



DATE: SEPTEMBER 1, 2005 05-0432  
 TO: DIRECT SYSTEMS INTEGRATOR  
 FROM: MINA ENOKIDA  
 SUBJECT: PROFESSIONAL PLASMA/LCD PRICING  
 PROMOTION: FIVE PIECE PRICING

Please refer to the highlighted prices below for the new and reduced prices on the professional plasmas and LCD models.

Due to some changes we had to make in our system, the professional plasmas and LCD models are no longer downloadable from SNAP. We apologize for this inconvenience and hope to see a fix to it as soon as possible.

While we are trying to resolve this issue, we will be providing you this price sheet bulletin whenever there is any change in pricing. This summary will also include key programs with bulletin numbers. **However please refer to those program bulletins for detailed terms and conditions including the period of the program.** We hope that you find this new price sheet bulletin helpful.

Model	Product Description	Primary Accessories	Description	Amount
FWD-42PV1 /B(Black Bezel) /S(Silver Bezel) A/S(High Altitude) P/B(Portrait Version)	<b>42" Flat Panel Plasma Monitor: 16:9</b> <ul style="list-style-type: none"> <li>▪ 852 x 480 Resolution</li> <li>▪ Ultra high brightness and contrast (10,000:1)</li> <li>▪ Long life. 60,000 hours to half brightness.</li> <li>▪ Rich colors(1Billion colors)</li> <li>▪ Low power consumption (260W)</li> <li>▪ Full screen saver function (inc. auto dimmer)</li> <li>▪ DVI-HDCP, Component, S-video, Composite, Analog HD15</li> <li>▪ High altitude model and portrait model available</li> <li>▪ Two expansion slots for optional tuner card, or networking</li> <li>▪ RS-232 controllable</li> <li>▪ HDTV Compatible</li> <li>▪ FCC-B compliant</li> <li>▪ Picture and Picture</li> <li>▪ 2yr parts and labor 1yr panel warranty.</li> </ul>	<ul style="list-style-type: none"> <li>• SPM-TR/C</li> <li>• SFM1</li> <li>• PLP-91/D</li> <li>• SS-SP42FW/S</li> <li>• <b>SS-SP42FW/B</b></li> <li>• ICS-SP20</li> <li>• EBS-SP15</li> <li>• BKM-FW32</li> <li>• EBS-N200</li> <li>• BKM-FW11</li> <li>▪ BKM-FW12</li> </ul>	List *SPPG Reseller Price	\$2,499.00 \$1,929.99 <b>\$1,599.36</b>
			RESELLERS WILL ALSO GET \$100 FREIGHT CREDIT UNTIL9/27/05 BULLETIN #050204	-\$100



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<b>Model</b>	<b>Product Description</b>	<b>Primary Accessories</b>	<b>Description</b>	<b>Amount</b>
<b>FWD-32LX1</b> <b>/B (Black)</b> <b>/S (Silver)</b> <b>/W (Pearl White)</b>	32" LCD display <ul style="list-style-type: none"> <li>▪ WEGA Engine™ system incorporated</li> <li>▪ Optional internal TV tuner card(ICS-SP20)</li> <li>▪ Optional internal networking card(BKM-FW32)</li> <li>▪ 1366x768</li> <li>▪ Scratch resistant, crystal look bezel available in 3 colors.</li> <li>▪ DVI-HDCP input, component/RGB, Video(Composite)(BNC), S-Video(DIN4)</li> <li>▪ Low power consumption =170W</li> <li>▪ 60,000 hour estimated life(actual life may vary based on settings)</li> <li>▪ Rear panel cable management system.</li> <li>▪ Picture and picture/ Picture in picture</li> <li>▪ Suitable for high altitude locations</li> <li>▪ Meets FCC-B requirements</li> </ul>	<ul style="list-style-type: none"> <li>• SPM-TR/C</li> <li>• PLP-91/D</li> <li>• SS-SP32FW/S</li> <li>• SS-SP32FW/W</li> <li>• ICS-SP20</li> <li>• EBS-SP15</li> <li>• BKM-FW32</li> <li>• EBS-N200</li> <li>• BKM-FW11</li> <li>• BKM-FW12</li> </ul>	List *SPPG <b>Reseller Price</b> <b>5 piece price</b>  <b>RESELLERS WILL ALSO GET \$100 FREIGHT CREDIT UNTIL 9/27/05 BULLETIN #050204</b>	\$2,699.00 \$2,079.99 <b>\$1,727.36</b> <b>\$1,700.00</b>  -\$100
<b>FWD-42LX1</b> <b>/B (Black Bezel)</b> <b>/S (Silver Bezel)</b> <b>/W (Pearl White Bezel)</b>	42" LCD display <ul style="list-style-type: none"> <li>▪ WEGA Engine™ system incorporated</li> <li>▪ Optional internal TV tuner card(ICS-SP20)</li> <li>▪ Optional internal networking card(BKM-FW32)</li> <li>▪ 1366x768</li> <li>▪ Scratch resistant, crystal look bezel available in 3 colors.</li> <li>▪ DVI-HDCP input, component/RGB, Video(Composite)(BNC), S-Video(DIN4)</li> <li>▪ Low power consumption =240W</li> <li>▪ 60,000 hour estimated life(actual life may vary based on settings)</li> <li>▪ Rear panel cable management system.</li> <li>▪ Picture and picture/ Picture in picture</li> <li>▪ Suitable for high altitude locations</li> <li>▪ Meets FCC-B requirements</li> </ul>	<ul style="list-style-type: none"> <li>• SPM-TR/C</li> <li>• SFM1</li> <li>• PLP-91/D</li> <li>• SS-SP42FW/S</li> <li>• SS-SP42FW/W</li> <li>• ICS-SP20</li> <li>• EBS-SP15</li> <li>• BKM-FW32</li> <li>• EBS-N200</li> <li>• BKM-FW11</li> <li>• BKM-FW12</li> </ul>	List *SPPG <b>Reseller Price</b> <b>5 piece price</b>  <b>FREE 3YR ON SITE WARRANTY (7/21-9/27/2005) Bulletin #050342</b>  <b>RESELLERS WILL ALSO GET \$100 FREIGHT CREDIT UNTIL 9/27/05 BULLETIN #050204</b>	\$5,699.00 \$4,389.99 <b>\$3,647.36</b> <b>\$3,600.00</b>  <b>ORDER PROMOTION PACKAGE</b>  -\$100

\*SPPG: Suggested Profit Picture Guideline. Actual selling price may vary.

Note: Price protection to the new one piece price applies for "A" stock units in reseller's inventory as of September 1, 2005.

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Model	Description – Primary Flat Panel Accessories	List Price	Reseller Price
INPUT BOARDS			
<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 the FWD-50PX1	\$149.00	\$104.30
<b>BKM-FW12</b>	RGB/Component active loop through for FWD series plasmas	\$149.00	\$104.30
WALL MOUNTS / STANDS			
<b>SFM1</b>	Flat wall mount for all PlasmaPro™ and FWD LCD Monitors except FWD32LX1	\$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 PlasmaPro™ and FWD LCD Monitors	\$245.00	\$171.50
<b>SPM-TRI/C</b>	Clear Table Top Stand for all PlasmaPro™ Monitors	\$325.00	\$227.50
SPEAKERS			
<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-SP50FW/S</b>	Silver speakers for the FWD-50PX1/S and FWD-50PX1/B	\$275.00	\$192.50
<b>SS-SP50FW/W</b>	Pearl white speakers for the FWD-50PX1/W (pearl white)	\$275.00	\$192.50
<b>SS-SP32FW/S</b>	Silver speakers for the FWD-32LX1/S and FWD-32LX1/B	\$275.00	\$192.50
<b>SS-SP32FW/W</b>	Pearl white speakers for the FWD-32LX1/W (pearl white)	\$275.00	\$192.50
<b>SS-SP42FW/S</b>	Silver speakers for the FWD-42LX1/S and FWD-42LX1/B, and NEW FWD42PV1/B and /S	\$275.00	\$192.50
<b>SS-SP42FW/B</b>	<b>NEW!! Black speakers for the FWD-42PV1/B</b>	<b>\$275.00</b>	<b>\$192.50</b>
<b>SS-SP42FW/W</b>	Pearl white speakers for the FWD-42LX1/W (pearl white)	\$275.00	\$192.50
NETWORKING			
<b>EBS-N100</b>	Network management device which allows for status and control over IP and connectivity to PNet™ software for the 42" plasmas	\$549.00	\$384.30
<b>EBS-N200D</b>	<b>New! Network Media Player which allows for status, control and streaming over IP for all models. With 2GB hard drive.</b>	<b>\$949.00</b>	<b>\$664.30</b>
<b>BKM-FW31</b>	Internal Network Management Device. Allows for status, control via IP. Internal card for the FWD-50PX1	\$499.00	\$349.30
<b>BKM-FW32</b>	Internal Network Management Device. Allows for status, control via IP. Internal card for the FWD-32LX1 and FWD42LX1	\$499.00	\$349.30
TV TUNER/ HOTEL			
<b>EBS-SP10</b>	New TV tuner option. Also comes with Hotel networking for use in hospitality. External box option for 42" plasmas.	\$549.00	\$384.30
<b>ICS-SP20</b>	New Internal card TV tuner. Also comes with Hotel networking for use in hospitality. Card available for FWD50PX1, FWD32LX1 and FWD42LX1	\$449.00	\$314.30
<b>EBS-SP15</b>	Hospitality clone device	\$749.00	\$524.30

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**TERMS AND CONDITIONS FOR 5 PIECE PRICING**

<b>Promotion Period:</b>	September 1, 2005 through December 28, 2005
<b>Models/Pricing:</b>	Refer to eligible models and pricing on page one. <b>Resellers must order five or more pieces of the same model, same color under the same purchase order to be eligible for the special five piece pricing.</b>
<b>Backorder/Future Order:</b>	Only orders shipped and invoiced during the promotion period qualify for this promotion.
<b>Mixing of Promotions:</b>	Five piece pricing may be mixed with other promotions as long as those promotions do not prohibit mixing promotions.
<b>Program Conditions:</b>	Reseller must order all 5 pieces under the same purchase order to be eligible for the special pricing if any.
<b>Change/Cancellation:</b>	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)

Please contact your Sony Account Manager with any questions.

Good Selling!

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

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