



DATE: September 15, 2009 09-0122 **UPDATE**

TO: LCD PROJECTOR & PUBLIC DISPLAY RESELLERS

FROM: ANDRE FLOYD
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PROMOTION: FY 2009 DISPLAY DEMO AVAILABILITY PROGRAM

Do you have an important display demo coming up? Need to evaluate a projector or digital sign for a important sales opportunity? If so, read on...

Sony is pleased to announce the 2009 LCD Projector and Public Display Demo Availability Program - that's right demo units are available for you to either borrow or purchase!

To borrow a unit for demonstration/evaluation purposes, just fill out the attached applicable Product Loan Request form and e-mail it to sony@shoair.com to arrange for a fast turnaround shipment of a loaner projector or display of your choice.

To purchase, simply complete the attached Demo Availability Program Purchase form and submit it along with your purchase order to Sony. Projector and Public Display units can be purchased at a discount of 20% off of published reseller price - with a maximum limit of two units of each Display product per authorized Reseller location.

Good Selling!

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FY 2009 DISPLAY DEMO AVAILABILITY PROGRAM

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<p>Incentives: Authorized Sony Projector and Public Display Resellers are eligible to participate in the FY 2009 Demo Display Availability Program. This program will allow Resellers to borrow or purchase Projectors and Public Displays for demonstration purposes at a discount of 20% off of the published Reseller price.</p>	
<p>Demo Unit Purchase Requirements:</p> <ul style="list-style-type: none"> • The Reseller must be an authorized Sony Reseller for the above-mentioned product lines. • The Demo Product must remain on display and be demonstrated for a minimum of 5 months. • If a demo product is sold before the 5 month minimum requirement, the Reseller <u>must immediately replace</u> the Demo unit with a store stock, or purchase a replacement unit at published reseller one "A" stock price. Failure to do so may result in the Reseller being ineligible for future Demo programs. • This program cannot be combined with any other promotions and the order must be placed on a separate purchase order. 	
<p>Terms and Conditions:</p>	
<p>Annual Promotion Period:</p>	<p>To purchase a demonstration unit and qualify for the discount, the attached Demo Availability Program Purchase form must be completed and submitted along with the Resellers PO. Demo products must be ordered, credit cleared and shipped between March 27, 2009 and March 26, 2010. Discounts will be applied at time of invoice.</p>
<p>Models/pricing:</p>	<p>PROFESSIONAL DISPLAY PRODUCTS - BUSINESS PROJECTORS AND ACCESSORIES EXCLUDING REPLACEMENT LAMPS. - PUBLIC DISPLAYS (FWD/KDL/KLH/GXD MODELS) and ACCESSORIES QUALIFY.</p>
<p>Backorder/ Future Order:</p>	<p>If Sony cannot ship a product due to backorder, Sony will make every reasonable effort to quickly fill the order. Orders will be filled and shipped on a first come, first served basis. No future orders will be accepted.</p>
<p>Quantity:</p>	<p>Limit of (2) two units of each display product per authorized Reseller location.</p>
<p>Purchase Order Instructions:</p>	<p>The attached Demo Availability Program form must be completed in entirety and submitted along with the Resellers purchase order for processing. The discount will be applied at the time of invoice.</p> <p>The purchase order must be for Demo products only. Sony has the right to audit compliance with this program at any time.</p>
<p>Reseller Status:</p>	<p>This program is available only to Resellers in good standing at the time of the order and shipment of Demo products. Sony reserves the right to reject any order from any Reseller to whom Sony does not intend to offer a 2009 Reseller Agreement.</p>
<p>Changes/ Cancellations:</p>	<p>Sony may change or cancel this promotion at any time.</p>

ShoAir PROJECTOR Product Loan Request Form

All Fields Must be Complete for Product to Ship

When complete email to: sony@shoair.com

Date _____

Product(s) _____

Accessories _____

Are Lenses needed? ____ (Yes/No)

If going to a customer, a Projector Loan Agreement must be completed.

Has a Projector Loan Agreement been signed? __N/A__ (Yes/No)

Please send the evaluation(s) to :

Customer _____

Contact _____

Address _____

Contact Email _____

Rep Email _____

Customer Phone _____

Fax _____

Ship Date _____

ETA Date _____

Return Date _____

Budget Code _____

Loan Reason

NOTE: All loans are for customer demos and evaluations only! ShoAir stock is NOT to be used for trade shows or any other reasons. By submitting this form you agree to this statement. Any exceptions must be authorized by Sander Phipps

All projector loans are for two weeks maximum. Please try to minimize this to one week if possible. If you need additional time, please contact Sander Phipps.

Sander.Phipps@am.sony.com

301-918-2767

ShoAir PUBLIC DISPLAY Product Loan Request Form

All Fields Must be Complete for Product to Ship
 When complete email to: sony@shoair.com

Date

Product(s)

ACCESSORIES for FWD/GXD	Are speakers needed? (Yes/No) Is a stand needed? (Yes/No) Specify Type: Are Optional Plug in boards needed? (Yes/No) If so, which one(s)?
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BKM-FW50 for FWD	Media Players will be included with each FWD display <i>Choose the default theme for the content when powered on:</i>
1. Travel 2. Grocery 3. Fashion 4. Museum 5. Corporate	6. Cinema 7. Car Dealer 8. Why Signage? 9. A Few of Each Category (If not completed, #9 will be used)

MA2/KDL	For KDL-xxS5100/9 select the module that will ship with the TV.
/NA = No module, this configuration is not available for sales though /92 = RS232 control for DS and connectivity to Enseio STB for LodgeNet, etc. /93 = MTI/SP for most PPV providers other than LodgeNet, such as Guest-tek and nSTREAMS	

If going to a customer, a Public Display Loan Agreement must be completed.
 Has a Public Display Loan Agreement been signed? (Yes/No)

Please send the evaluation(s) to :

Customer

Contact

Address

Email

Phone

Fax

Ship Date

ETA Date

Return Date

Budget Code

Business Potential

Loan Reason

All loans are for customer demos and evaluations only! By submitting this form you agree to this statement. Any exceptions must be authorized by Cassidy Young.

All public display loans are for two weeks maximum. Please try to minimize this to one week if possible.

If you need additional time, please contact Cassidy Young: Cassidy.young@am.sony.com 858-942-2286