



DATE: APRIL 28, 2006 06-0144

TO: PROFESSIONAL AUDIO/VIDEO DISTRIBUTORS

FROM: MINA ENOKIDA

PROMOTION: PRO PLASMA/LCD FIVE PIECE PRICING (AUDIO)

Sony is pleased to announce the new discounts for 5 piece orders of specific models until June 30, 2006. Pro Audio/Video Distributors are to claim the discounts along with the POS report providing the actual Sale. This is retroactive for sales from April 1, 2006.

| Model | Product Description | Primary Accessories | Description | Rebate Amount |
|---|--|---|---|---------------|
| FWD-42PV1 /B (Black) /S (Silver) A/S (High Altitude) P/B (Portrait Model) | 42" Flat Panel Plasma Monitor: 16:9 <ul style="list-style-type: none"> ▪ 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* | <ul style="list-style-type: none"> • 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 • BKM-FW50 | Reseller 5 piece discount From April 1, 2006 to April 30, 2006 | \$60.00 |
| | | | Reseller 5 piece discount From May 1, 2006 to June 30, 2006 | \$30.00 |

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| Model | Product Description | Primary Accessories | Description | Amount |
|--|---|--|--|-----------------|
| FWD-50PX2 /B (Black) /S (Silver) | 50" Flat Panel Plasma Monitor: 16:9 1366 x 768 Resolution, 1080i <ul style="list-style-type: none"> ▪ 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, Composit ▪ NEW! Optional internal network management card. (BKMF50) ▪ Auto image retention protection feature ▪ 2yr parts and labor 1yr panel limited warranty. On Site service* | <ul style="list-style-type: none"> • 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 | Reseller 5 piece discount | \$80.00 |
| FWD-40LX1 /B (Frosted Black) /S (Crystal Silver) /W (Pearl White) | 40" LCD display <ul style="list-style-type: none"> ▪ WEGA Engine™ system incorporated ▪ Optional internal TV tuner card (ICS-SP20) ▪ Optional internal networking card(BKM-FW32 and BKMF50) ▪ 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 <p>2yr parts and labor 1yr panel limited warranty. On Site service*</p> | <ul style="list-style-type: none"> • 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 • BKM-FW50 | Reseller 5 piece discount | \$100.00 |
| PFM-42X1 /B (Black) /S (Silver) | 42" Flat Panel Plasma Monitor: 16:9 <ul style="list-style-type: none"> ▪ 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* | <ul style="list-style-type: none"> • 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 | Reseller 5 piece discount | \$60.00 |

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| Model | Product Description | Primary Accessories | Description | Amount |
|---|--|---|---|----------------|
| NEW!! FWD-42PX2 /B (Black) /S (Silver) | 42" HD Plasma Monitor: 16:9 <ul style="list-style-type: none"> ▪ 1024 x 768 Resolution ▪ Ultra high brightness (1200 cd/m2 panel brightness) ▪ Ultra high contrast (10,000:1) ▪ Long life. 60,000 hours to half brightness. ▪ Rich colors(1Billion colors) ▪ Low power consumption (330W) ▪ Full screen saver function (inc. auto dimmer) ▪ DVI-HDCP, Component, S-video, Composite, Analog HD15 ▪ 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** | <ul style="list-style-type: none"> • SPM-TRI/C • SPM-TRI/E • SFM1 • PLP-91/D • SS-SP42FW/S • SS-SP42FW/B • ICS-SP20 • EBS-SP15 • BKM-FW32 • BKM-FW50 • EBS-N200D • BKM-FW11 • BKM-FW12 | Reseller 5 piece discount (Available April 15, 2006) | \$60.00 |

***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.

TERMS AND CONDITIONS FOR RESELLER DISCOUNT

| | |
|--------------------------------|---|
| Promotion Period: | April 1, 2006 through June 30, 2006 |
| Models/Pricing: | Refer to eligible models and pricing previous pages. Authorized resellers must order five or more pieces, of the same model, same color under the same purchase order to be eligible for the special 5 piece discount. |
| Backorder/Future Order: | Only orders shipped and invoiced during the promotion period qualify for this promotion. |
| Mixing of Promotions: | Discounts may be mixed with other promotions such as the \$100 freight discount, as long as those promotions do not prohibit mixing promotions. Discounts may NOT BE mixed with meet comp or bid pricing unless otherwise noted on the meet comp or bid form. |
| Program Conditions: | Authorized resellers must order five or more pieces, of the same model, same color under the same purchase order to be eligible for the special 5 piece discount. |
| Claim Instructions: | Pro Audio/Video Distributors must provide POS report for qualified sales to Sony. The report should include product model, sold to date, reseller and ship date. POS reports must be received no later than July 31, 2006. Payment of the rebate will be made in the form of a credit to the distributor's account within 45-60 days of receipt of qualifying POS report. Late POS reports will not be processed. |

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/professional or www.sony.com/displays

Please contact your Sony Account Manager with any questions.

Good Selling!

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

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