



# Bulletin

DATE: MAY 15, 2010 10-0140  
TO: PRESENTATION DISPLAY RESELLERS  
FROM: LANA GALLUCCI  
PROMOTION: FY 2010 DISPLAY DEMO AVAILABILITY PROGRAM  
TYPE: DEMO

Do you have an important display demo coming up? Need to evaluate a projector or digital sign for a key sales opportunity? If so, read on...

Sony is pleased to announce the 2010 Presentation Display Demo Availability Program - that's right, demo units are available for you to either borrow or purchase!

To borrow a unit for demonstration/evaluation purposes, just fill out the attached applicable Product Loan Request form and e-mail it to [sony@shoair.com](mailto:sony@shoair.com) to arrange for a fast turnaround shipment of a loaner projector or display of your choice.

To purchase, simply complete the attached Demo Availability Program Purchase form and submit it along with your purchase order to Sony. Projector and Public Display units can be purchased at a discount of 20% off of published reseller price - with a maximum limit of two units of each Display product per authorized Reseller location.

Good Selling!

Lana Gallucci  
Marketing Manager  
Presentation Display Group  
Sony Broadcast and Business Solutions Company

FY 2010 DISPLAY DEMO AVAILABILITY PROGRAM  
 BULLETIN # 10-0140  
 PAGE TWO

<b>Incentives:</b> Authorized Sony Presentation Display Resellers are eligible to participate in the FY 2010 Demo Display Availability Program. This program will allow Resellers to borrow or purchase Projectors and Public Displays for demonstration purposes at a discount of 20% off of the published Reseller price.	
<b>Demo Unit Purchase Requirements:</b> <ul style="list-style-type: none"> <li>• The Reseller must be an authorized Sony Reseller for the above-mentioned product lines.</li> <li>• The Demo Product must remain on display and be demonstrated for a minimum of 5 months.</li> <li>• If a demo product is sold before the 5 month minimum requirement, the Reseller <u>must immediately replace</u> the Demo unit with a store stock, or purchase a replacement unit at published reseller one "A" stock price. Failure to do so may result in the Reseller being ineligible for future Demo programs.</li> <li>• This program cannot be combined with any other promotions and the order must be placed on a separate purchase order.</li> </ul>	
<b>Terms and Conditions:</b>	
<b>Annual Promotion Period:</b>	To purchase a demonstration unit and qualify for the discount, the attached Demo Availability Program Purchase form must be completed and submitted along with the Reseller's PO. Demo products must be ordered, credit cleared and shipped between May 15, 2010 and March 26, 2011. Discounts will be applied at time of invoice.
<b>Models/pricing:</b>	<b>PROFESSIONAL DISPLAY PRODUCTS</b> - BUSINESS PROJECTORS AND ACCESSORIES EXCLUDING REPLACEMENT LAMPS. - PUBLIC DISPLAYS (FWD/GXD MODELS) and ACCESSORIES QUALIFY.
<b>Backorder/ Future Order:</b>	If Sony cannot ship a product due to backorder, Sony will make every reasonable effort to quickly fill the order. Orders will be filled and shipped on a first come, first served basis. No future orders will be accepted.
<b>Quantity:</b>	Limit of (2) two units of each display product per Authorized Reseller Location.
<b>Purchase Order Instructions:</b>	The attached Demo Availability Program form must be completed in entirety and submitted along with the Resellers purchase order for processing. The discount will be applied at the time of invoice.  The purchase order must be for Demo products only. Sony has the right to audit compliance with this program at any time.
<b>Reseller Status:</b>	This program is available only to Resellers in good standing at the time of the order and shipment of Demo products. Sony reserves the right to reject any order from any Reseller to whom Sony does not intend to offer a 2010 Reseller Agreement.
<b>Changes/ Cancellations:</b>	Sony may change or cancel this promotion at any time.



## ShoAir PROJECTOR Product Loan Request Form

All Fields Must be Complete for Product to Ship

When complete email to: [sony@shoair.com](mailto:sony@shoair.com)

Date \_\_\_\_\_

Product(s) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Accessories \_\_\_\_\_

Are Lenses needed? \_\_\_\_ (Yes/No)

If going to a customer, a Projector Loan Agreement must be completed.

Has a Projector Loan Agreement been signed? \_\_N/A\_\_ (Yes/No)

Please send the evaluation(s) to :

Customer \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Contact Email \_\_\_\_\_

Rep Email \_\_\_\_\_

Customer Phone \_\_\_\_\_

Fax \_\_\_\_\_

Ship Date \_\_\_\_\_

ETA Date \_\_\_\_\_

Return Date \_\_\_\_\_

Budget Code \_\_\_\_\_

Loan Reason

**NOTE: All loans are for customer demos and evaluations only! ShoAir stock is NOT to be used for trade shows or any other reasons. By submitting this form you agree to this statement. Any exceptions must be authorized by Sander Phipps**

All projector loans are for two weeks maximum. Please try to minimize this to one week if possible. If you need additional time, please contact Sander Phipps.

[Sander.Phipps@am.sony.com](mailto:Sander.Phipps@am.sony.com)

443-803-3952

## ShoAir PUBLIC DISPLAY Product Loan Request Form

All Fields Must be Complete for Product to Ship

When complete email to: [sony@shoair.com](mailto:sony@shoair.com)

Date

Product(s)

**ACCESSORIES  
for FWD/GXD**

Are speakers needed? (Yes/No)  
Is a stand needed? (Yes/No) Specify Type:

Are Optional Plug in boards needed? (Yes/No)

If so, which one(s)?

**BKM-FW50 for FWD**

**Media Players will be included with each FWD display**  
*Choose the default theme for the content when powered on:*

- |              |                                     |
|--------------|-------------------------------------|
| 1. Travel    | 6. Cinema                           |
| 2. Grocery   | 7. Car Dealer                       |
| 3. Fashion   | 8. Why Signage?                     |
| 4. Museum    | 9. A Few of Each Category           |
| 5. Corporate | (If not completed, #9 will be used) |

If going to a customer, a Public Display Loan Agreement must be completed.

Has a Public Display Loan Agreement been signed? (Yes/No)

Please send the evaluation(s) to :

Customer

Contact

Address

Email

Phone

Fax

Ship Date

ETA Date

Return Date

Budget Code

Business Potential

Loan Reason

All loans are for customer demos and evaluations only! By submitting this form you agree to this statement. Any exceptions must be authorized by Cassidy Young.

All public display loans are for two weeks maximum. Please try to minimize this to one week if possible.

If you need additional time, please contact Cassidy Young: [Cassidy.young@am.sony.com](mailto:Cassidy.young@am.sony.com) 858-942-2286