

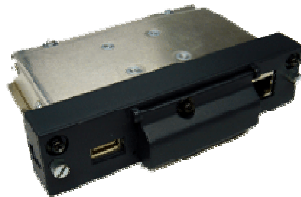
Promotion

DATE: OCTOBER 29, 2005 05-0560
 TO: DIRECT SYSTEMS INTEGRATOR
 FROM: MINA ENOKIDA
 SUBJECT: BKMFW50 NETWORK MEDIA CARD INTRODUCTION
 PROMOTION: DEMO (DIRECT SI)

Sony is proud to add the new BKM-FW50 to our rich line of IP networking solutions for the FWD Flat Panel line. We are also providing you with a very special demo price from October 29, 2005 to November 27, 2005. We hope this will allow for you to try out this great product.

PRODUCT NAME	DESCRIPTION	LIST PRICE & SPPG*	DIRECT SI COST	DEMO COST (10/29/2005-11/27/2005)	SHIPPING DIMENSION/WEIGHT	UPC CODE	AVAIL.
BKM-FW50	Network Media card	\$699.00	\$489.30	\$342.51	7x5.4x8.6" 1.4 LB	027242 681347	November 5, 2005

*Suggested Profit Picture Guideline. Actual selling price may vary.



The BKM-FW50 is a Network Media Card with a SD compact flash slot for cost effective **digital signage solutions**. Primarily for Mom & Pop shop to medium sized installs. It fits right into the display with simple automatic operation.

- Low cost solution
- Easy set up with no additional software needed.
- Local playback from SD Compact Flash card (card not included)
- Network streaming play
- Auto slide show mode using MPEG2, and/or JPEG with MP3 background audio
- PC presentation mode
- Auto content refresh
- Aspect ratio control, including auto-detect, 16:9 or 4:3 modes

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Suggested Applications: *Digital signage / POI: Mom & pop shop to medium sized installs. Set up one display or a network of displays to playback images and video locally or stream over a network.

Internal card solution makes a low cost and easy to install digital signage solution. With stand-alone operation, nothing but power to display is needed for adding the impact of digital signage a business of any size.

Using auto-start mode, the internal timer will automatically turn on display and start the digital signage playlist. At the end of the day, the timer will turn off the display.

Features and Benefits:

-Simple Stand-Alone Operation

- *Network configuration optional - no need for proprietary software! Uses Microsoft Internet Explorer compatible browser 6.0 or greater
- *Supported Media: MPEG2, JPEG, GIF, PNG, BMP and MP3
- *Easily transfer files from PC to Compact Flash for local playback
- *Presentation automatically starts at power on using monitor timer function
- *Auto content refresh feature allows units installed on network to be scheduled for automatic download of new content for local playback.
- *Remotely manage files and folders stored on local memory card.

-Network Streaming Operation

- *Configure and manage the display remotely across IP Network
- *Monitor status and control from remote locations
- *PC Presentation mode - Display your PC screen over IP to the display
- *With optional ID TALK or MMStation software, using SNMP protocol you can monitor and control multiple displays. This function provides the ability to read and write the display registers with specific values such as color temp and gamma. ID TALK and MMStation are available from Sony

Service.

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Specifications:

Video Output	Card Slot (direct to display)
Audio Output	Card Slot (direct to display)
Networking	10/100Base-T LAN
Network Input	RJ45
Control Output	Card Slot (direct to display)
Video Resolution	XGA
Video Format Supported	MPEG2
Graphic Format Supported	JPG, GIF, PNG, BMP
Audio Format Supported	MP3, MPEG2 (embedded audio track)
Network Protocol Supported	TCP/IP, SNMP
Storage (HDD/Flash)	CF Type II, Compact Flash, MicroDrive (not supplied)
Control Interface Web-based	Yes (Internet Explorer 6.0 or better)
Controlling Software	Web Page
Other	Streaming playback, local file playback, store files locally from server. Automatic start programmed by web page or remote commander. JPG slideshow with MP3 audio track. Remote PC presentation with downloadable VNC software.
Products Supported	Current FWD-42PV1 and the new FWD50PX2, FWD40LX1 and FWD32LX1R.

Demo Purchase Terms and Conditions

Your Requirements:	
<ul style="list-style-type: none"> • The Direct SI must be an authorized Sony Direct SI for the above-mentioned product line. • The Demo Product must remain in the Direct SI's possession for a minimum of 2 months. • If a demo product is sold prior to the close of the demo period, Direct SI <u>must immediately replace</u> the Demo unit with a store stock, or purchase a replacement unit at published Direct SI one "A" stock price. • Demo products may only be purchased from October 29, 2005 to November 27, 2005. • In the event a new Direct SI signs its Direct SI Agreement in the middle of the fiscal year, the Direct SI will have 30 days from that date to purchase their demo product. <p><u><i>This program cannot be combined with any other promotion and must be placed on a separate purchase order. Only one PO per period per authorized location is permitted.</i></u></p>	
Backorder/ Future Order:	If Sony cannot ship a product due to backorder, Sony will make every reasonable effort to quickly fill the orders. Orders will be filled and shipped on a first come, first served basis. Orders must be credit cleared and shipped by the 45 th day from the end of the applicable promotion period. No future orders will be accepted.
Quantity:	Up to (2) two of each qualifying model for each store location.
Purchase Order Instructions:	<p>Purchase Orders should clearly identify the price as being in accordance with the BKMF50 Demo Program. Orders may be placed from October 29, 2005 - November 27, 2005. Again, the Demo Product must remain on display and be demonstrated for a minimum of 2 months.</p> <p>The purchase order must be for Demonstration products only. Sony has the right to audit compliance with this program at any time.</p>
Direct SI Status:	This program is available only to Direct SI's in good standing at the time of the order and shipment of demonstration products. Sony reserves the right to reject any order from any Direct SI to whom Sony does not intend to offer a 2005 Direct SI Agreement.
Changes/ Cancellations:	Sony may change or cancel this promotion at any time.

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For more information, visit our website at www.sony.com/displays

Brochures available in Comac:

- #D324: Plasma and LCD brochure with **solutions**
- #D313: Projectors & Plasma - Age of Digital Networking
~how Sony is impacting the digital signage market

If you have any questions, please contact your Sony Account Manager.

Good Selling!

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

You have received this email advertisement because you have indicated a desire to receive communications from Sony Electronics regarding products, promotions, updated information and services.

SONY®

2005 2H DEMO PROGRAM

FOR BKMF50 ONLY

BULLETIN #05-0560

Demo Purchase Period:

OCTOBER 29, 2005 - NOVEMBER 27, 2005

Direct SI Name: _____

Address: _____

Number of Direct SI Authorized Business Locations Per FY05 Direct SI Agreement:

Please indicate the quantity you will purchase under the 2005 2H Demonstration Program. You may purchase these units at 30% off published Direct SI one "A" stock price. Quantity limit is 2 units per location.

DEMONSTRATION PRODUCT	QUANTITY
BKMF50	

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

Direct SI Principal Signature

Print Name

Account Manager Signature

Print Name

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