



Bulletin

DATE: MARCH 29, 2006 06-0075
 TO: BPSD PRODUCT RESELLERS
 FROM: MARK BONIFACIO
 SUBJECT: FY06 PRICING DISCOUNTS FOR BVM-A SERIES MASTER MONITORS

Sony is pleased to announce a new discount structure for the purchase of BVM-A series master monitors beginning March 29, 2006. The new discount structure provides an immediate 23.5% discount off suggested list price for main model BVM-A series monitors. In addition, you have an opportunity to earn a 6% rebate on all BVM-A purchases at the end of each half if you sign up to be an Elite Reseller. Terms and conditions of the Elite program can be found in bulletin 06-0088.

PRODUCT NAME	BRIEF DESCRIPTION	SUGGESTED LIST PRICE	RESELLER PRICE	QTY	MAP PRICE
BVM-A32E1WU	32", 16:9 HD/SD CRT Master Monitor*	\$42,850.00	\$32,780.25	Any	\$36,999.95
BVM-A24E1WU	24", 16:9 HD/SD CRT Master Monitor*	\$26,055.00	\$19,932.08	Any	\$22,499.95
BVM-A20F1U	20", 4:3 HD/SD CRT Master Monitor*	\$13,655.00	\$10,446.08	Any	\$11,799.95
BVM-A14F5U	14", 4:3 HD/SD CRT Master Monitor*	\$6,245.00	\$4,777.43	Any	\$5,399.95

* - viewable area, measured diagonally

All BVM-A accessories are still priced at a 30% discount off suggested list price, with no quantity breaks. Full features, benefits, and specifications for the monitors and the accessories are available online at www.sony.com/professional.

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