



Bulletin

DATE: JULY 29, 2005 05-0360

TO: BPSD RESELLERS
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FLAT PANEL DISPLAY PRODUCTS DISTRIBUTORS
CIS A/V SPECIALISTS
DIRECT SYSTEM INTEGRATOR
LARGE VENUE SYSTEM INTEGRATOR

FROM: MARK BONIFACIO

SUBJECT: RESELLER PRICE REDUCTION ON SELECT DISCONTINUED PVM MODELS

Sony is pleased to announce reseller price reduction on select discontinued PVM models. This price reduction is effective for new orders only and while inventory last. There is limited inventory remaining on these discontinued models. The PVM line of CRT professional video monitors was discontinued in November 2004 and replaced with LUMA™ LCD Professional Video monitors.

RESELER PRICE REDUCTION ON SELECT PVM MONITORS**BULLETIN #05-0360**

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PRODUCT NAME	BRIEF DESCRIPTION	SUGGESTED LIST PRICE	QTY	OLD RESELLER PRICE	NEW RESELLER PRICE
PVM-20L2	20"* CRT Color Monitor	\$2,943.00	1	\$2,089.53	\$1,839.38
			2-9	\$2,060.10	\$1,809.95
			10+	\$2,001.24	\$1,692.23
PVM-14L5/1	14"* CRT Color Monitor	\$2,295.00	1	\$1,629.45	\$1,434.38
			2-9	\$1,606.50	\$1,411.43
			10+	\$1,560.60	\$1,319.63
PVM-9L1	9"* CRT Color Monitor	\$885.00	1	\$628.35	\$553.13
			2-9	\$619.50	\$544.28
			10+	\$601.80	\$508.88
PVM-96	9"* CRT Monochrome Monitor	\$902.00	1	\$640.42	\$563.75
			2-9	\$631.40	\$554.73
			10+	\$613.36	\$518.65

*Viewable area measured diagonally

Please contact your local Account Manager for further information.

Good Selling!

Mark Bonifacio
Marketing Manager
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