



DATE: JUNE 15, 2004 04-0237
 TO: DISPLAY PRODUCTS RESELLERS
 FROM: MINA ENOKIDA
 SUBJECT: INTRODUCTION OF PFM-42X1 NEW 42" XGA PLASMA (DI SPLAY)
 PROMOTION: DEMO SPECIAL

Sony is pleased to introduce the exciting new high contrast and brightness **42" plasma**, PFM-42X1. A high definition 42" plasma with industry leading lifespan of up to **60,000 hours** (typical plasma provides 25k-30k hours) and displays over **1.07 billion colors!**

PRODUCT NAME	BRIEF DESCRIPTION	SUGGESTED LIST PRICE	SPPG	RESELLER PRICE	DEMO SPECIAL 6/15/2004-8/15/2004	AVAILABLE TO SHIP
PFM-42X1/B	42" high def plasma (black bezel)	\$5,899.00	\$4,599.99	\$3,775.36	\$3,209.06	July 21, 2004 (Order now!!)
PFM-42X1/S	42" high def plasma (silver bezel)	\$5,899.00	\$4,599.99	\$3,775.36	\$3,209.06	July 21, 2004 (Order now!!)
BKM-V11	Component/RGB with 5BNC's (allows two Component / RGB inputs) for PFM42V1 and PFM42X1	\$149.99	\$149.99	\$104.99	\$89.24	Existing model
BKM-V12	Component/RGB Active Loop Through for PFM42V1 and PFM42X1	\$149.99	\$149.99	\$104.99	\$89.24	July 21, 2004 (Order now!!)
SS-SP20B/B	Black Speakers for PFM42V1/B and PFM42X1/B	\$275.00	\$275.00	\$192.50	\$163.63	Existing model
SS-SP20B/S	Silver Speakers for PFM42V1/S and PFM42X1/S	\$275.00	\$275.00	\$192.50	\$163.63	Existing model

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Product Description:

New 42" High Definition 1024 x 768 progressive scan plasma display.

Features and Benefits:

Industry leader with 60,000 hour life([Approximate hours based on the panel's half-life](#)) / Able to display over **1.07 billion colors** / Integrated amplifier (7W+7W) with optional speakers / **300% increased contrast** from previous model PFM42B2/ Picture and picture/ Additional **imprint reduction** features / **Digital DVI -HDCP** &Analog HD-15 / DDC-2CI allows additional display control capability

Suggested Applications:

The PFM-42X1 is a perfect solution for your high resolution display needs in the conference room and digital signage opportunities. The lifecycle of 60,000 hours will now allow your customers to use plasmas for 24x7 applications needs and receive approx. 7 years of great picture quality.

Optional Accessories

BKM-V11: Component/RGB with 5BNC's

BKM-V12: Component/RGB Active Loop Through **←NEW!**

SS-SP20B/B, SS-SP20B/S: Matching speakers

WALLBRACKET: Wall mount with tilt up to 12 degrees.

PLP-91/C: Wall mount with tilt up to 15 degrees. Usable for portrait mounting.

SPM-TRI/C: Clear color(Acrylic) tabletop stand matching both bezel colors

NSP-100: Network Storage Player

EBS-N100: Network Management Device **←NEW!** (Bulletin #04-0245)

EBS-N200: Network Streaming Content Device **←NEW!** (Bulletin #04-0245)

EBS-SP10: TV Tuner with Hotel Networking **←NEW!** (Bulletin #04-0245)

Demo Special

The PFM42X1 and any of the optional accessories above will be part of the 2004 Power Demo Program (see Bulletin #04-0073 for all terms and conditions of this program). You may purchase these products at 15% off published dealer one "A" stock price. **The demo purchase period will be: June 15, 2004 through August 15, 2004.** Don't miss this great chance for you to see how great the 1 billion color plasma really looks!

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Demo Requirements

- The demo product must remain on display and demonstrated for a period of 5 months. Sony has the right to audit compliance with this program at any time.
- This program cannot be combined with any other promotion and must be placed on a separate purchase order.
- Fill out attached demo form and attach with Purchase order. Purchase orders should clearly identify the price as being in accordance with the demo program.
- Demo orders must be credit cleared and shipped within the promotion period. No future orders will be accepted.
- Up to two (2) of each qualifying models and accessories for each store location.
- Sony may change or cancel this promotion at any time.

Features and specifications subject to change without notice.

Brochures available in Comac:

- #D316: Latest plasma line up brochure
- #D313: Projectors & Plasma - Age of Digital Networking
~how Sony is impacting the digital signage market

Website with detailed specs: www.sony.com/professional

Please contact your local Account Manager for further information.

Good Selling!

Mina Enokida, Plasma Marketing Manager
IT and Professional Displays Marketing, HPD, Sony

SONY®

POWER DEMO PROGRAM

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Demo Purchase Period:

June 15, 2004 through August 15, 2004

Reseller Name: _____

Address: _____

Number of Reseller Authorized Business Locations Per FY04 Reseller Agreement : _____

Please indicate the model(s) you will purchase under the PFM42X1 DEMO PROGRAM

The Terms and Conditions of the 2004 Power Demo Demonstration Program, Bulletin #04-0073, will apply for the purchase of the PFM42X1 and optional accessories shown on this form. **You may purchase these units at 15% off published dealer one "A" stock price. You may purchase up to 2 pieces of each eligible model for up to 4 authorized business locations.**

DEMONSTRATION PRODUCT	DEMO PRICE	QUANTITY
PFM-42X1/B	\$3,209.06	
PFM-42X1/S	\$3,209.06	
BKM-V11	\$89.24	
BKM-V12	\$89.24	
SS-SP20B/B	\$163.63	
SS-SP20B/S	\$163.63	
WALLBRACKET	\$145.78	
PLP-91/C	\$169.58	
SPM-TRI /C	\$193.38	

The above Reseller currently has a Sony Reseller Agreement with schedules for all of the products listed above. I hereby understand that the terms and conditions of the Reseller Agreement and the Power Demo Program apply to the Reseller's purchase of eligible products hereunder.

Reseller Principal Signature

Print Name

Account Manager Signature

Print Name

****SONY ACCOUNT MANAGER MUST COMPLETE DEMO ORDER ON BEHALF OF RESELLER AND FORWARD A COMPLETED COPY TO THE APPROPRIATE REGIONAL MANAGER****