



Bulletin

DATE: JUNE 15, 2008 08-0101

TO: B2B AV/IT DISTRIBUTORS

FROM: JOHN HOLMES JR.

SUBJECT: FY08 PUBLIC DISPLAY PRICE REDUCTIONS- IT DISTY - **REVISION**

We are pleased to announce a price reduction on select Public Display Models and accessories for fiscal year 2008. The new reduced prices are designed to keep Sony's Public Display Models price competitive in the industry. **Please note there were some incorrect prices on the original bulletin.**

PRODUCT NAME	FORMER SUGGESTED LIST PRICE	NEW SUGGESTED LIST PRICE	FORMER DISTRIBUTOR PRICE	NEW DISTRIBUTOR PRICE	NEW MAP
BKM-FW10	\$100.00	\$80.00	\$70.00	\$56.00	\$64.99
BKM-FW11	\$149.00	\$100.00	\$104.30	\$70.00	\$79.99
BKM-FW12	\$149.00	\$125.00	\$104.30	\$87.50	\$99.99
BKM-FW15	\$175.00	\$150.00	\$122.50	\$105.00	\$124.99
BKM-FW16	\$1,150.00	\$1,150.00	\$805.00	\$805.00	\$899.99
BKM-FW21	\$175.00	\$150.00	\$122.50	\$105.00	\$124.99
BKM-FW31	\$499.00	\$400.00	\$349.30	\$280.00	\$324.99
BKM-FW32	\$499.00	\$400.00	\$349.30	\$280.00	\$324.99
BKM-FW50	\$699.00	\$699.00	\$489.30	\$489.30	\$549.99
EBS-SP35	\$599.00	\$599.00	\$419.30	\$419.30	\$474.99
FWD-32LX2F/B	\$1,450.00	\$1,300.00	\$942.50	\$858.00	\$899.99
FWD-32LX2F/BT	\$2,060.00	\$1,800.00	\$1,339.00	\$1,188.00	\$1,249.99
FWD-32LX2F/S	\$1,450.00	\$1,300.00	\$942.50	\$858.00	\$899.99
FWD-32LX2F/ST	\$2,060.00	\$1,800.00	\$1,339.00	\$1,188.00	\$1,249.99
FWD-40LX2F/B	\$2,200.00	\$2,000.00	\$1,430.00	\$1,320.00	\$1,399.99
FWD-40LX2F/BI	\$2,399.00	\$2,150.00	\$1,559.35	\$1,419.00	\$1,499.99
FWD-40LX2F/BT	\$2,800.00	\$2,600.00	\$1,820.00	\$1,716.00	\$1,799.99
FWD-40LX2F/BTI	\$2,399.00	\$2,700.00	\$1,559.35	\$1,782.00	\$1,899.99
FWD-40LX2F/S	\$2,200.00	\$2,000.00	\$1,430.00	\$1,320.00	\$1,399.99
FWD-40LX2F/SI	\$2,399.00	\$2,150.00	\$1,559.35	\$1,419.00	\$1,499.99
FWD-40LX2F/ST	\$2,800.00	\$2,600.00	\$1,820.00	\$1,716.00	\$1,799.99
FWD-40LX2F/STI	\$2,399.00	\$2,700.00	\$1,559.35	\$1,782.00	\$1,899.99
FWD-50PX3/B	\$2,700.00	\$2,500.00	\$1,755.00	\$1,650.00	\$1,799.99
FWD-50PX3/BT	\$3,413.00	\$3,000.00	\$2,218.45	\$1,980.00	\$2,099.99
FWD-50PX3/S	\$2,700.00	\$2,500.00	\$1,755.00	\$1,650.00	\$1,799.99
FWD-50PX3/ST	\$3,413.00	\$3,000.00	\$2,218.45	\$1,980.00	\$2,099.99
GXD-L52H1	\$6,800.00	\$6,500.00	\$4,420.00	\$4,290.00	\$4,499.99
ICS-FW40D	\$1,199.00	\$1,199.00	\$839.30	\$839.30	\$949.99

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ICS-SP30	\$599.00	\$500.00	\$419.30	\$350.00	\$399.99
ICS-SP30CABLE	\$25.00	\$25.00	\$17.50	\$17.50	\$24.99
KLH-40X1	\$2,200.00	\$2,000.00	\$1,430.00	\$1,320.00	\$1,399.99
KLH-W26	\$1,299.00	\$1,100.00	\$844.35	\$726.00	\$749.99
KLH-W26/S	\$1,379.00	\$1,200.00	\$896.35	\$792.00	\$849.99
KLH-W26/ST	\$1,978.00	\$1,700.00	\$1,285.70	\$1,122.00	\$1,199.99
KLH-W26/T	\$1,913.00	\$1,600.00	\$1,243.45	\$1,056.00	\$1,124.99
KLH-W32	\$1,450.00	\$1,250.00	\$942.50	\$825.00	\$899.99
KLH-W32/S	\$1,530.00	\$1,350.00	\$994.50	\$891.00	\$949.99
KLH-W32/ST	\$2,129.00	\$1,850.00	\$1,383.85	\$1,221.00	\$1,299.99
KLH-W32/T	\$2,060.00	\$1,750.00	\$1,339.00	\$1,155.00	\$1,199.99
PLP-91/D	\$245.00	\$245.00	\$171.50	\$171.50	\$199.99
SFM-1	\$199.00	\$195.00	\$139.30	\$136.50	\$159.99
SFM-2	\$179.00	\$120.00	\$125.30	\$84.00	\$99.99
SFM-3	\$199.00	\$195.00	\$139.30	\$136.50	\$159.99
SIMPLESIGN-26	\$2,200.00	\$2,200.00	\$1,430.00	\$1,452.00	\$1,724.99
SIMPLESIGN-32	\$2,500.00	\$2,500.00	\$1,625.00	\$1,650.00	\$1,949.99
SPM-TRI/C	\$325.00	\$325.00	\$227.50	\$227.50	\$249.99
SPM-TRI/E	\$279.00	\$279.00	\$195.30	\$195.30	\$224.99
SSS-P32FW/S	\$275.00	\$275.00	\$192.50	\$192.50	\$224.99
SSS-P32FW/B	\$275.00	\$275.00	\$192.50	\$192.50	\$224.99
SSS-P40FW/B	\$275.00	\$275.00	\$192.50	\$192.50	\$224.99
SSS-P40FW/S	\$275.00	\$275.00	\$192.50	\$192.50	\$224.99
SSS-P42FW/B	\$275.00	\$275.00	\$192.50	\$192.50	\$224.99
SSS-P42FW/S	\$275.00	\$275.00	\$192.50	\$192.50	\$224.99
SSS-P50FW/B	\$275.00	\$275.00	\$192.50	\$192.50	\$224.99
SSS-P50FW/S	\$275.00	\$275.00	\$192.50	\$192.50	\$224.99
SSS-PG01	\$225.00	\$225.00	\$157.50	\$157.50	\$199.99
VSP-AD7	\$1,200.00	\$1,100.00	\$900.00	\$825.00	\$899.99
VSP-AD7L100	\$1,400.00	\$1,100.00	\$1,050.00	\$825.00	\$899.99
VSP-AD7L50	\$800.00	\$700.00	\$600.00	\$525.00	\$599.99
VSP-AM7	\$800.00	\$800.00	\$600.00	\$600.00	\$699.99
VSP-NS7	\$2,300.00	\$2,000.00	\$1,725.00	\$1,500.00	\$1,599.99

Note: Normal price protection policies apply.
 Please contact your Sony Account Manager should you have any questions.
 Good Selling!

John Holmes Jr.
 Marketing Manager - Public Display
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