


Promotion

DATE: MAY 29, 2006 **06-0218**
TO: BPSD RESELLERS
FROM: MARK BONIFACIO
SUBJECT: BVM AND BVM-D SERIES B STOCK PROMO PRICING

Sony is pleased to offer significant savings on the balance of our B class monitors in the BVM SD master monitor line as well as the BVM-D series of HD master monitor. Act fast to take advantage of these reduced prices on barely used monitors just returning from the Torino Games and NAB.

In addition to the direct savings indicated below, purchases of these models will still qualify for the rebate offered to Elite level resellers for BVM monitor purchases. Please reference bulletin 06-0088 for specific details.

PRODUCT NAME	BRIEF DESCRIPTION	SUGGESTED LIST PRICE	B STOCK PRICE	PROMOTION PRICE	SAVINGS
BVM-D32E1WU.B	32", 16:9 HD/SD CRT Master Monitor*	\$42,850.00	\$29,502.23	\$28,000.00	\$1,502.23
BVM-D24E1WU.B	24", 16:9 HD/SD CRT Master Monitor*	\$26,055.00	\$17,938.87	\$16,500.00	\$1,438.87
BVM-D20F1U.B	20", 4:3 HD/SD CRT Master Monitor*	\$13,655.00	\$9,401.47	\$8,500.00	\$901.47
BVM-D14H5U.B	14", 4:3 HD/SD CRT Master Monitor*	\$5,925.00	\$4,079.36	\$3,200.00	\$879.36
BVM-D14H1U.B	14", 4:3 HD/SD CRT Master Monitor*	\$5,395.00	\$3,714.46	\$3,000.00	\$714.46
BVM-D9H5U.B	9", 4:3 HD/SD CRT Master Monitor*	\$5,195.00	\$3,576.76	\$2,100.00	\$1,476.76
BVM-D9H1U.B	9", 4:3 HD/SD CRT Master Monitor*	\$4,660.00	\$3,208.41	\$2,000.00	\$1,208.41
BVM-14F5U.B	14", 4:3 SD CRT Master Monitor*	\$6,245.00	\$4,299.68	\$2,000.00	\$2,299.68

- viewable area, measured diagonally

BVM AND BVM-D SERIES B STOCK PROMO PRICING
BULLETIN #06-0218
Page Two

In addition to the above mentioned monitors, we still have B class availability of the following BVM accessories:

PRODUCT NAME	BRIEF DESCRIPTION	SUGGESTED LIST PRICE	ORIGINAL PRICE	PROMO PRICE	SAVINGS
BKM-21D.B	SDI (2) Input Option, BVM-D20, BVM-D24, BVM-D32	\$2,202.00	\$1,387.26	\$961.84	\$425.42
BKM-42HD.B	HD-SDI (2) Input Option, BVM-D20, BVM-D24, BVM-D32	\$6,745.00	\$4,249.35	\$3,601.48	\$647.87

Please note that due to limited inventory, we will not fulfill any orders for the above BKM optional accessories without an accompanying order for a BVM main model. All main models ordered are entitled to one HD board and one SD board only. BKM-10R and BKM-11R sales are limited to one per BVM-D20, BVM-D24 or BVM-D32 unit only. All orders placed will be reviewed by marketing for accuracy prior to allocation.

**BVM AND BVM-D SERIES B STOCK PROMO PRICING
BULLETIN #06-0218
Page Three**

TERMS AND CONDITIONS

Promotion Period:	May 29, 2006 through September 25, 2006
Models/Pricing:	Special promotional pricing for remaining B class inventory noted above.
Backorder/Future Order:	All orders must be placed, credit cleared and shipped by September 25, 2006 to be eligible for this promotion. Orders placed, credit cleared and with a requested delivery date past September 25, 2006 will not be eligible. All orders will be filled only while supplies last.
Mixing of Promotions:	May not be combined with any other promotions..
Quantity:	There are no quantity limitations on main models, subject to availability. Customers are limited to one SD board (BKM-20D, BKM-21D, BKM-120D) and one HD board (BKM-142HD, BKM-41HD, BKM-42HD) per main model BVM ordered. SD and HD boards ordered must be compatible with the main model BVM ordered. Allocation of the order is subject to review and approval by Marketing.
Change/Cancellation:	Sony may change or cancel this promotion at any time.

Full features, benefits, and specifications for the monitors and the accessories are available on-line at www.sony.com/professional.

Please contact your local Account Manager for further information.

Good Selling!

Mark Bonifacio
Marketing Manager - Monitors and Digital Signage
Broadcast and Production Systems Division
Broadcast and Business Solutions Company