


Bulletin

DATE: JUNE 01, 2008

08-0097-**REVISION**

TO: LCD PROJECTORS AND PUBLIC DISPLAY RESELLERS

FROM: JOHN HOLMES JR.

SUBJECT: FY08 PUBLIC DISPLAY PRICE REDUCTIONS - RESELLERS

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.

PRODUCT NAME	FORMER SUGGESTED LIST PRICE	NEW SUGGESTED LIST PRICE	FORMER RESELLER PRICE	NEW RESELLER 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	\$899.00	\$793.00	\$899.99
FWD-32LX2F/BT	\$2,060.00	\$1,800.00	\$1,277.20	\$1,098.00	\$1,249.99
FWD-32LX2F/S	\$1,450.00	\$1,300.00	\$899.00	\$793.00	\$899.99
FWD-32LX2F/ST	\$2,060.00	\$1,800.00	\$1,277.20	\$1,098.00	\$1,249.99
FWD-40LX2F/B	\$2,200.00	\$2,000.00	\$1,364.00	\$1,220.00	\$1,399.99
FWD-40LX2F/BI	\$2,399.00	\$2,150.00	\$1,487.38	\$1,311.50	\$1,499.99
FWD-40LX2F/BT	\$2,800.00	\$2,600.00	\$1,736.00	\$1,586.00	\$1,799.99
FWD-40LX2F/BTI	\$2,399.00	\$2,700.00	\$1,487.38	\$1,647.00	\$1,899.99
FWD-40LX2F/S	\$2,200.00	\$2,000.00	\$1,364.00	\$1,220.00	\$1,399.99
FWD-40LX2F/SI	\$2,399.00	\$2,150.00	\$1,487.38	\$1,311.50	\$1,499.99
FWD-40LX2F/ST	\$2,800.00	\$2,600.00	\$1,736.00	\$1,586.00	\$1,799.99
FWD-40LX2F/STI	\$2,399.00	\$2,700.00	\$1,487.38	\$1,647.00	\$1,899.99
FWD-50PX3/B	\$2,700.00	\$2,500.00	\$1,890.00	\$1,525.00	\$1,799.99
FWD-50PX3/BT	\$3,413.00	\$3,000.00	\$2,389.10	\$1,830.00	\$2,099.99
FWD-50PX3/S	\$2,700.00	\$2,500.00	\$1,890.00	\$1,525.00	\$1,799.99
FWD-50PX3/ST	\$3,413.00	\$3,000.00	\$2,389.10	\$1,830.00	\$2,099.99
GXD-L52H1	\$6,800.00	\$6,500.00	\$4,216.00	\$3,965.00	\$4,499.99
ICS-FW40D	\$1,199.00	\$1,199.00	\$839.30	\$839.30	\$949.99

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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	\$1,364.00	\$1,220.00	\$1,399.99
KLH-W26	\$1,299.00	\$1,100.00	\$805.38	\$671.00	\$749.99
KLH-W26/S	\$1,379.00	\$1,200.00	\$854.98	\$732.00	\$849.99
KLH-W26/ST	\$1,978.00	\$1,700.00	\$1,226.36	\$1,037.00	\$1,199.99
KLH-W26/T	\$1,913.00	\$1,600.00	\$1,186.06	\$976.00	\$1,124.99
KLH-W32	\$1,450.00	\$1,250.00	\$899.00	\$762.50	\$899.99
KLH-W32/S	\$1,530.00	\$1,350.00	\$948.60	\$823.50	\$949.99
KLH-W32/ST	\$2,129.00	\$1,850.00	\$1,319.98	\$1,128.50	\$1,299.99
KLH-W32/T	\$2,060.00	\$1,750.00	\$1,277.20	\$1,067.50	\$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	\$1,364.00	\$1,342.00	\$1,724.99
SIMPLESIGN-32	\$2,500.00	\$2,500.00	\$1,550.00	\$1,525.00	\$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	\$840.00	\$770.00	\$899.99
VSP-AD7L100	\$1,400.00	\$1,100.00	\$980.00	\$770.00	\$899.99
VSP-AD7L50	\$800.00	\$700.00	\$560.00	\$490.00	\$599.99
VSP-AM7	\$800.00	\$800.00	\$560.00	\$560.00	\$699.99
VSP-NS7	\$2,300.00	\$2,000.00	\$1,610.00	\$1,400.00	\$1,599.99

Note: Normal price protection policies apply.
 Please contact your Sony Account Manager should you have any questions.
 Good Selling!

John Holmes Jr.
 Marketing Manager - Public Display
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