



# Promotion

DATE: OCTOBER 15, 2004 04-0556

TO: DIRECT SALES PERSONNEL  
GROUP ONE REPRESENTATIVES  
DIRECT SYSTEM INTEGRATOR  
BROADCAST PRODUCTS RESELLER

FROM: KOICHI YAMANAKA, PETER DI IORIO

PROMOTION: MFS-2000 SWITCHER "NO ADDITIONAL CHARGE PFV-SP3300 FRAME"  
PROMOTION

We are pleased to announce our special "No additional charge PFV-SP3300 Frame" promotion for the MFS-2000. Any end-user, Direct System Integrator or Broadcast Products Reseller that purchases the **MFS-2000 + BZS-2000M** small multi-format switcher system within the promotion period is eligible for the PFV-SP3300 signal processing frame at no additional charge.

MODEL	DESCRIPTION	REGULAR SUGGESTED LIST PRICE
PFV-SP3300	Signal processing frame for HKSP series signal processing boards	\$4,310.00

The PFV-SP3300 is a 3 RU signal processing frame that accommodates up to 17 HKSP series signal processing boards that are compliant with multi-format and multi bit-rate operation. The PFV-SP3300 and HKSP-series signal processing together with the compact MFS-2000 multi-format switcher provide a simple, but powerful, and complete HD solution for all your HD requirements. Please ask your Account Manager and Sales Support Engineer for an MFS-2000 and HKSP-series processor configuration and quotation.

#### TERMS AND CONDITIONS

<b>Type of promotion:</b>	No additional charge promotion
<b>Promotion Period:</b>	October 15, 2004 through December 31, 2004
<b>Models/Pricing:</b>	No additional charge: PFV-SP3300
<b>Eligible Models:</b>	<b>MFS-2000 + BZS-2000M (Must purchase both products on one invoice)</b> Features and specification subject to change without notice
<b>Orders:</b>	Eligible orders must be placed, credit cleared and shipped by December 31, 2004. Backorders for original orders placed within the promotion period will qualify. Future orders will not qualify.
<b>Rep Commission:</b>	There is no rep commission on no-additional-charge goods
<b>Change/Cancellation:</b>	Sony may change or cancel this promotion at any time.

Please contact your Sony account manager and Sales Support Engineer with any questions that you may have about this promotion.

Good selling!

Koichi "Kevin" Yamanaka  
Marketing Manager / Live Production Systems  
Business Solutions and Systems Company

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