



# Bulletin

DATE: OCTOBER 1, 2008 08-0462

TO: B2B AVIT DISTRIBUTORS

FROM: JOHN HOLMES

SUBJECT: INTRODUCTION OF SIMPLESIGN-40 - SIMPLESIGN-40S - SIMPLESIGN-32S -  
SIMPLESIGN-26S - PRICE CHANGE OF SIMPLESIGN-26 AND SIMPLESIGN-32

Sony is pleased to extend its SimpleSign™ family to include a 40 inch version, and bundles with or without Sony Vegas® content creation software. These products take the complexity out of digital signage by providing everything needed for start-up digital signage in one box. It's perfect for any small to medium business which is currently using DVD or Videotapes to playback corporate marketing messages or promotional advertising. Examples include car dealerships, small retail stores, doctor's offices, and other locations where inherent network expertise does not exist and is not desired.

The package includes either a KLH-W26, KLH-W32 or now a KLH-40X1, a pre-installed BKM-FW50 digital signage card, a Compact Flash™ Card, compact flash card reader, cables, either with or without VEGAS 8 content creation software, and quick start guide - everything needed to get started right out of the box.

Vegas 8 content creation software provides effects and editing tools to create great digital signage. However customers may also obtain fantastic digital signage content by contacting [SONYDIGITALSIGNAGE@AM.SONY.COM](mailto:SONYDIGITALSIGNAGE@AM.SONY.COM). Content creation takes only a couple of days and is supplied at reasonable prices.

PRODUCT NAME	BRIEF DESCRIPTION	UPC	SUGGESTED LIST PRICE	DISTRIBUTOR PRICE	Shipping Dimensions
SIMPLESIGN-40	40" Simple Digital Sign, pre-configured with all accessories	027242248601	\$2,900.00	\$1,914.00	46L X 33W X 15H 46 LB
SIMPLESIGN-40S	40" Simple Digital Sign, pre-configured without Vegas 8	027242248618	\$2,600.00	\$1,716.00	46L X 33W X 15H 45 LB
SIMPLESIGN-26S	26" Simple Digital Sign, pre-configured without Vegas 8	027242248632	\$1,700.00	\$1,122.00	36L X 14W X 26H 45 LB
SIMPLESIGN-32S	32" Simple Digital Sign, pre-configured without Vegas 8	027242248625	\$1,900.00	\$1,254.00	36L X 14W X 26H 45 LB

\*VIEWABLE AREA MEASURED DIAGONALLY

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In addition to the new additions to our lineup, we are lowering the price of the original SimpleSign models, both 26 and 32 inch. Making it even Simpler to get digital signage.

PRODUCT NAME	BRIEF DESCRIPTION	UPC	NEW SUGGESTED LIST PRICE	NEW DISTRIBUTOR PRICE	Shipping Dimensions
SIMPLESIGN-26	26"* Simple Digital Sign, pre-configured with all accessories	027242245983	\$2,000.00	\$1,320.00	36L X 14W X 26H 46 LB
SIMPLESIGN-32	32"* Simple Digital Sign, pre-configured with all accessories	027242245990	\$2,200.00	\$1,452.00	36L X 14W X 26H 46 LB

**Product Description:** A fully functioning digital sign, pre-configured to operate with no setup. Just save content to the supplied compact flash card and put the card in the "SimpleSign". Content starts playback automatically. Available in three great sizes, 26"\*, 32"\* and now 40"\*

- Features and Benefits:**
- Pre-configured display with all accessories for SimpleSignage
  - VEGAS 8 Content Creation Software
  - 1 GigaByte Compact Flash Card
  - USB Compact Flash Card Readery/Writer
  - 26"\*, 32"\*, 40"\* LCD Display
  - Pre-installed BKM-FW50 SimpleSignage Card
  - Quick Start Guide
- KLH-W26, KLH-W32, KLH-40X1**
- Integrated speakers and table stand, ready right out of the box
  - 1366x768 High Definition LCD Display
  - Consumes roughly 30% less power than equivalent sized plasma display
  - Does not burn-in like a plasma display
  - Emits less heat than a plasma display
  - Great sound quality via built in speakers
  - Stylish and attractive one piece package fits many decors
- BKM-FW50**
- Simple content playback via insertion of a Compact Flash Card
  - Also capable of streaming playback
  - "Store and Forward" type playback by pulling content from a server for playback from the Compact Flash Card at a later date
  - Scheduling and display control for hours of operation control and setup.
  - Presentation mode allows playback of a remote computer's activity
- VEGAS 8 Content Creation Software**
- Features content rotation capability for simple digital signage content creation
  - Allows instant playback of various files types from the timeline: drag gif, jpeg, bmp, MPEG2, MPEG4, standard def video or high definition video formats on to one timeline, hit play, playback starts.
  - Unlimited video and audio tracks
  - Special effects and transitions easily added from supplied library of effects

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**Suggested Applications:** SIMPLESIGN systems are perfect for car dealerships, corporate lobbies, and small professional offices who are using DVD media to display messaging, or who want a simple way to promote their messages.

**Warranty** Two Years Parts and Labor, 1 Year on the Panel (see actual warranty for details)

Features and specifications subject to change without notice.

Please contact your local Account Manager for further information.

Good Selling!

John Holmes  
Marketing Manager, Public Display  
Broadcast and Business Solutions Company

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