


Bulletin

DATE: FEBRUARY 15, 2010 09-0565

TO: IT DISTRIBUTORS

FROM: ANDRE FLOYD

SUBJECT: INTRODUCTION OF FWD-S42E1 PRO LCD ECO DISPLAY

Sony is pleased to announce the new FWD-S42E1 public display panel. The FWD-S42E1 offers Sony's best quality-per-cost balance for digital signage applications and has the key features for public displays: Full HD, Slim Bezel, Portrait Installation, Network Reporting, Digital Interface and Low Power Consumption in normal operation. It is designated as the "ECO" display because it is ECONomical to purchase compared to the other S-series displays, and is ECONomical to use because of low power consumption and other power saving features.

| PRODUCT NAME | BRIEF DESCRIPTION | SUGGESTED LIST PRICE | DISTRIBUTOR PRICE | QTY | AVAILABLE |
|--------------|--------------------------|----------------------|-------------------|-----|-----------|
| FWD-S42E1 | 42" Pro LCD ECO Display* | \$1,950.00 | \$1,287.00 | 1 | Now |

The new FWD-S2E1 has the following features:

- Low Power Consumption at less than 100W (typical) under normal operation
- 1080 Full HD
 - High Resolution of 1920 x 1080
- Stylish Slim-bezel Design
 - Ideal for wall-mount applications using the multi-display function
- Can be mounted either Landscape or Portrait
 - Flexible installation without decrease in panel life
 - Menu orientation automatically adjusts for easier use
- Digital Signage System with the BKM-FW50/55 or the VSP-NS7
- Remote Display Management
 - Monitoring of Display Status and controlling Displays via a RS232C port

For full features, benefits and specifications, please visit www.sony.com/prodisplay

INTRODUCTION OF FWD-S42E1 PRO LCD ECO DISPLAY
BULLETIN #09-0565
PAGE TWO

WEIGHTS & DIMENSIONS (Units):

| MODEL | UPC CODE | DIMENSIONS | WEIGHT | COLOR |
|-----------|----------|-------------------------|-----------|-------|
| FWD-S42E1 | | 38 3/8 x 22 3/8 x 5 in. | 56lbs 2oz | Black |

WEIGHTS & DIMENSIONS (Carton):

| MODEL | UPC CODE | DIMENSIONS | WEIGHT | COLOR |
|-----------|-----------------|--------------------------|-----------|-------|
| FWD-S42E1 | 0-27242-78836-7 | 47 x 29 1/8 x 12 1/8 in. | 66lbs 2oz | - |

*All Pricing, features, and specifications subject to change without notice.
* Viewable area measured diagonally.*

Country of Origin: Korea

Please contact your Sony Account Manager should you have any questions.

Good Selling!

Andre Floyd
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