



# Bulletin

DATE: JUNE 15, 2008 08-0105  
 TO: SECURITY SYSTEM MASTER STOCKING DISTRIBUTOR, SECURITY SYSTEM STOCKING  
 DISTRIBUTOR, VISUAL IMAGING DISTRIBUTOR, VIDEO CONFERENCING  
 DISTRIBUTOR, MEDICAL SYSTEM INTEGRATOR, MEDICAL SYSTEM INTEGRATOR  
 NATIONAL ACCOUNT, SECURITY SYSTEM INTEGRATOR  
 FROM: JOHN HOLMES JR.  
 SUBJECT: FY08 PUBLIC DISPLAY PRICE REDUCTIONS - DEALER - **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 DEALER PRICE | NEW DEALER 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   |

FY08 PUBLIC DISPLAY PRICE MOVES - DEALER  
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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 | \$864.00   | <b>\$792.00</b>   | \$899.99   |
| VSP-AD7L100   | \$1,400.00 | \$1,100.00 | \$1,008.00 | <b>\$792.00</b>   | \$899.99   |
| VSP-AD7L50    | \$800.00   | \$700.00   | \$576.00   | <b>\$504.00</b>   | \$599.99   |
| VSP-AM7       | \$800.00   | \$800.00   | \$576.00   | <b>\$576.00</b>   | \$699.99   |
| VSP-NS7       | \$2,300.00 | \$2,000.00 | \$1,656.00 | <b>\$1,440.00</b> | \$1,599.99 |

Note: Normal price protection policies apply.  
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John Holmes Jr.  
 Marketing Manager - Public Display  
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