

Promotion

DATE: AUGUST 1, 2006

06-0334

TO: BPSD PRODUCTS RESELLERS, CONFERENCING PRODUCTS RESELLERS, PROFESSIONAL AUDIO MI RESELLERS, DIGITAL PHOTOGRAPHY PRODUCTS RESELLERS, SECURITY SYSTEMS RESELLERS, SECURITY SYSTEMS NATIONAL RESELLERS, MEDICAL SYSTEMS INTEGRATOR NATIONAL ACCOUNTS, DATA SYSTEMS SOLUTIONS PRODUCTS, LARGE VENUE RESELLER, KEY STRATEGIC SYSTEMS INTEGRATORS, MEDICAL SYSTEMS RESELLERS NATIONAL ACCOUNTS, MEDICAL SYSTEMS RESELLERS, VISUAL IMAGING PRODUCTS DISTRIBUTORS, SECURITY MASTER STOCKING DISTRIBUTORS, SECURITY SYSTEMS STOCKING DISTRIBUTOR, MEDICAL SYSTEMS INTEGRATORS

FROM: MARK BONIFACIO

PROMOTION: FLAT PANEL, SOLUTION BUNDLES

Sony is pleased to announce great savings on Display **SOLUTIONS**.
Products are offered in easy bundle packages to meet your specific needs.

Digital Signage Bundle (Entry Level)



Combines a Sony display with the BKM-FW50 (Network media card) for an **easy set up Digital Signage Solution**.

Application : Mom & Pop shop to Medium Sized Installs

Key Features :

- Simple automatic operation
 - No need for network, no need for software!
 - Drag and drop MPEG2, JPEG's, & GIF's
 - Place on Compact Flash - secured
 - Presentation automatically starts
- Stream content from a server
- Configure the display remotely
- Monitor and control from remote locations
- Schedule automatic content uploading

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DEMO : Contact your Sony sales representative to request a demo unit to use for large opportunities. Our demo units now **INCLUDE** the BKM-FW50 to show the easy use of this device.

PACKAGE MODEL NAME	KIT INCLUDES	QUANTITY	CURRENT RESELLER PRICE	PROMO PACKAGE PRICE
40LCDS/DS	(1)FWD-40LX1/S (1) BKM-FW50	1-4	\$2,534.40	\$2,255.83
		5-24	\$2,457.60	\$2,200.68
		25+	\$2,380.80	\$2,145.50
50PXB/DS	(1) FWD-50PX2/B (1) BKM-FW50	1-4	\$3,102.00	\$2,909.90
		5-24	\$3,008.00	\$2,835.67
		25+	\$2,914.00	\$2,761.62
42PXB/DS	(1) FWD-42PX2/B (1) BKM-FW50	1-4	\$2,442.00	\$2,149.71
		5-24	\$2,368.00	\$2,098.21
		25+	\$2,294.00	\$2,046.71
42PVS/DS	(1) FWD-42PV1/S (1) BKM-FW50	1-4	\$1,941.06	\$1,863.02
		5-24	\$1,882.24	\$1,820.79
		25+	\$1,823.42	\$1,778.58

NETWORKING BUNDLE:



Combines a Sony display with the EBS-N200D (network streaming and control device). The EBS-N200D network device provides status, control and streaming video/audio over IP.

Application: Small to Large Signage, Conference Rooms, and Classrooms

Key Features:

- Transmits, receives and controls video and audio over an IP network.
- Allows network streaming play and local storage with 2GB hard drive.
- Delivers powerful content with real time streaming and decoding of MPEG/4/2/1 files, jpgs and even Internet websites.
- Asset management-Centralize AV/IT support resources while saving time and money by remotely troubleshooting and diagnosing up to 255 displays or projectors
- Remote PC Desktop View-Access conference room display or projector through the network utilizing remote view capability to control your presentation, either wireless or wired.
- Comes with Display Commander software to create playlists, schedule playback times and locations, and delivery streaming content or us PJNet™! Software to manage and control display and projector assets.
- USB ports can be used for touch screen kiosk applications
- Equipped with 5.1 digital audio capability for full surround sound

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PACKAGE MODEL NAME	KIT INCLUDES	QUANTITY	CURRENT RESELLER PRICE	PROMO PACKAGE PRICE
40LCDS/NET	(1)FWD-40LX1/S (1) EBS-N200D	1-4	\$2,772.00	\$2,411.58
		5-24	\$2,688.00	\$2,356.41
		25+	\$2,604.00	\$2,301.27
50PXB/NET	(1) FWD-50PX2/B (1) EBS-N200D	1-4	\$3,300.00	\$3,074.40
		5-24	\$3,200.00	\$3,000.16
		25+	\$3,100.00	\$2,925.91
42PXB/NET	(1) FWD-42PX2/B (1) EBS-N200D	1-4	\$2,514.60	\$2,310.71
		5-24	\$2,438.40	\$2,259.22
		25+	\$2362.20	\$2,207.70
42PVS/NET	(1) FWD-42PV1/S (1) EBS-N200D	1-4	\$2,145.00	\$2,031.02
		5-24	\$2,080.00	\$1,988.79
		25+	\$2,015.00	\$1,946.58

HOTEL BUNDLE:

Introducing Sony's HOTEL BUNDLE for use in guestrooms for their hotel pay per view networking systems. Kit includes a Sony Display, Speakers and ICSSP20 (Internal Tuner card with NTSC tuning).

PACKAGE MODEL NAME	KIT INCLUDES	QUANTITY	CURRENT RESELLER PRICE	PROMO PACKAGE PRICE
40LCDS/HOTEL	(1) FWD-40LX1/S (1) SSS-P40FW/S & (1) ICS-SP20	1-4	\$2,574.00	\$2,271.40
		5-24	\$2,496.00	\$2,216.22
		25+	\$2,418.00	\$2,161.07
42PXS/HOTEL	(1) FWD-42PX2/S (1) SSS-P42FW/S & (1) ICS-SP20	1-4	\$2,574.00	\$2,212.89
		5-24	\$2,496.00	\$2,160.28
		25+	\$2,418.00	\$2,107.66
42PVS/HOTEL	(1) FWD-42PV1/S (1) SSS-P42FW/S & (1) ICS-SP20	1-4	\$1,980.00	\$1,801.49
		5-24	\$1,920.00	\$1,761.03
		25+	\$1,860.00	\$1,720.58
32LCDS/HOTEL	(1) FWD-32LX1R/SI (1)SSS-P32FW/S & (1) ICS-SP20	1-4	\$1,980.00	\$1,879.82
		5-24	\$1,920.00	\$1,837.60
		25+	\$1,860.00	\$1,795.38

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TERMS AND CONDITIONS:

Promotion Period:	August 1, 2006 through September 25, 2006. Eligible models must be ordered, credit released, and shipped during this Promotion Period.
Models/Pricing:	FWD-32LX1R, FWD-40LX1, FWD-42PX2, FWD-42PV1, FWD-50PX2 Mixing of the packages will not apply to achieve the quantity pricing.
Backorder/Future Order:	Backorders will qualify for the Program. If Sony cannot ship a product due to backorder, Sony will make every reasonable effort to quickly fill the orders.
Mixing of Promotions:	This Program may be mixed with other Sony promotions.
Change/Cancellation:	Sony may change or cancel this Program at any time.

Features and specifications subject to change.

Brochures available in Comac:

#D324 **LCD and Plasma brochure (includes network product information)**
#D326 LCD vs Plasma technology comparison sheet

Website with detailed specs: www.sony.com/professional or www.sony.com/displays

Please contact your local Account Manager for further information.

Good Selling!

Mark Bonifacio,
Group Marketing Manager - Professional Display Group
Broadcast and Business Solutions Company, Sony

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