


**Bulletin**

**DATE:** MARCH 29, 2006 06-0073  
**TO:** PROFESSIONAL AUDIO/VIDEO PRODUCTS DISTRIBUTORS  
**FROM:** MARK BONIFACIO  
**SUBJECT:** FY06 PRICING DISCOUNTS FOR LUMA PROFESSIONAL LCD MONITORS

Sony is pleased to announce a new discount structure for the purchase of LUMA™ professional LCD monitors beginning March 29, 2006. The new pricing structure is designed to provide immediate additional discounts from invoice over past price points when you purchase LUMA monitors.

PRODUCT NAME	BRIEF DESCRIPTION	SUGGESTED LIST PRICE	FORMER DIST. PRICE	NEW DIST. PRICE	MAP PRICE
LMD-322WS	32" HD/SD LCD Monitor*	\$7,400.00	\$4,773.00	\$4,588.00	\$6,349.95
LMD-232WS	23" HD/SD LCD Monitor*	\$4,095.00	\$2,641.28	\$2,538.90	\$3,499.95
LMD-212S	21" HD/SD LCD Monitor*	\$3,850.00	\$2,483.25	\$2,387.00	\$3,299.95
LMD-172HDPAC	17" HD/SD LCD Monitor* w/ BKM-243HS HD-SDI Board	\$3,425.00	\$2,209.13	\$2,123.50	\$2,799.95
LMD-172WS	17" HD/SD LCD Monitor*	\$3,150.00	\$2,031.75	\$1,953.00	\$2,524.95
LMD-152S	15" HD/SD LCD Monitor*	\$3,025.00	\$1,951.13	\$1,875.50	\$2,499.95
LMD-2020	20" SD LCD Monitor*	\$2,995.00	\$1,931.78	\$1,856.90	\$2,574.95

\* - viewable area, measured diagonally

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PRODUCT NAME	BRIEF DESCRIPTION	SUGGESTED LIST PRICE	FORMER DIST. PRICE	NEW DIST. PRICE	MAP PRICE
LMD-2010	20" SD LCD Monitor*	\$1,465.00	\$944.93	\$908.30	\$1,249.95
LMD-1420	14" SD LCD Monitor*	\$1,495.00	\$964.28	\$926.90	\$1,289.95
LMD-1410	14" SD LCD Monitor*	\$770.00	\$496.65	\$477.40	\$664.95
LMD-9050	9" HD/SD LCD Field Monitor* w/ HD-SDI	\$4,800.00	\$3,096.00	\$2,976.00	\$4,124.95
LMD-9030	9" HD/SD LCD Field Monitor* w/ SD-SDI	\$2,800.00	\$1,806.00	\$1,736.00	\$2,399.95
LMD-9020	9" HD/SD LCD Field Monitor*	\$2,250.00	\$1,451.25	\$1,395.00	\$1,999.95
LMD-7220W	2 x 7" wide-screen LCD Monitor*	\$2,299.00	\$1,482.86	\$1,425.38	\$1,974.95
LMD-5320	3 x 5.6" LCD Monitor*	\$2,050.00	\$1,322.25	\$1,271.00	\$1,764.95
LMD-4420	4 x 4" LCD Monitor*	\$1,899.00	\$1,224.86	\$1,177.38	\$1,634.95

\* - viewable area, measured diagonally

The new discount levels provides 2.5% additional discount from invoice compared to FY05 levels  
All LUMA accessories are still priced at a 33.5% discount off suggested list price, with no quantity breaks.

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Full features, benefits, and specifications are available on-line at [www.sony.com/luma](http://www.sony.com/luma)

Features and specifications subject to change without notice. Non-metric weights and measurements are approximate.

Please contact your local Account Manager for further information.

Good Selling!

Mark Bonifacio  
Marketing Manager - Monitors and Digital Signage  
Broadcast and Production Systems Division  
Broadcast and Business Solutions Company

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