Sony Electronics Inc.

SONY

Bulletin

DATE: DECEMBER 29, 2005   05-0645

TO: DIRECT SALES PERSONNEL

FROM: MINA ENOKIDA

SUBJECT: PROFESSIONAL PLASMA/LCD PRICING

Announcing new prices on the FWD and PFM Plasma and LCD monitors.

Model	Product Description	Primary Accessories	Description	Amount
FWD-42PV1 **/B (Black)** **/S (Silver)** **A/S (High Altitude)** **P/B (Portrait Model)**	**42" Flat Panel Plasma Monitor: 16:9** ▪ 852 x 480 Resolution ▪ Ultra high brightness and contrast (10,000:1) ▪ Long life. 60,000 hours to half brightness. ▪ Rich colors(1Billion colors) ▪ Low power consumption (260W) ▪ Full screen saver function (inc. auto dimmer) ▪ DVI-HDCP, Component, S-video, Composite, Analog HD15 ▪ High altitude model and portrait model available ▪ Two expansion slots for optional tuner card, or networking ▪ RS-232 controllable ▪ HDTV Compatible ▪ FCC-B compliant ▪ Picture and Picture ▪ 2yr parts and labor 1yr panel limited warranty. On Site service**	• SPM-TRI/C • SPM-TRI/E • SFM1 • PLP-91/D • SS-SP42FW/S • SS-SP42FW/B • ICS-SP20 • EBS-SP15 • BKM-FW32 • EBS-N200D • BKM-FW11 ▪ BKM-FW12	**List** ***SPPG**	$2,499.00 $1,929.99

Model	Product Description	Primary Accessories	Description	Amount
PFM-42X1 **/B (Black)** **/S (Silver)**	**42" Flat Panel Plasma Monitor: 16:9** ▪ 1024 x768 , HDTV Compatible ▪ 60,000 hour life (double typical plasma) ▪ Able to display over 1.07 billion colors! ▪ Extra high contrast ratio ▪ Picture and picture ▪ Additional imprint reduction features ▪ Digital DVI-HDCP &Analog HD-15 ▪ DDC-2CI allows additional display control capability. ▪ FCC-B compliant ▪ 2yr parts and labor 1yr panel limited warranty. On Site service**	• BKM-V11 • BKM-V12 • SPM-TRI/C • SPM-TRI/E • SFM1 • PLP-91/D • SS-SP20B/B • SS-SP20B/S • EBS-N100 • EBS-N200D • EBS-SP10 • EBS-SP15	**List** ***SPPG**	$3,349.00 $2,579.99
FWD-50PX1 **/S (Silver)** *(Limited supply left. Black and Pearl White is EOL)*	**50" Flat Panel Plasma Monitor: 16:9** **1280 x 768 Resolution** ▪ High brightness, high contrast ▪ Clean cable covers and routing ▪ HDTV Compatible ▪ Integrated amplifier (7W+7W) ▪ FCC-B compliant ▪ Stylish new Sony designed bezel ▪ Able to display over 1.07 billion colors! ▪ Additional imprint reduction features ▪ Dual RBG,YUV(Component), Composite, Y/C(S-Video) ▪ Optional internal network management card. ▪ Allows usage in high altitude areas ▪ Auto image retention protection feature ▪ 2yr parts and labor 1yr panel limited warranty. On Site service**	• BKM-FW11 • BKM-FW12 • SPM-TRI/C • SPM-TRI/E • SFM1 • PLP-91/D • SS-SP50FW/S • EBS-N100 • EBS-N200D • BKM-FW31 • ICS-SP20 • EBS-SP15	**List** ***SPPG**	$4,999.00 $3,899.99
FWD-50PX2 **/B (Black)** **/S (Silver)**	**50" Flat Panel Plasma Monitor: 16:9** **1366 x 768 Resolution, 1080i** ▪ **10,000:1 Contrast Ratio** ▪ **1.07 Billion Colors** ▪ **60,000 hour to half brightness panel life** ▪ **Clean cable covers and routing** ▪ **HDTV Compatible** ▪ **Integrated amplifier (7W+7W)** ▪ **FCC-B compliant** ▪ **Additional imprint reduction features** ▪ **DVI(HDCP), Component/RGB, S-Video, Composite** ▪ **NEW! Optional internal network management card. (BKMFW50)** ▪ **Auto image retention protection** feature ▪ 2yr parts and labor 1yr panel limited warranty. On Site service**	• BKM-FW11 • BKM-FW12 • SPM-TRI/C • SPM-TRI/E • SFM1 • PLP-91/D • SS-SP50FW/S • EBS-N100 • EBS-N200D • BKM-FW32 • BKM-FW50 • ICS-SP20 • EBS-SP15	**List** ***SPPG**	$4,499.00 $3,299.99

Model	Product Description	Primary Accessories	Description	Amount
FWD-32LX1 **/B (Black)** **/S (Silver)** *(Limited supply left. Pearl white model is EOL)*	32" LCD display ▪ WEGA Engine™ system incorporated ▪ Optional internal TV tuner card(ICS-SP20) ▪ Optional internal networking card(BKM-FW32) ▪ 1366x768 ▪ Scratch resistant, crystal look bezel available in 3 colors. ▪ DVI-HDCP input, component/RGB, Video(Composite)(BNC), S-Video(DIN4) ▪ Low power consumption =170W ▪ 60,000 hour estimated life(actual life may vary based on settings) ▪ Rear panel cable management system. ▪ Picture and picture/ Picture in picture ▪ Suitable for high altitude locations ▪ Meets FCC-B requirements ▪ 2yr parts and labor 1yr panel limited warranty. On Site service**	• SPM-TRI/C • SPM-TRI/E • SFM2 • PLP-91/D • SS-SP32FW/S • SS-SP32FW/W • ICS-SP20 • EBS-SP15 • BKM-FW32 • EBS-N200D • BKM-FW11 • BKM-FW12	**List** ***SPPG**	$2,699.00 $2,079.99
FWD-32LX1R **/B (Black)** **/S (Silver)** **/W (Pearl White)**	32" LCD display ▪ WEGA Engine™ system incorporated ▪ Optional internal TV tuner card (ICS-SP20) ▪ Optional internal networking card(BKM-FW32 and BKM-FW50) ▪ 1366x768 ▪ Scratch resistant, crystal look bezel available in 3 colors. ▪ 170 degrees Wide Viewing angel ▪ DVI-HDCP input, component/RGB, Video(Composite)(BNC), S-Video(DIN4) ▪ Low power consumption =150W ▪ 60,000 hour estimated life(actual life may vary based on settings) ▪ Rear panel cable management system. ▪ Picture and picture/ Picture in picture ▪ Suitable for high altitude locations ▪ Meets FCC-B requirements ▪ 2yr parts and labor 1yr panel limited warranty, On Site service**	• SPM-TRI/C • SPM-TRI/E • SFM2 • PLP-91/D • SS-SP32FW/B • SS-SP32FW/S • SS-SP32FW/W • ICS-SP20 • EBS-SP15 • BKM-FW32 • EBS-N200D • BKM-FW11 • BKM-FW12	**List** ***SPPG**	$2,699.00 $1,899.99

Model	Product Description	Primary Accessories	Description	Amount
FWD-42LX1 **/S (Silver)** **/W (Pearl White)** *(Limited supply left. Frosted Black is EOL)*	42" LCD display - WEGA Engine™ system incorporated - Optional internal TV tuner card(ICS-SP20) - Optional internal networking card(BKM-FW32) 1366x768 - Scratch resistant, crystal look bezel available in 3 colors. - DVI-HDCP input, component/RGB, Video(Composite)(BNC), S-Video(DIN4) - Low power consumption =240W 60,000 hour estimated life(actual life may vary based on settings) - Rear panel cable management system. - Picture and picture/ Picture in picture - Suitable for high altitude locations - Meets FCC-B requirements 2yr parts and labor 1yr panel limited warranty. On Site service**	• SPM-TRI/C • SPM-TRI/E • SFM1 • PLP-91/D • SS-SP42FW/S • SS-SP42FW/W • ICS-SP20 • EBS-SP15 • BKM-FW32 • EBS-N200D • BKM-FW11 • BKM-FW12	**List** ***SPPG**	**$5,699.00** **$4,389.99**
FWD-40LX1 **/B (Frosted Black)** **/S (Crystal Silver)** **/W (Pearl White)**	40" LCD display - WEGA Engine™ system incorporated - Optional internal TV tuner card (ICS-SP20) - Optional internal networking card(BKM-FW32 and BKMFW50) 1366x768 178 degree wide viewing angel - Scratch resistant, crystal look bezel available in 3 colors. - DVI-HDCP input, component/RGB, Video(Composite)(BNC), S-Video(DIN4) - Low power consumption =240W 60,000 hour estimated life(actual life may vary based on settings) - Rear panel cable management system. - Picture and picture/ Picture in picture - Suitable for high altitude locations - Meets FCC-B requirements 2yr parts and labor 1yr panel limited warranty. On Site service**	• SPM-TRI/C • SPM-TRI/E • SFM1 • PLP-91/D • SS-SP40FW/B • SS-SP40FW/S • SS-SP40FW/W • ICS-SP20 • EBS-SP15 • BKM-FW32 • EBS-N200D • BKM-FW11 • BKM-FW12	**List** ***SPPG**	**$5,549.00** **$2,999.99**

*SPPG: Suggested Profit Picture Guideline. Actual selling price may vary.
**On Site Service: When available Sony will provide Onsite Service in fulfillment of its limited warranty obligations. Any such services are subject to the terms and conditions of the limited warranty. See actual Limited Warranty for details. Onsite Service will be provided via third-party technician to be dispatched as needed following phone-base troubleshooting. Some repairs may be accomplished with self repair kits. Onsite Service may not be available in all locations.

Model	Description – Primary Flat Panel Accessories	List Price
	INPUT BOARDS	
BKM-V11	Optional Component Input Board Using 5-BNC Connectors for the PFM-42V1 and PFM-42X1	$149.99
BKM-V12	RGB/Component active loop through for PFM42V1 and PFM42X1	$149.99
BKM-FW11	Component/RGB Input board using 5-BNC Connectors for all FWD models	$149.00
BKM-FW12	RGB/Component active loop through for all FWD models.	$149.00
	WALL MOUNTS / STANDS	
SFM1	Flat wall mount for all PlasmaPro™ FWD LCD Monitors except FWD32LX1 and FWD32LX1R	$199.00
SFM2	Flat wall mount for FWD32LX1 and FWD32LX1R	$199.00
PLP-91/D	Tilt Wall Mount (Up to 15 degrees tilt without adjusting screws. Also good for portrait) for all models.	$245.00
SPM-TRI/C	Clear Table Top Stand for all PlasmaPro™ FWD LCD Monitors	$325.00
SPM-TRI/E	Silver Table Top Stand for all PlasmaPro™ and FWD LCD Monitors	$279.00
	SPEAKERS	
SS-SP20B/S	Silver speakers for the PFM-42V1/S and PFM-42X1/S	$275.00
SS-SP20B/B	Black speakers for the PFM-42V1/B and PFM-42X1/B	$275.00
SS-SP32FW/B	Black speakers for the FWD32LX1R/B	$275.00
SS-SP32FW/S	Silver speakers for the FWD-32LX1/S & / B, FWD32LX1R/S & /B	$275.00
SS-SP32FW/W	Pearl white speakers for the FWD-32LX1/W and FWD32LX1R/W (pearl white)	$275.00
SS-SP42FW/S	Silver speakers for the FWD-42LX1/S and FWD-42LX1/B, and FWD42PV1/B and /S	$275.00
SS-SP42FW/B	Black speakers for the FWD-42PV1/B	$275.00
SS-SP42FW/W	Pearl white speakers for the FWD-42LX1/W (pearl white)	$275.00
SS-SP40FW/B	Optional black speakers for FWD40LX1/B	$275.00
SS-SP40FW/S	Optional silver speakers for FWD40LX1/S and FWD40LX1/B	$275.00
SS-SP40FW/W	Optional white speakers for FWD40LX1/W	$275.00
SS-SP50FW/S	Optional silver speakers for FWD50PX2/S and FWD50PX2/B.	$275.00
	NETWORKING	
EBS-N100	Network management device which allows for status and control over IP and connectivity to PJNet!™ software for the 42" plasmas	$549.00
EBS-N200D	New! Network Media Player which allows for status, control and streaming over IP for all models.With 2GB hard drive.	$949.00
BKM-FW32	Internal Network Management Device. Allows for status, control via IP. Internal card all FWD Plasma and LCD monitors.	$499.00
BKM-FW50	Internal Network Media Card. Allows network streaming play and local storage with a SD compact flash slot for cost effective digital signage solutions for the FWD32LX1R, FWD40LX1, FWD50PX2 and FWD42PV1.	$699.00
	TV TUNER/ HOTEL	
EBS-SP10	External TV tuner option. Also comes with Hotel networking for use in hospitality. External box option for all models.	$549.00
ICS-SP20	Internal card TV tuner. Also comes with Hotel networking for use in hospitality. Card available for all FWDPlasma and LCD displays.	$449.00
EBS-SP15	Hospitality clone device for all models.	$749.00

Brochures available in Comac:

#D324	LCD and Plasma brochure
#D326	LCD vs Plasma technology comparison sheet
#D313:	Projectors & Plasma - Age of Digital Networking
	How Sony is leading in the digital signage market

Website: www.sony.com/displays

Please contact your Sony Account Manager with any questions.

Good Selling!

Mina Enokida, Plasma Marketing Manager
Displays Marketing, HPD, Sony