



details

Accessories That Enhance Your Customers' Driving Experience



Simulated images

Genuine Toyota Rear Seat Entertainment

The Ultimate Entertainment Experience

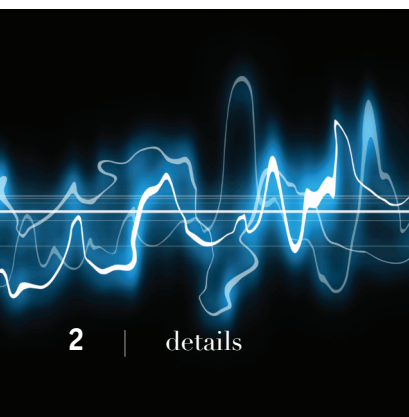
Transform the Camry and Sienna into ultimate entertainment machines with a Genuine Toyota Rear Seat Entertainment system. Keep the kids engaged and the adults intrigued with this innovative system that lets rear seat passengers watch movies, play video games, listen to music and more!

Designed specifically for the Camry and Sienna, Genuine Toyota Rear Seat Entertainment systems maintain Toyota's high quality standards for fit, finish and durability. Plus, they are backed by the factory 3-year/36,000-mile New Vehicle Limited Warranty, valid at any Toyota dealership nationwide.

A Genuine Toyota Accessory Rear Seat Entertainment system is exactly what every Camry or Sienna owner needs to boost their vehicle's cool quotient and keep their passengers entertained!



ACCESSORIES



EACH DVD PLAYER CAN
BE PLAYED INDEPENDENTLY
TO ALLOW FOR SEPARATE
VIDEO AND VIDEO GAME USE.

Awe-Inspiring Entertainment
with Loads of Extras

dESIGNED TO HELP KEEP PASSENGERS ENTERTAINED, BOTH THE CAMRY AND SIENNA'S REAR SEAT ENTERTAINMENT SYSTEMS OFFER A MYRIAD OF FEATURES THAT ARE SURE TO PLEASE.

The Camry's dual headrest Rear Seat Entertainment System features two integrated DVD players with seven-inch monitors integrated and mounted into the back of each front seat headrest. Each DVD player can be played independently to allow for separate video and video game use or they can be played concurrently if desired. The DVD players can play DVD, CD, CD-R, CD-RW and MP3 formats. Additionally, the system supports iPod®²/iPhone® video input (with optional iPod authentication cable) and features A/V jacks for connecting external inputs such as video game systems and video or digital cameras. It also includes two sets of wireless headphones¹ that feature superb sound quality and fold flat for easy storage.

In addition to the Camry's system, Sienna owners have the luxury of choosing from two different Rear Seat Entertainment options. For the 2011 model year Sienna, owners can elect either the accessory system or the factory-installed dual view system. The accessory system features two seven-inch LCD touch screen display monitors with integrated DVD players mounted to docking stations on the seatbacks of the Sienna's front seats. The docking stations are mounted on the top of the driver's and passenger's front seats just below the headrests and the system can be controlled via the touch screen controls on each screen or by use of a remote control. Since the system is mounted to the top of the seatbacks and not to the

headrests, the system is compatible with the vehicle's Active Headrest Safety System. In contrast, most aftermarket dual headrest systems are either fit into the headrests or strap directly to the vehicle's headrests which may add weight to the headrest assembly and can render the Active Headrest Safety System useless.

Like the Camry's system, the Sienna's monitors can operate independently to allow for separate video or video game use and include a pair of wireless headphones.¹ They also feature RCA A/V jacks for connecting external inputs. Both systems' audio can be heard through the vehicle's audio systems or can be played while the Rear Seat Entertainment system's audio is being played through the wireless headphones.

One of the primary differences between the Sienna and Camry systems is that the Sienna's DVD/LCD monitors can be detached from their docking stations and transferred to another Toyota vehicle for use, provided the other Toyota vehicle has the docking stations. Additional Toyota vehicles will be launching with the docking stations for 2011 model year. The monitors offer simple "plug and play" into the docking stations and each DVD/LCD display can be tilted via a hinge mechanism to suit passenger's preferred viewing angle.



The Genuine Toyota Accessory Promise

Since the Camry and Sienna's Rear Seat Entertainment systems are Genuine Toyota Accessories, owners can be sure they meet Toyota's tough engineering specifications and provide the high level quality they've come to expect. Most importantly, all Genuine Toyota Rear Seat Entertainment systems are backed by the factory 3-year/36,000-mile New Vehicle Limited Warranty.

Key Advantages At a Glance:

Genuine Toyota Accessory Rear Seat Entertainment System

Feature	Function	Benefit	Genuine Toyota Rear Seat Entertainment Systems	Typical Aftermarket Rear Seat Entertainment Systems
Integrated DVD Players Designed Specifically for Camry and Sienna Applications	Offers precise fit and finish for each vehicle DVD players can be played independently or concurrently if desired DVD players can play DVD, CD, CD-R, CD-RW and MP3 formats	Provides sleek integration with the vehicle's cabin and offers an OE look and feel Two DVD players allow for separate video or video game use if desired Allows passengers to play and enjoy almost any media format (supports iPod ^{®2} /iPhone [®] video input with optional iPod authentication cable)	YES	May or may not include this feature
Seven-Inch Touch Screen LCD Monitors	Dual LCD monitors provide high quality images and easy touch screen operation	Passengers can enjoy high quality entertainment System can be controlled via the touch screen controls on each screen or by use of a remote control	YES	May or may not include this feature
Plug and Play Monitors (Sienna Application Only)	Monitors can be detached from their docking stations	Provides owners with flexibility to transfer the monitors to another Toyota vehicle provided the other Toyota vehicle has the docking stations	YES	May or may not include this feature
A/V Jacks	Provides connection for external inputs	Allows passengers to connect video game systems or video/digital cameras	YES	May of may not include this feature
Infrared Wireless Headphones	Offers superb sound quality Allows for wireless connection to system	Allows passengers the ability to listen to audio via headphones, providing the opportunity for other passengers to listen to the radio simultaneously without interruption Fold flat for convenient storage	YES	May of may not include this feature
Active Headrest Safety System (Sienna Application Only)	Since the system is mounted to the top of the seatbacks and not to the headrests, the system is compatible with the vehicle's Active Headrest Safety System	Does not decrease the benefits of the Active Headrests Safety System in the event of certain rear end collisions	YES	May strap directly to the vehicle's headrests Additional weight on the headrests can interfere with the Active Headrest Safety System's activation and can decrease the benefits of the system in the event of a collision
Maintain High Quality Standards for Fit, Finish & Reliability	Provides integrated, seamless appearance	Provides owners with the peace of mind that they have purchased a high quality Genuine Toyota Accessory	YES	Typically do not provide the same high quality fit and finish May not match vehicle interior
Toyota 3 Year/ 36,000-mile New Vehicle Limited Warranty	Warranty will cover Toyota accessories for up to 3 years or 36,000 miles, whichever comes first	Valid at any Toyota dealership nationwide	YES	May of may not include this feature

¹ Headphones are for passenger use only. Do not use while operating vehicle.

² iPod[®] accessory is not included. iPod is a registered trademark of Apple, Inc. All rights reserved.