iXpand™ Base, 32GB ¹ , for iPhone charging and backup iXpand™ Base, 64GB ¹ , for iPhone charging and backup iXpand™ Base, 128GB ¹ , for iPhone charging and backup iXpand™ Base, 256GB ¹ , for iPhone charging and backup

Product Headlines & Web Banner	
Primary	Automatically back up your iPhone every time you charge
Alternate	It charges. It backs up. You relax.
Web Banner [6 words max]	It charges. It backs up. You relax.

Product Overview & Copy	
At-a-Glance Feature Bullets [6 max]	<ul style="list-style-type: none"> Automatically back up your iPhone's photos, videos and contacts every time you charge² Fast-charge with 15 watts of power Keep your photos and videos right on the iXpand™ Base at original quality with no worry about recurring monthly fees Easily restore your backed up photos, videos and contacts to your iPhone Designed for everyday use with a soft rubber top to hold your phone and a wrap-around groove to keep your cable tidy Apple Lightning cable not included
Short Copy [25 words]	Automatically back up your iPhone's photos, videos and contacts every time you charge. ²
Medium Copy [50 words]	Automatically back up your iPhone's photos, videos and contacts every time you charge. ² You can save all of your photos and videos right on the iXpand™ Base at original quality, with no worry about recurring monthly fees. Designed as a home base for your iPhone, it features a no-slip top to hold your phone and a wrap-around groove to keep your Lightning to USB cable tidy (cable not included). The iXpand Base also includes an app that lets you easily restore your backed up files.

<p>Long Copy [100 words]</p>	<p>Automatically back up your iPhone’s photos, videos and contacts every time you charge.² The iXpand™ Base offers plenty of room to save your files in their original quality, with no worry about recurring monthly fees. Designed for everyday use with a no-slip top, a sturdy base, and a wrap-around groove to keep your Lightning to USB cable tidy (cable not included). The iXpand Base is also engineered for convenience, delivering fast-charging with 15W of power and a companion app for restoring your content to your iPhone.</p>
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Mock Ad / Pull-up Banner Copy	
Product Name	iXpand™ Base
Category	iPhone Charger and Back up
Tagline	Automatically back up your iPhone every time you charge
Bullets	<ul style="list-style-type: none"> • Automatically back up your photos, videos and contacts • Fast-charge with 15 watts of power • Easily restore content to your iPhone with the app

Ad Circular, Bullets	
	<ul style="list-style-type: none"> • Automatically back up your iPhone every time you charge² • Up to 256GB¹ for photos, videos and contacts

E-Blast Copy	
Subject Line	The easiest way to back up your phone
Snippet Line/Email Preview	Back up and charge your iPhone
Headline	Automatically back up your iPhone every time you charge ²
Product Call-out	iXpand™ Base
Product Description	<p>Automatically back up your iPhone’s photos, videos and contacts every time you charge.² The iXpand™ Base offers plenty of room to save your files in their original quality, with no worry about recurring monthly fees. Designed for everyday use with a soft rubber top, a sturdy base, and a wrap-around groove to keep your Lightning to USB cable tidy (cable not included). The iXpand Base is also engineered for convenience, delivering fast-charging with 15W of power and a companion app for restoring your content to your iPhone.</p>
CTA 1	{Learn More}
Product Feature Modules	<p>It Backs Up—While You Charge Never worry about losing your memories again. Every time you charge your iPhone with the iXpand Base, it backs up your photos, videos and contacts for you.²</p>
	<p>Charge Your iPhone Fast With 15W of power, your iPhone charges fast—so you can back up and charge and be on your way in a flash.</p>

	<p>It's Easy to Get Your Files Back</p> <p>The iXpand Base app makes it easy to restore your backed up files to your iPhone at any time. Whether you restore to your current phone or a new one, simply plug in and tap restore to get your files back.</p>
CTA 2	{Shop Now}

Etail/Web Copy (A+, Power Pages, Corp Site)	
Product Name	SanDisk 256GB iXpand™ Base, for iPhone charging and backup, XXGB
Above the Fold Bullets [no more than 6]	<ul style="list-style-type: none"> Automatically back up your iPhone's photos, videos and contacts every time you charge² Fast-charge with 15 watts of power Easily restore your backed up photos, videos and contacts to your iPhone Apple Lightning cable not included. Works with iPhone 5, iPhone 5c, iPhone 5s, iPhone 6, iPhone 6 Plus, iPhone 6s, iPhone 6s Plus, iPhone 7, iPhone 7 Plus, iPhone SE with Lightning connector and iOS 7.1+
At a Glance Bullets [5, shorter than ATF bullets & meant to work together)	<ul style="list-style-type: none"> Automatically back up your iPhone's photos, videos and contacts every time you charge² Fast-charge your iPhone with 15W of power No recurring monthly fees Easily restore content to your iPhone Once your photos and videos are backed up on iXpand Base you can delete them on your phone to free up space
Description [Same as Long copy]	<p>iXpand™ Base</p> <p>Never worry about losing your memories again. Every time you charge your iPhone with the iXpand Base, it automatically backs up your photos, videos and contacts for you.²</p> <p>The iXpand Base offers plenty of room to save your files in their original quality with no worry about recurring monthly fees for Internet-based storage. Designed for everyday use with a soft rubber top, a sturdy base, and a wrap-around groove to keep your Apple Lightning cable tidy.</p> <p>The iXpand Base is also engineered for convenience, delivering fast-charging with 15W of power and a companion app for backing up and restoring your content to your iPhone.</p> <p>What's in the box</p> <ul style="list-style-type: none"> iXpand Base Power adapter with 6-foot cable
Feature Modules [ideally 6]	<p>It Backs Up—While You Charge</p> <p>Never worry about losing your memories again. Every time you charge your iPhone with the iXpand Base, it automatically backs up your photos, videos and contacts for you.²</p>
	<p>Charge Your iPhone Fast</p> <p>With 15W of power, your iPhone charges fast—so you can back up and charge and be on your way in a flash.</p>

	<p>It's Easy to Get Your Files Back The iXpand Base app makes it easy to restore your backed up files to your iPhone at any time. Whether you restore to your current phone or a new one, simply plug in and tap restore to get your files back.</p>
	<p>Keep your cables tidy The sturdy design and soft rubber top keep your phone secure while the wrap-around groove keeps your cable tidy and your nightstand or countertop clutter-free.</p>

SEO	
<p>Keywords</p>	<p>Automatic backup, iPhone backup, iPhone charger, iPhone memory, smart charger, photo and video backup, camera roll backup, contacts back up</p>

Compatibility	
<p>Mobile Devices</p>	<p>iPhone 5, iPhone 5c, iPhone 5s, iPhone 6, iPhone 6 Plus, iPhone 6s, iPhone 6s Plus, iPhone 7, iPhone 7 Plus, iPhone SE, iPad Air, iPad mini, iPad mini 4, iPad Pro 12.9", iPad Pro 9.7" iPad with Retina display, iPod® 5th Generation and newer, with Lightning connector and iOS 9+</p> <p>https://kb.sandisk.com/app/answers/detail/a_id/17174/~/ixpand-flash-drive-compatible-host-devices</p>

Contents	
	<p>iXpand™ Base Power adapter with 6-ft cable</p>

Legal Copy	
<p>Disclosures/ Footnotes</p>	<p>¹ 1GB=1,000,000,000 bytes. Actual user storage less. ² iXpand Base app and iOS ver. 10 or above required. Available for download from the App Store.</p>
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