



DATE: NOVEMBER 15, 2004 04-0610

TO: BROADCAST PRODUCTS RESELLERS
PROFESSIONAL PRODUCT RESELLERS

FROM: MINA ENOKIDA

PROMOTION: SONY® 32" & 42" FLAT PANEL LCD & INTERNAL TUNER (RESELLER)
AND DEMO

Sony Electronics is pleased to introduce Sony 32" & 42" Flat Panel LCD. These new 42-inch and 32-inch professional displays incorporate the WEGA Engine™ system and deliver outstanding video performance, advanced networking options and low cost of ownership.

Sony also announces the new internal TV Tuner with Hotel Networking for businesses in need of adding television functionality. This option is a perfect solution for businesses in need of quality integrated data, video and TV solutions like those found in a hotel.

SONY® 32" & 42" FLAT PANEL LCD & INTERNAL TUNER (RESELLER)

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32" LCD

PRODUCT NAME	BRIEF DESCRIPTION	SUGGESTED LIST PRICE	SPPG	RESELLER PRICE	DEMO PRICE (Nov 15, 2004 ~ Jan 28, 2005)	AVAILABLE TO SHIP
FWD-32LX1/S	32" LCD display-silver bezel	\$3,499.00	\$2,699.99	\$2,274.35	\$1,933.20	Dec mid, 2004 (Order now!!)
FWD-32LX1/B	32" LCD display-black bezel	\$3,499.00	\$2,699.99	\$2,274.35	\$1,933.20	Dec end, 2004 (Order now!!)
FWD-32LX1/W	32" LCD display-pearl white bezel	\$3,499.00	\$2,699.99	\$2,274.35	\$1,933.20	Dec end, 2004 (Order now!!)
SS-SP32FW/S	Silver Speakers for FWD-32LX1/S and FWD-32LX1/B	\$275.00	\$275.00	\$192.50	\$163.63	Dec mid, 2004 (Order now!!)
SS-SP32FW/W	Pearl White Speakers for FWD-32LX1/W	\$275.00	\$275.00	\$192.50	\$163.63	Dec end, 2004 (Order now!!)

42" LCD

PRODUCT NAME	BRIEF DESCRIPTION	SUGGESTED LIST PRICE	SPPG	RESELLER PRICE	DEMO PRICE (Nov 15, 2004 ~ Jan 28, 2005)	AVAILABLE TO SHIP
FWD-42LX1/S	42" LCD display-silver bezel	\$7,099.00	\$5,469.99	\$4,614.35	\$3,922.20	Dec end, 2004 (Order now for allocation!!)
FWD-42LX1/B	42" LCD display-black bezel	\$7,099.00	\$5,469.99	\$4,614.35	\$3,922.20	Jan mid, 2005 (Order now!!)
FWD-42LX1/W	42" LCD display-pearl white bezel	\$7,099.00	\$5,469.99	\$4,614.35	\$3,922.20	Jan mid, 2005 (Order now!!)
SS-SP42FW/S	Silver Speakers for FWD-42LX1/S and FWD-42LX1/B	\$275.00	\$275.00	\$192.50	\$163.63	Dec end, 2004 (Order now!!)
SS-SP42FW/W	Pearl White Speakers for FWD-42LX1/W	\$275.00	\$275.00	\$192.50	\$163.63	Jan mid, 2005 (Order now!!)

SONY® 32" & 42" FLAT PANEL LCD & INTERNAL TUNER (RESELLER)

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Accessories for 32" and 42" LCD

PRODUCT NAME	BRIEF DESCRIPTION	SUGGESTED LIST PRICE	SPPG	RESELLER PRICE	DEMO PRICE (Nov 15, 2004 ~ Jan 28, 2005)	AVAILABLE TO SHIP
ICS-SP20	Card type internal TV Tuner option with Hotel Networking for FWD plasma and LCD series	\$449.00	\$449.00	\$314.30	\$267.16	Dec mid, 2004 (Order now!!)
BKM-FW32	Internal Network Management Device for LCD series	\$499.00	\$499.00	\$349.30	\$296.91	Jan mid, 2005 (Order now!!)
EBS-N200	Network streaming Content Device	\$849.00	\$849.00	\$594.30	N/A	Currently Available
BKM-FW11	Component/RGB Input board using 5BNC Connectors	\$149.00	\$149.00	\$104.30	N/A	Currently Available
BKM-FW12	Component/RGB Active loop-through w/audio in stereo mini jack	\$149.00	\$149.00	\$104.30	N/A	Currently Available
PLP-91/D	Tilt wall mount	\$285.00	\$285.00	\$199.50	N/A	Currently Available
SPM-TRI /C	Crystal clear table top stand	\$325.00	\$325.00	\$227.50	N/A	Currently Available

SONY® 32" & 42" FLAT PANEL LCD & INTERNAL TUNER (RESELLER)

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Product Description:

Large format high definition LCD (1366 x 768)

Features and Benefits:

- Scratch-resistant, crystal-look bezel available in choice of silver, black or pearl white.
- DVI -HDCP input, Component/ RGB , Video(Composite)(BNC), S Video(DI N4)
- Low power consumption @240W for 42LX1 & 170W for 32LX1
- This LCD panel delivers an estimated life of 60,000 hours. Actual life may vary based on settings.
- Rear panel cable management system conceals wires and cables
- Meets FCC-B requirements for low interference noise
- Optional internal network management device
- Suitable for use in high altitude areas
- Advanced multi video wall settings up to 16 displays
- Picture and Picture/ Picture in Picture

Suggested Applications:

Sony 32" & 42" Flat Panel LCDs are ideal for conference rooms, education institutions and digital signage applications. Optional network cards and boxes let you centrally control, deliver and troubleshoot digital content across a standard IP network to one or hundreds of networked displays.

ICS-SP20

Insertion card-type TV Tuner with Hotel Networking for FWD Plasma and LCD series. For business in need of adding television functionality. This option is a perfect solution for businesses in need of quality integrated data, video and TV solutions like those found in a hotel.

Features and Benefits:

- Works with all FWD PlasmaPro™ Displays and Flat Panel LCDs
- Provides connection to cable and over the air broadcasts
- 181 Channel CATV Tuner
- Internal Picture & Picture capability
- Hospitality functions
- Allows connectivity to major hotel video-on demand systems such as OnCommand, LodgeNet, Hospitality Network, and others.

Suggested Applications:

Suitable for home use, recreation vehicles, corporate, campus, conference rooms, and hotel guest rooms.

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Other Optional

NSP-100: Network Storage Player

Accessories:

NSP-1: Network Storage and Streaming Device

Features and specifications subject to change without notice.

Demo Special

The FWD-32LX1 / FWD42LX1 and any of the new optional accessories above will be part of the 2004 Power Demo Program (see Bulletin #04-0486 for all terms and conditions of this program). You may purchase these products at 15% off published reseller "A" stock price. **The demo purchase period will be: November 15, 2004 through January 28, 2005.**

Demo Requirements

- The demo product must remain on display and be demonstrated for a period of 3 months. Sony has the right to audit compliance with this program at any time.
- This program cannot be combined with any other promotion and must be placed on a separate purchase order.
- Fill out attached demo form and attach with Purchase order. Purchase orders should clearly identify the price as being in accordance with the demo program.
- Demo orders must be credit cleared and shipped within the promotion period. No future orders will be accepted.
- Up to one (1) of each qualifying models and accessories for each store location. (Limit: 4 locations)
- Sony may change or cancel this promotion at any time.

Brochures available

Comac#:

- #D316: Latest plasma line up brochure
- #D321: Network box and hospitality box brochure
- #D313: Projectors & Plasma - Age of Digital Networking
~how Sony is impacting the digital signage market

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

Please contact your local Account Manager for further information.

Good Selling!

Mina Enokida, 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.

SONY®

POWER DEMO PROGRAM

BULLETIN #04-0610

Demo Purchase Period:

November 15, 2004 through January 28, 2005

Reseller Name: _____

Address: _____

Number of Reseller Authorized Business Locations Per FY04 Reseller Agreement : _____

Please indicate the model(s) you will purchase under the DEMO PROGRAM

The Terms and Conditions of the 2004 Power Demo Demonstration Program, Bulletin #04-0486, will apply for the purchase of these demo units shown on this form. **You may purchase these units at 15% off published reseller "A" stock price. You may purchase 1 unit of each eligible model for up to 4 authorized business locations.**

DEMONSTRATION PRODUCT	DEMO PRICE	QUANTITY
I CS-SP20	\$267.16	
BKM-FW32	\$296.91	
FWD-32LX1/S	\$1,933.20	
FWD-32LX1/B	\$1,933.20	
FWD-32LX1/W	\$1,933.20	
SS-SP32FW/S	\$163.63	
SS-SP32FW/W	\$163.63	
FWD-42LX1/S	\$3,922.20	
FWD-42LX1/B	\$3,922.20	
FWD-42LX1/W	\$3,922.20	
SS-SP42FW/S	\$163.63	
SS-SP42FW/W	\$163.63	

The above Reseller currently has a Sony Reseller Agreement with schedules for all of the products listed above. I hereby understand that the terms and conditions of the Reseller Agreement and the Power Demo Program apply to the Reseller's purchase of eligible products hereunder.

Reseller Principal Signature

Print Name

Account Manager Signature

Print Name

****SONY ACCOUNT MANAGER MUST COMPLETE DEMO ORDER ON BEHALF OF RESELLER AND FORWARD A COMPLETED COPY TO THE APPROPRIATE REGIONAL MANAGER****