



# Promotion

DATE: NOVEMBER 28, 2005 05-0599  
 TO: DISPLAY PRODUCTS RESELLERS  
 PROFESSIONAL PRODUCT RESELLERS  
 BROADCAST PRODUCTS RESELLER  
 CONFERENCING PRODUCTS RESELLERS  
 FROM: MINA ENOKIDA  
 SUBJECT: PROFESSIONAL PLASMA/LCD PRICING  
 PROMOTION: DFI AND FIVE PIECE PRICING

Sony is excited to extend the DFI period and announce new DFI amounts and new 5 and 100 piece prices for specific models. Please refer to the highlighted prices below for the new prices after DFI (Discount From Invoice) on the professional plasmas and LCD models. The new models that were announced on October 29 have now been added to the price list.

Discount will be taken off the invoice when purchase is made.

As announced earlier, you will no longer see the professional plasmas and LCD models in SNAP. We apologize for this inconvenience and hope to see a fix to it as soon as possible.

Model	Product Description	Primary Accessories	Description	Amount
<b>FWD-42PV1</b> <b>/B (Black)</b> <b>/S (Silver)</b> <b>A/S (High Altitude)</b> <b>P/B (Portrait Model)</b>	<b>42" Flat Panel Plasma Monitor: 16:9</b> ▪ 852 x 480 Resolution ▪ Ultra high brightness and contrast (10,000:1) ▪ Long life. 60,000 hours to half brightness. ▪ Rich colors(1Billion colors) ▪ Low power consumption (260W) ▪ Full screen saver function (inc. auto dimmer) ▪ DVI-HDCP, Component, S-video, Composite, Analog HD15 ▪ High altitude model and portrait model available ▪ Two expansion slots for optional tuner card, or networking ▪ RS-232 controllable ▪ HDTV Compatible ▪ FCC-B compliant ▪ Picture and Picture ▪ 2yr parts and labor 1yr panel limited warranty. On Site service**	<ul style="list-style-type: none"> <li>• SPM-TRI/C</li> <li>• SPM-TRI/E</li> <li>• SFM1</li> <li>• PLP-91/D</li> <li>• SS-SP42FW/S</li> <li>• SS-SP42FW/B</li> <li>• ICS-SP20</li> <li>• EBS-SP15</li> <li>• BKM-FW32</li> <li>• EBS-N200D</li> <li>• BKM-FW11</li> <li>• BKM-FW12</li> </ul>	<b>List</b>	\$2,499.00
			<b>*SPPG</b>	\$1,929.99
			<b>Reseller Price</b>	<b>\$1,599.36</b>
			<b>DFI</b>	<b>-\$80</b>
			<b>Reseller cost after DFI</b>	<b>\$1,519.36</b>
			<b>Reseller 5 piece price after DFI</b>	<b>\$1,459.00</b>
			<b>Reseller 100 piece Price after DFI</b>	<b>\$1,419.00</b>
			<b>Cash Spiff</b>	<b>\$30</b>
			<b>Gov/Ed Rebate 3%</b>	<b>-\$45.58</b>
			<b>GSA 3% promo</b>	<b>\$1,633.00</b>

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Model	Product Description	Primary Accessories	Description	Amount
<b>PFM-42X1</b> /B (Black) /S (Silver)	<b>42" Flat Panel Plasma Monitor: 16:9</b> <ul style="list-style-type: none"> <li>1024 x768 , HDTV Compatible</li> <li>60,000 hour life (double typical plasma)</li> <li>Able to display over 1.07 billion colors!</li> <li>Extra high contrast ratio</li> <li>Picture and picture</li> <li>Additional imprint reduction features</li> <li>Digital DVI-HDCP &amp; Analog HD-15</li> <li>DDC-2CI allows additional display control capability.</li> <li>FCC-B compliant</li> <li>2yr parts and labor 1yr panel limited warranty. On Site service**</li> </ul>	<ul style="list-style-type: none"> <li>BKM-V11</li> <li>BKM-V12</li> <li>SPM-TRI/C</li> <li>SPM-TRI/E</li> <li>SFM1</li> <li>PLP-91/D</li> <li>SS-SP20B/B</li> <li>SS-SP20B/S</li> <li>EBS-N100</li> <li>EBS-N200D</li> <li>EBS-SP10</li> <li>EBS-SP15</li> </ul>	<p>List \$3,349.00</p> <p>*SPPG \$2,579.99</p> <p><b>Reseller Price \$2,143.36</b></p> <p>DFI -\$80</p> <p><b>Reseller cost after DFI \$2,063.36</b></p> <p><b>Reseller 5 piece price after DFI \$1,999.00</b></p> <p>Cash Spiff \$40.00</p> <p>Gov/Ed Rebate -\$61.90</p> <p>3%</p> <p><b>GSA 3% promo \$2,218.00</b></p>	
<b>FWD-50PX1</b> /B (Black) /S (Silver)  <i>(Limited supply left. Pearl White is EOL)</i>	<b>50" Flat Panel Plasma Monitor: 16:9</b> 1280 x 768 Resolution <ul style="list-style-type: none"> <li>High brightness, high contrast</li> <li>Clean cable covers and routing</li> <li>HDTV Compatible</li> <li>Integrated amplifier (7W+7W)</li> <li>FCC-B compliant</li> <li>Stylish new Sony designed bezel</li> <li>Able to display over 1.07 billion colors!</li> <li>Additional imprint reduction features</li> <li>Dual RGB,YUV(Component), Composite, Y/C(S-Video)</li> <li>Optional internal network management card.</li> <li>Allows usage in high altitude areas</li> <li>Auto image retention protection feature</li> <li>2yr parts and labor 1yr panel limited warranty. On Site service**</li> </ul>	<ul style="list-style-type: none"> <li>BKM-FW11</li> <li>BKM-FW12</li> <li>SPM-TRI/C</li> <li>SPM-TRI/E</li> <li>SFM1</li> <li>PLP-91/D</li> <li>SS-SP50FW/S</li> <li>EBS-N100</li> <li>EBS-N200D</li> <li>BKM-FW31</li> <li>ICS-SP20</li> <li>EBS-SP15</li> </ul>	<p>List \$4,999.00</p> <p>*SPPG \$3,899.99</p> <p><b>Reseller Price \$3,199.36</b></p> <p>DFI -\$300</p> <p><b>Reseller cost after DFI \$2,899.36</b></p> <p>Cash Spiff \$50.00</p> <p>Gov/Ed Rebate -\$92.98</p> <p>3%</p> <p><b>GSA 3% promo \$3,117.00</b></p>	
<b>FWD-50PX2</b> /B (Black) /S (Silver)	<b>50" Flat Panel Plasma Monitor: 16:9</b> 1366 x 768 Resolution, 1080i <ul style="list-style-type: none"> <li><b>10,000:1 Contrast Ratio</b></li> <li><b>1.07 Billion Colors</b></li> <li><b>60,000 hour to half brightness panel life</b></li> <li>Clean cable covers and routing</li> <li>HDTV Compatible</li> <li>Integrated amplifier (7W+7W)</li> <li>FCC-B compliant</li> <li>Additional imprint reduction features</li> <li><b>DVI(HDCP), Component/RGB, S-Video, Composit</b></li> <li><b>NEW! Optional internal network management card. (BKMF50)</b></li> <li>Auto image retention protection feature</li> <li>2yr parts and labor 1yr panel limited warranty. On Site service**</li> </ul>	<ul style="list-style-type: none"> <li>BKM-FW11</li> <li>BKM-FW12</li> <li>SPM-TRI/C</li> <li>SPM-TRI/E</li> <li>SFM1</li> <li>PLP-91/D</li> <li>SS-SP50FW/S</li> <li>EBS-N100</li> <li>EBS-N200D</li> <li>BKM-FW32</li> <li>BKM-FW50</li> <li>ICS-SP20</li> <li>EBS-SP15</li> </ul>	<p>List \$4,999.00</p> <p>*SPPG \$3,899.99</p> <p><b>Reseller Price \$3,199.36</b></p> <p>DFI -\$200</p> <p><b>Reseller cost after DFI \$2,999.36</b></p> <p><b>Reseller 5 piece price \$2,899.00</b></p> <p>Cash Spiff \$40.00</p> <p>Gov/Ed Rebate -\$89.98</p> <p>3%</p> <p><b>GSA 3% promo \$3,224.00</b></p>	





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Model	Description – Primary Flat Panel Accessories	List Price	Reseller Price
<b>INPUT BOARDS</b>			
<b>BKM-V11</b>	Optional Component Input Board Using 5-BNC Connectors for the PFM-42V1 and PFM-42X1	\$149.99	\$104.99
<b>BKM-V12</b>	RGB/Component active loop through for PFM42V1 and PFM42X1	\$149.99	\$104.99
<b>BKM-FW11</b>	Component/RGB Input board using 5-BNC Connectors for all FWD models	\$149.00	\$104.30
<b>BKM-FW12</b>	RGB/Component active loop through for all FWD models.	\$149.00	\$104.30
<b>WALL MOUNTS / STANDS</b>			
<b>SFM1</b>	Flat wall mount for all PlasmaPro™ FWD LCD Monitors except FWD32LX1 and FWD32LX1R	\$199.00	\$139.30
<b>SFM2</b>	Flat wall mount for FWD32LX1 and FWD32LX1R	\$199.00	\$139.30
<b>PLP-91/D</b>	Tilt Wall Mount (Up to 15 degrees tilt without adjusting screws. Also good for portrait) for all models.	\$245.00	\$171.50
<b>SPM-TRI/C</b>	Clear Table Top Stand for all PlasmaPro™ FWD LCD Monitors	\$325.00	\$227.50
<b>SPM-TRI/E</b>	Silver Table Top Stand for all PlasmaPro™ and FWD LCD Monitors	\$279.00	\$195.30
<b>SPEAKERS</b>			
<b>SS-SP20B/S</b>	Silver speakers for the PFM-42V1/S and PFM-42X1/S	\$275.00	\$192.50
<b>SS-SP20B/B</b>	Black speakers for the PFM-42V1/B and PFM-42X1/B	\$275.00	\$192.50
<b>SS-SP32FW/S</b>	Silver speakers for the FWD-32LX1/S & / B, FWD32LX1R/S & /B	\$275.00	\$192.50
<b>SS-SP32FW/W</b>	Pearl white speakers for the FWD-32LX1/W and FWD32LX1R/W (pearl white)	\$275.00	\$192.50
<b>SS-SP42FW/S</b>	Silver speakers for the FWD-42LX1/S and FWD-42LX1/B, and FWD42PV1/B and /S	\$275.00	\$192.50
<b>SS-SP42FW/B</b>	Black speakers for the FWD-42PV1/B	\$275.00	\$192.50
<b>SS-SP42FW/W</b>	Pearl white speakers for the FWD-42LX1/W (pearl white)	\$275.00	\$192.50
<b>SS-SP40FW/S</b>	Optional silver speakers for FWD40LX1/S and FWD40LX1/B	\$275.00	\$192.50
<b>SS-SP40FW/W</b>	Optional white speakers for FWD40LX1/W	\$275.00	\$192.50
<b>SS-SP50FW/S</b>	Optional silver speakers for FWD50PX2/S and FWD50PX2/B.	\$275.00	\$192.50
<b>NETWORKING</b>			
<b>EBS-N100</b>	Network management device which allows for status and control over IP and connectivity to PJNet!™ software for the 42" plasmas	\$549.00	\$384.30
<b>EBS-N200D</b>	New! Network Media Player which allows for status, control and streaming over IP for all models. With 2GB hard drive.	\$949.00	\$664.30
<b>BKM-FW32</b>	Internal Network Management Device. Allows for status, control via IP. Internal card all FWD Plasma and LCD monitors.	\$499.00	\$349.30
<b>BKM-FW50</b>	Internal Network Media Card. Allows network streaming play and local storage with a SD compact flash slot for cost effective digital signage solutions for the FWD32LX1R, FWD40LX1, FWD50PX2 and FWD42PV1.	\$699.00	\$489.30
<b>TV TUNER/ HOTEL</b>			
<b>EBS-SP10</b>	External TV tuner option. Also comes with Hotel networking for use in hospitality. External box option for all models.	\$549.00	\$384.30
<b>ICS-SP20</b>	Internal card TV tuner. Also comes with Hotel networking for use in hospitality. Card available for all FWD Plasma and LCD displays.	\$449.00	\$314.30
<b>EBS-SP15</b>	Hospitality clone device for all models.	\$749.00	\$524.30

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DFI PROMOTION PERIOD: September 28, 2005 through March 28, 2006

TERMS AND CONDITIONS FOR 5 and 100 PIECE PRICING

Promotion Period:	September 28, 2005 through March 28, 2006
Models/Pricing:	Refer to eligible models and pricing on page one. Resellers must order five or more pieces, or one hundred or more pieces of the same model, same color under the same purchase order to be eligible for the special volume pricing.
Backorder/Future Order:	Only orders shipped and invoiced during the promotion period qualify for this promotion.
Mixing of Promotions:	Five piece pricing may be mixed with other promotions as long as those promotions do not prohibit mixing promotions.
Program Conditions:	Reseller must order all 5 or 100 pieces under the same purchase order to be eligible for the special volume pricing if any.
Change/Cancellation:	Sony may change or cancel this promotion at any time.

Brochures available in Comac:

- #D324 LCD and Plasma brochure
- #D326 LCD vs Plasma technology comparison sheet
- #D313: Projectors & Plasma - Age of Digital Networking  
How Sony is leading in the digital signage market

Website: [www.sony.com/professional](http://www.sony.com/professional) or [www.sony.com/displays](http://www.sony.com/displays)

GSA pricing can also be found at  
[http://bssc.sel.sony.com/BroadcastandBusiness/minisites/government/gsa\\_contracts.shtml](http://bssc.sel.sony.com/BroadcastandBusiness/minisites/government/gsa_contracts.shtml)

Please contact your Sony Account Manager with any questions.

Good Selling!

Mina Enokida, Plasma Marketing Manager  
Displays Marketing, HPD, Sony

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