


**Promotion**

DATE: JUNE 15, 2004

04-0241

TO: DIRECT SYSTEM INTEGRATORS

FROM: MINA ENOKIDA

SUBJECT: INTRODUCTION OF PFM-42X1 NEW 42" XGA PLASMA (DIRECT SI)

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       | SI PRICE   | DEMO SPECIAL<br>6/15/2004-<br>8/15/2004 | AVAILABLE TO SHIP                     |
|--------------|---|----------------------|------------|------------|---|---------------------------------------|
| PFM-42X1/B   | 42" high def plasma (black bezel)   | \$5,899.00           | \$4,599.99 | \$3,657.38 | \$3,257.38                              | July 21, 2004<br><b>(Order now!!)</b> |
| PFM-42X1/S   | 42" high def plasma (silver bezel)  | \$5,899.00           | \$4,599.99 | \$3,657.38 | \$3,257.38                              | July 21, 2004<br><b>(Order now!!)</b> |
| 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<br><b>(Order now!!)</b> |
| 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 #04-0246)  
**EBS-N200:** Network Streaming Content Device ←NEW! (Bulletin #04-0246)  
**EBS-SP10:** TV Tuner with Hotel Networking ←NEW! (Bulletin #04-0246)

**Demo Special:** Get \$400.00 discount from the published SI one-piece "A" stock price if you purchase a PFM42X1 for demo use, get 15% off any of the optional accessories above **between 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 (2) two 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 in the digital signage market

Website with detailed specs: [www.sony.com/professional](http://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®

## PFM42X1 DEMO PROGRAM

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Demo Purchase Period:

June 15, 2004 through August 15, 2004

SI Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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

**You may purchase the PFM42X1/B and PFM42X1/S at \$400.00 off the published dealer one "A" stock price. The accessories can be purchased at 15% off published dealer one "A" stock price.**

**You may purchase up to 2 pieces of each eligible model for each location.**

| DEMONSTRATION PRODUCT | DEMO PRICE | QUANTITY |
|-----------------------|------------|----------|
| PFM-42X1/B            | \$3,257.38 |          |
| PFM-42X1/S            | \$3,257.38 |          |
| 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 SI currently has a Sony SI Agreement with schedules for all of the products listed above. I hereby understand that the terms and conditions of the SI Agreement and the Demo Program apply to the SI's purchase of eligible products hereunder.

\_\_\_\_\_  
SI Principal Signature

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Account Manager Signature

\_\_\_\_\_  
Print Name

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