



Bulletin

DATE: APRIL 01, 2008
 TO: DIRECT ACCOUNT MANAGERS
 FROM: JOHN HOLMES JR.
 SUBJECT: FY08 PUBLIC DISPLAY PRICE REDUCTIONS - DIRECT

08-0095

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	NEW MAP
BKM-FW10	\$100.00	\$80.00	\$64.99
BKM-FW11	\$149.00	\$100.00	\$79.99
BKM-FW12	\$149.00	\$125.00	\$99.99
BKM-FW15	\$175.00	\$150.00	\$124.99
BKM-FW16	\$1,150.00	\$1,150.00	\$899.99
BKM-FW21	\$175.00	\$150.00	\$124.99
BKM-FW31	\$499.00	\$400.00	\$324.99
BKM-FW32	\$499.00	\$400.00	\$324.99
BKM-FW50	\$699.00	\$699.00	\$549.99
EBS-SP35	\$599.00	\$599.00	\$474.99
FWD-32LX2F/B	\$1,450.00	\$1,300.00	\$899.99
FWD-32LX2F/BT	\$2,060.00	\$1,800.00	\$1,249.99
FWD-32LX2F/S	\$1,450.00	\$1,300.00	\$899.99
FWD-32LX2F/ST	\$2,060.00	\$1,800.00	\$1,249.99
FWD-40LX2F/B	\$2,200.00	\$2,000.00	\$1,399.99
FWD-40LX2F/BI	\$2,399.00	\$2,150.00	\$1,499.99
FWD-40LX2F/BT	\$2,800.00	\$2,600.00	\$1,799.99
FWD-40LX2F/BTI	\$2,399.00	\$2,700.00	\$1,899.99
FWD-40LX2F/S	\$2,200.00	\$2,000.00	\$1,399.99
FWD-40LX2F/SI	\$2,399.00	\$2,150.00	\$1,499.99
FWD-40LX2F/ST	\$2,800.00	\$2,600.00	\$1,799.99
FWD-40LX2F/STI	\$2,399.00	\$2,700.00	\$1,899.99
FWD-50PX3/B	\$2,700.00	\$2,500.00	\$1,799.99
FWD-50PX3/BT	\$3,413.00	\$3,000.00	\$2,099.99
FWD-50PX3/S	\$2,700.00	\$2,500.00	\$1,799.99
FWD-50PX3/ST	\$3,413.00	\$3,000.00	\$2,099.99
GXD-L52H1	\$6,800.00	\$6,500.00	\$4,499.99
ICS-FW40D	\$1,199.00	\$1,199.00	\$949.99

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ICS-SP30	\$599.00	\$500.00	\$399.99
ICS-SP30CABLE	\$25.00	\$25.00	\$24.99
KLH-40X1	\$2,200.00	\$2,000.00	\$1,399.99
KLH-W26	\$1,299.00	\$1,100.00	\$749.99
KLH-W26/S	\$1,379.00	\$1,200.00	\$849.99
KLH-W26/ST	\$1,978.00	\$1,700.00	\$1,199.99
KLH-W26/T	\$1,913.00	\$1,600.00	\$1,124.99
KLH-W32	\$1,450.00	\$1,250.00	\$899.99
KLH-W32/S	\$1,530.00	\$1,350.00	\$949.99
KLH-W32/ST	\$2,129.00	\$1,850.00	\$1,299.99
KLH-W32/T	\$2,060.00	\$1,750.00	\$1,199.99
PLP-91/D	\$245.00	\$245.00	\$199.99
SFM-1	\$199.00	\$195.00	\$159.99
SFM-2	\$179.00	\$120.00	\$99.99
SFM-3	\$199.00	\$195.00	\$159.99
SIMPLESIGN-26	\$2,200.00	\$2,200.00	\$1,724.99
SIMPLESIGN-32	\$2,500.00	\$2,500.00	\$1,949.99
SPM-TRI/C	\$325.00	\$325.00	\$249.99
SPM-TRI/E	\$279.00	\$279.00	\$224.99
SSS-P32FW/S	\$275.00	\$275.00	\$224.99
SSS-P32FW/B	\$275.00	\$275.00	\$224.99
SSS-P40FW/B	\$275.00	\$275.00	\$224.99
SSS-P40FW/S	\$275.00	\$275.00	\$224.99
SSS-P42FW/B	\$275.00	\$275.00	\$224.99
SSS-P42FW/S	\$275.00	\$275.00	\$224.99
SSS-P50FW/B	\$275.00	\$275.00	\$224.99
SSS-P50FW/S	\$275.00	\$275.00	\$224.99
SSS-PG01	\$225.00	\$225.00	\$199.99
VSP-AD7	\$1,200.00	\$1,100.00	\$899.99
VSP-AD7L100	\$1,400.00	\$1,100.00	\$899.99
VSP-AD7L50	\$800.00	\$700.00	\$599.99
VSP-AM7	\$800.00	\$800.00	\$699.99
VSP-NS7	\$2,300.00	\$2,000.00	\$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

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