

**Bulletin**

DATE: JUNE 1, 2008 08-0248
TO: BPSD ACCOUNT MANAGERS
SONY PROFESSIONAL SERVICES
FROM: MARK BONIFACIO
SUBJECT: BVM CRT TRADE IN PROGRAM

INTERNAL DISTRIBUTION ONLY

Recently we advised some customers that the CRT replacement tubes for the BVM-A24/D24/F24 and BVM-A32/D32 are depleted. As a result, we are facing a situation where we can no longer offer repair on the 24-inch and 32-inch CRT's of the monitors requiring a replacement. Therefore, we would like to begin to migrate these customers to BVM-L230 ASAP through an attractive trade-in program. The program details are as follows:

- 1) The customer sends their monitor to LA RSC or Teaneck RSC for evaluation
- 2) RSC determines the problem issue with the BVM CRT unit
- 3) If it is determined that a CRT replacement is required, then the following will take place:
 - a. If the monitor is under warranty or covered by a service contract, and if the CRT can not be replaced, Service will refer the customer back to their Sony account manager. The Sony account manager should work with Marketing to resolve the situation in the best possible manner under the circumstances. This will include the trade-in program below with some additional compensation to account for the remaining term of the warranty period or service contract.
 - b. If the monitor is no longer in warranty or under a service contract, then the customer will be offered a trade-in as per below but without further compensation

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4) Details of trade-in

- a. The customer must return the BVM CRT for trade-in to the RSC. Once the RSC confirms that they have the unit, the purchase portion of the trade-in can be initiated. The customer can keep any option boards and control panels, but must surrender the BVM main model CRT display chassis.
- b. The customer is offered a price of \$12,000 ex-Sony for the purchase of a BVM-L230, BKM-16R control unit, and BKM-243HS HDSDI board. Additional option boards are available at standard price through normal sales channel. Sale will take place as follows:
 - i. Sales to identify if the customer is a direct or indirect account.
 - ii. If the customer is a direct account, than a direct sale to customer with following 3 components and cost will be quoted by the responsible account manager.

| | |
|-----------|-------------|
| BVM-L230 | \$11,000.00 |
| BKM-16R | \$ 600.00 |
| BKM-243HS | \$ 400.00 |
 - iii. If customer is not a direct customer, then sales will offer the \$12K price as per above to the reseller. The price from reseller to the customer is determined by the reseller, but is suggested not to exceed \$13K total. **Please be careful not to quote the \$12K price unless the customer is a direct account and will be fulfilled through the direct channel.**

5) Terms & Conditions

- a. Offer good for BVM-D24E1WU, BVM-A24E1WU, BVM-D32E1WU, BVM-A32E1WU, BVM F24U
- b. Offer good through December 31, 2008
- c. Determination of qualification for this offer is made by the Sony Regional Service Center
- d. Sony has the right to modify or cancel this program at any time.

Please contact Mark Bonifacio for additional information.

Good Selling!

Mark Bonifacio
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Professional Video
Broadcast and Business Solutions Company