Bulletin

DATE: OCTOBER 15, 2005   05–0522

TO: STANDARD CONSUMER DEALER
                 NATIONAL ACCOUNT DEALER

FROM: MINA ENOKIDA

SUBJECT: 50″ PLASMA BUNDLE INTRODUCTION (CONSUMER)

Sony is proud to announce the new 50″ plasma home theater bundle only available to the Standard Consumer Dealers and National Account Dealers.

PRODUCT NAME	DESCRIPTION	RETAIL	DEALER COST	SHIPPING DIMENSION/ WEIGHT	UPC CODE	AVAILABILITY
PMB-50HX1	50″ HD TV plasma monitor and detachable speakers	$4,299.00	$2,880.33	21" x 58" x 45"(height)1 70LB	027242231818	October 15, 2005

Suggested Profit Picture Guideline. Actual selling price may vary.

Metalic Silver Bezel with Silver Speakers

   The PMB-50HX1 is a perfect solution for those consumer customers that demand a large 50″ TV monitor with flexible inputs and options. (Speakers will be included in the package. Not attached to the monitor)

Features and Benefits:	**Convenience Bundle** The PMB-50HX1 bundle includes a high quality HDTV monitor, and detachable Sony Digital Stereo Speakers. This provides the key elements for selling to your consumer customers that want the quality of Sony and understand the value of a tuner-less display. **Panel Quality** The display has a long-life panel 60,000 hours to half brightness, and 10,000:1 contrast ratio performance. Combined with a panel capable of 1.07 Billion colors, the result is a life-like image with rich color reproduction for home theater applications. The 1366 x 768 native resolution is capable of delivering HD performance in an elegant flat display design. The display is capable of handling various input timings and sources, including Video and PC timings for use with up to 1080i video or 1600x1200 PC timing. **Flexible Inputs** The display comes ready to work with a wide array of video devices or PC applications. Inputs include support for analog and digital HD video (using Component to HD15 cable, or DVI-D Cable with HDMI™ to DVI-HDCP), as well as PC input, using HD15 (RGB/YUV) or DVI-HDCP inputs. This display is also capable of using compatible Sony expansion cards for additional inputs or networking control. The display has two available card slots, with one populated with a Composite (BNC) / S-Video input card with shared L/R audio input. **Additional Features** The display supports Picture-In-Picture as well as Picture-and-Picture features for flexible multi-tasking A new user-selected screen saver feature adds a signal monitor that identifies a static image on the screen that can cause permanent image retention. If the display senses this static video image for several minutes, it will automatically dim the display brightness to reduce the potential effect of permanent image retention. (results may vary, and this is not a guarantee of preventing permanent image retention) Discrete IR Codes are available for use with installations where control systems are used with the Control-S (In/Out) or front IR sensor. In addition, users may select from the Onscreen Display (OSD) a setting to fix the input to maintain its current setting.

Additional Features (Cont.)

RS232C port and serial control available for advanced installations.

Included accessories make a difference for easy installations, which is why Sony includes a 3 meter Component (Y/Pb/Pr) to HD15 cable for connecting Digital Cable or Satellite receivers. Also included are a HDMI™ to DVI-HDCP adapter and DVI-D cable for versatile digital connections.

Specifications:

Panel

Resolution	1366 x 768
Contrast Ratio	10,000:1
Colors	1.07 billion
Panel Life	60,000 hours to half brightness

Inputs

DVI (HDCP)	1	(3m DVI cable provided)
Analog (Component/RGB)	1	(3m Component to HD15 cable provided)
Option Video Card	1	S-Video (in/out) / Composite (BNC) (In/Out) (BNC adapter provided)Option Slots
	2	(One slot populated with S-Video/Composite card)
RS232C	1	(9 Pin serial)
Control-S	2	(In and Out – for IR input)

Features

PIP/PAP	Picture In Picture / Picture & Picture
Multi-Display Set up	Quick set up for display walls and matrix
Anti-Image Retention	Auto Dimmer detects still image and dims display to reduce potential for image retention
Control Systems codes for all inputs	RS232 control, IR input/out through Control-S, discrete IR

General Information of the 50 inch plasma panel

Dimensions	1256 x 753 x 112 mm
Weight	44 kg
Power Consumption	440W
FCC Regulation	FCC Class B
Dimensions	1256 x 753 x 112 mm
Warranty	2 years parts and labor, 1 year panel on site warranty

Optional accessories:

Model	Description – Primary Flat Panel Accessories	List Price	Reseller Price
	INPUT BOARDS		
BKM-FW11	Component/RGB Input board using 5-BNC Connectors	$149.00	$104.30
BKM-FW12	RGB/Component active loop through	$149.00	$104.30
	WALL MOUNTS / STANDS		
SFM1	Flat wall mount	$199.00	$139.30
PLP-91/D	Tilt Wall Mount (Up to 15 degrees tilt without adjusting screws. Also good for portrait)	$245.00	$171.50
SPM-TRI/C	Clear Table Top Stand for all PlasmaPro™ FWD LCD Monitors	$325.00	$227.50
SPM-TRI/E	Silver Table Top Stand for all PlasmaPro™ and FWD LCD Monitors	$279.00	$195.30
	NETWORKING		
EBS-N200D	Network Media Player which allows for status, control and streaming over IP for all models. With 2GB hard drive.	$949.00	$664.30
BKM-FW32	Internal Network Management Device. Allows for status, control via IP. Internal card for the FWD-32LX1 and FWD42LX1	$499.00	$349.30
	TV TUNER/ HOTEL		
ICS-SP20	New Internal card TV tuner. Also comes with Hotel networking for use in hospitality. Card available for FWD50PX1, FWD32LX1 and FWD42LX1	$449.00	$314.30
EBS-SP15	Hospitality clone device	$749.00	$524.30

If you have any questions, please contact your Sony Account Manager.

Good Selling!

Mina Enokida, Marketing Manager
Displays Marketing, HPD, Sony