



Promotion

Revision of Bulletin # 04-0556

DATE: OCTOBER 15, 2004 04-0560

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

Type of promotion:	No additional charge promotion
Promotion Period:	October 15, 2004 through December 28, 2004
Models/Pricing:	No additional charge: PFV-SP3300
Eligible Models:	MFS-2000 + BZS-2000M (Must purchase both products on one invoice) Features and specification subject to change without notice
Orders:	Eligible orders must be placed, credit cleared and shipped by December 28, 2004. Backorders for original orders placed within the promotion period will qualify. Future orders will not qualify.
Rep Commission:	There is no rep commission on no-additional-charge goods
Change/Cancellation:	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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