



DATE: OCTOBER 15, 2004 04-0533

TO: BROADCAST PRODUCTS RESELLERS
BUSINESS TO BUSINESS RESELLERS
CIS RESELLERS
DIRECT SYSTEM INTEGRATORS
DISPLAY PRODUCTS RESELLERS
FLAT PANEL DISPLAY PRODUCTS DISTRIBUTORS
PROFESSIONAL AUDIO PRODUCTS DISTRIBUTORS
PROFESSIONAL PRODUCT RESELLERS

FROM: MINA ENOKIDA

SUBJECT: DISCONTINUATION OF THE PFM42B2 AND ACCESSORIES (ALL)

Thank you for your ongoing support with sales of Sony® professional plasma display products. As you may be aware, we have successfully launched our new and improved 42"XGA plasma, the PFM-42X1. With this we are officially discontinuing the PFM-42B2 and supporting accessories.

Effective immediately, the following products will be discontinued:

PRODUCT NAME	INVENTORY STATUS	REPLACEMENT PRODUCT
PFM-42B2/H	0	PFM-42X1/B (currently available)
PFM-42B2/S	95	PFM-42X1/S (currently available)
BKM-B12	0	N/A
BKM-B13	7	N/A

New PFM-42X1/B and PFM-42X1/S are in stock and available now.

If you have any questions, please contact your Sony Account Manager.

DISCONTINUATION OF THE PFM-42B2 AND ACCESSORIES (ALL)
BULLETIN #04-0533
Page Two

For more information on the new products:

Brochures available in Comac:

#D316	Plasma brochure
#D313:	Projectors & Plasma - Age of Digital Networking ~how Sony is leading in the digital signage market

Website: www.sony.com/professional
www.sony.com/businesssolutions

Good Selling!

Mina Enokida, Plasma Marketing Manager
IT and Professional Displays Marketing, HPD, Sony

You have received this email advertisement because you have indicated a desire to receive communications from Sony Electronics regarding products, promotions, updated information and services.