


Bulletin

DATE: APRIL 01, 2008 08-0092

TO: PROFESSIONAL AUDIO VISUAL DISTRIBUTORS

FROM: JOHN HOLMES JR.

SUBJECT: FY08 PUBLIC DISPLAY PRICE REDUCTIONS - PRO DISTY

We are pleased to announce a price reduction on select Public Display Models and accessories for fiscal year 2008. The new reduced prices are designed to keep Sony's Public Display Models price competitive in the industry.

PRODUCT NAME	FORMER SUGGESTED LIST PRICE	NEW SUGGESTED LIST PRICE	FORMER DISTRIBUTOR PRICE	NEW DISTRIBUTOR PRICE	NEW MAP
BKM-FW10	\$100.00	\$80.00	\$70.00	\$56.00	\$64.99
BKM-FW11	\$149.00	\$100.00	\$104.30	\$70.00	\$79.99
BKM-FW12	\$149.00	\$125.00	\$104.30	\$87.50	\$99.99
BKM-FW15	\$175.00	\$150.00	\$122.50	\$105.00	\$124.99
BKM-FW16	\$1,150.00	\$1,150.00	\$805.00	\$805.00	\$899.99
BKM-FW21	\$175.00	\$150.00	\$122.50	\$105.00	\$124.99
BKM-FW31	\$499.00	\$400.00	\$349.30	\$280.00	\$324.99
BKM-FW32	\$499.00	\$400.00	\$349.30	\$280.00	\$324.99
BKM-FW50	\$699.00	\$699.00	\$489.30	\$489.30	\$549.99
EBS-SP35	\$599.00	\$599.00	\$419.30	\$419.30	\$474.99
FWD-32LX2F/B	\$1,450.00	\$1,300.00	\$841.00	\$793.00	\$899.99
FWD-32LX2F/BT	\$2,060.00	\$1,800.00	\$1,194.80	\$1,098.00	\$1,249.99
FWD-32LX2F/S	\$1,450.00	\$1,300.00	\$841.00	\$793.00	\$899.99
FWD-32LX2F/ST	\$2,060.00	\$1,800.00	\$1,194.80	\$1,098.00	\$1,249.99
FWD-40LX2F/B	\$2,200.00	\$2,000.00	\$1,276.00	\$1,220.00	\$1,399.99
FWD-40LX2F/BI	\$2,399.00	\$2,150.00	\$1,391.42	\$1,311.50	\$1,499.99
FWD-40LX2F/BT	\$2,800.00	\$2,600.00	\$1,624.00	\$1,586.00	\$1,799.99
FWD-40LX2F/BTI	\$2,399.00	\$2,700.00	\$1,391.42	\$1,647.00	\$1,899.99
FWD-40LX2F/S	\$2,200.00	\$2,000.00	\$1,276.00	\$1,220.00	\$1,399.99
FWD-40LX2F/SI	\$2,399.00	\$2,150.00	\$1,391.42	\$1,311.50	\$1,499.99
FWD-40LX2F/ST	\$2,800.00	\$2,600.00	\$1,624.00	\$1,586.00	\$1,799.99
FWD-40LX2F/STI	\$2,399.00	\$2,700.00	\$1,391.42	\$1,647.00	\$1,899.99
FWD-50PX3/B	\$2,700.00	\$2,500.00	\$1,620.00	\$1,525.00	\$1,799.99
FWD-50PX3/BT	\$3,413.00	\$3,000.00	\$2,047.80	\$1,830.00	\$2,099.99
FWD-50PX3/S	\$2,700.00	\$2,500.00	\$1,620.00	\$1,525.00	\$1,799.99
FWD-50PX3/ST	\$3,413.00	\$3,000.00	\$2,047.80	\$1,830.00	\$2,099.99
GXD-L52H1	\$6,800.00	\$6,500.00	\$3,944.00	\$3,965.00	\$4,499.99
ICS-FW40D	\$1,199.00	\$1,199.00	\$839.30	\$839.30	\$949.99

FY08 PUBLIC DISPLAY PRICE MOVES - PRO DISTY
 BULLETIN # 08-0092
 PAGE TWO

ICS-SP30	\$599.00	\$500.00	\$419.30	\$350.00	\$399.99
ICS-SP30CABLE	\$25.00	\$25.00	\$17.50	\$17.50	\$24.99
KLH-40X1	\$2,200.00	\$2,000.00	\$1,276.00	\$1,220.00	\$1,399.99
KLH-W26	\$1,299.00	\$1,100.00	\$753.42	\$671.00	\$749.99
KLH-W26/S	\$1,379.00	\$1,200.00	\$799.82	\$732.00	\$849.99
KLH-W26/ST	\$1,978.00	\$1,700.00	\$1,147.24	\$1,037.00	\$1,199.99
KLH-W26/T	\$1,913.00	\$1,600.00	\$1,109.54	\$976.00	\$1,124.99
KLH-W32	\$1,450.00	\$1,250.00	\$841.00	\$762.50	\$899.99
KLH-W32/S	\$1,530.00	\$1,350.00	\$887.40	\$823.50	\$949.99
KLH-W32/ST	\$2,129.00	\$1,850.00	\$1,234.82	\$1,128.50	\$1,299.99
KLH-W32/T	\$2,060.00	\$1,750.00	\$1,194.80	\$1,067.50	\$1,199.99
PLP-91/D	\$245.00	\$245.00	\$171.50	\$171.50	\$199.99
SFM-1	\$199.00	\$195.00	\$139.30	\$136.50	\$159.99
SFM-2	\$179.00	\$120.00	\$125.30	\$84.00	\$99.99
SFM-3	\$199.00	\$195.00	\$139.30	\$136.50	\$159.99
SIMPLESIGN-26	\$2,200.00	\$2,200.00	\$1,276.00	\$1,342.00	\$1,724.99
SIMPLESIGN-32	\$2,500.00	\$2,500.00	\$1,450.00	\$1,525.00	\$1,949.99
SPM-TRI/C	\$325.00	\$325.00	\$227.50	\$227.50	\$249.99
SPM-TRI/E	\$279.00	\$279.00	\$195.30	\$195.30	\$224.99
SSS-P32FW/S	\$275.00	\$275.00	\$192.50	\$192.50	\$224.99
SSS-P32FW/B	\$275.00	\$275.00	\$192.50	\$192.50	\$224.99
SSS-P40FW/B	\$275.00	\$275.00	\$192.50	\$192.50	\$224.99
SSS-P40FW/S	\$275.00	\$275.00	\$192.50	\$192.50	\$224.99
SSS-P42FW/B	\$275.00	\$275.00	\$192.50	\$192.50	\$224.99
SSS-P42FW/S	\$275.00	\$275.00	\$192.50	\$192.50	\$224.99
SSS-P50FW/B	\$275.00	\$275.00	\$192.50	\$192.50	\$224.99
SSS-P50FW/S	\$275.00	\$275.00	\$192.50	\$192.50	\$224.99
SSS-PG01	\$225.00	\$225.00	\$157.50	\$157.50	\$199.99
VSP-AD7	\$1,200.00	\$1,100.00	\$840.00	\$770.00	\$899.99
VSP-AD7L100	\$1,400.00	\$1,100.00	\$980.00	\$770.00	\$899.99
VSP-AD7L50	\$800.00	\$700.00	\$560.00	\$490.00	\$599.99
VSP-AM7	\$800.00	\$800.00	\$560.00	\$560.00	\$699.99
VSP-NS7	\$2,300.00	\$2,000.00	\$1,610.00	\$1,400.00	\$1,599.99

Note: Normal price protection policies apply.
 Please contact your Sony Account Manager should you have any questions.
 Good Selling!

John Holmes Jr.
 Marketing Manager - Public Display
 Broadcast and Business Solutions Company

You have received this email advertisement because you have indicated a desire to receive communications from Sony Electronics regarding products, promotions, updated information and services.