



Bulletin

DATE: JUNE 15, 2008 08-0093
 TO: DIGITAL PHOTOGRAPHY PRODUCT RESELLERS, MEDICAL SYSTEM PRODUCT RESELLERS, MEDICAL SYSTEM PRODUCT RESELLERS NATIONAL ACCOUNTS, SECURITY SYSTEM RESELLERS, DATA SYSTEMS SOLUTIONS PRODUCTS
 FROM: JOHN HOLMES JR.
 SUBJECT: FY08 PUBLIC DISPLAY PRICE REDUCTIONS - **REVISION**

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. **Please note there were some incorrect prices on the original bulletin.**

| 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 | \$942.50 | \$845.00 | \$899.99 |
| FWD-32LX2F/BT | \$2,060.00 | \$1,800.00 | \$1,339.00 | \$1,170.00 | \$1,249.99 |
| FWD-32LX2F/S | \$1,450.00 | \$1,300.00 | \$942.50 | \$845.00 | \$899.99 |
| FWD-32LX2F/ST | \$2,060.00 | \$1,800.00 | \$1,339.00 | \$1,170.00 | \$1,249.99 |
| FWD-40LX2F/B | \$2,200.00 | \$2,000.00 | \$1,430.00 | \$1,300.00 | \$1,399.99 |
| FWD-40LX2F/BI | \$2,399.00 | \$2,150.00 | \$1,559.35 | \$1,397.50 | \$1,499.99 |
| FWD-40LX2F/BT | \$2,800.00 | \$2,600.00 | \$1,820.00 | \$1,690.00 | \$1,799.99 |
| FWD-40LX2F/BTI | \$2,399.00 | \$2,700.00 | \$1,559.35 | \$1,755.00 | \$1,899.99 |
| FWD-40LX2F/S | \$2,200.00 | \$2,000.00 | \$1,430.00 | \$1,300.00 | \$1,399.99 |
| FWD-40LX2F/SI | \$2,399.00 | \$2,150.00 | \$1,559.35 | \$1,397.50 | \$1,499.99 |
| FWD-40LX2F/ST | \$2,800.00 | \$2,600.00 | \$1,820.00 | \$1,690.00 | \$1,799.99 |
| FWD-40LX2F/STI | \$2,399.00 | \$2,700.00 | \$1,559.35 | \$1,755.00 | \$1,899.99 |
| FWD-50PX3/B | \$2,700.00 | \$2,500.00 | \$1,755.00 | \$1,625.00 | \$1,799.99 |
| FWD-50PX3/BT | \$3,413.00 | \$3,000.00 | \$2,218.45 | \$1,950.00 | \$2,099.99 |
| FWD-50PX3/S | \$2,700.00 | \$2,500.00 | \$1,755.00 | \$1,625.00 | \$1,799.99 |
| FWD-50PX3/ST | \$3,413.00 | \$3,000.00 | \$2,218.45 | \$1,950.00 | \$2,099.99 |
| GXD-L52H1 | \$6,800.00 | \$6,500.00 | \$4,420.00 | \$4,225.00 | \$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 | \$1,430.00 | \$1,300.00 | \$1,399.99 |
| KLH-W26 | \$1,299.00 | \$1,100.00 | \$844.35 | \$715.00 | \$749.99 |
| KLH-W26/S | \$1,379.00 | \$1,200.00 | \$896.35 | \$780.00 | \$849.99 |
| KLH-W26/ST | \$1,978.00 | \$1,700.00 | \$1,285.70 | \$1,105.00 | \$1,199.99 |
| KLH-W26/T | \$1,913.00 | \$1,600.00 | \$1,243.45 | \$1,040.00 | \$1,124.99 |
| KLH-W32 | \$1,450.00 | \$1,250.00 | \$942.50 | \$812.50 | \$899.99 |
| KLH-W32/S | \$1,530.00 | \$1,350.00 | \$994.50 | \$877.50 | \$949.99 |
| KLH-W32/ST | \$2,129.00 | \$1,850.00 | \$1,383.85 | \$1,202.50 | \$1,299.99 |
| KLH-W32/T | \$2,060.00 | \$1,750.00 | \$1,339.00 | \$1,137.50 | \$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 | \$1,430.00 | \$1,430.00 | \$1,724.99 |
| SIMPLESIGN-32 | \$2,500.00 | \$2,500.00 | \$1,625.00 | \$1,625.00 | \$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 | \$864.00 | \$792.00 | \$899.99 |
| VSP-AD7L100 | \$1,400.00 | \$1,100.00 | \$1,008.00 | \$792.00 | \$899.99 |
| VSP-AD7L50 | \$800.00 | \$700.00 | \$576.00 | \$504.00 | \$599.99 |
| VSP-AM7 | \$800.00 | \$800.00 | \$576.00 | \$576.00 | \$699.99 |
| VSP-NS7 | \$2,300.00 | \$2,000.00 | \$1,656.00 | \$1,440.00 | \$1,599.99 |

Note: Normal price protection policies apply.
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 Good Selling!

John Holmes Jr.
 Marketing Manager - Public Display
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