Sony Electronics Inc.

SONY



DATE: APRIL 11, 2008 08-0142 - UPDATE

TO: LCD PROJECTOR and PUBLIC DISPLAY RESELLER

DMR ACCOUNT MANAGER

FROM: SHARI SENTLOWITZ, GOVERNMENT AND EDUCATION MARKETING MANAGER

SUBJECT: EYE ON EDUCATION -SONY EDUCATION DISPLAY PROGRAM FOR ENDUSERS

TYPE: GENERAL

Sony is pleased to extend the Sony Display Education Program, "Eye on Education" previously announced October 15, 2007 in bulletin 07 -0472. This is an end-user program focused on K- 12 and Higher Education customers.

The Eye on Education program is designed to make it simple and rewarding for schools to buy Sony displays and projectors. This is a comprehensive program offering <u>special education pricing</u>, <u>warranty extensions</u>, <u>ways to earn Sony product at no additional charge</u>, <u>trade-in program</u>, <u>financing solutions and more</u>.

Below is a summary of the program that will be offered to K-12 and Higher Education end user customers. Complete program details can be found on http://www.sony.com/eyeoneducation and marketing collateral for resellers and distributors to use to promote the program to your customers can be found at www.sony.com/adkit.

Competitive Education Pricing

Sony's projectors and displays are aggressively priced for even the tightest of school budgets. The special suggested education prices are made available to schools without the school needing to request rebates. Visit www.sony.com/eyeoneducation for up to date eligible products and suggested education pricing.

Extension of Limited Lamp Warranty - Extend from 90 days to 1 Year at no additional charge!

Sony wants to make it easier for schools to put a projector in every classroom by offering benefits that reduce the overall cost of ownership. Sony's projectors come with a 90-day limited lamp warranty, but as a **benefit** to education institutions **Sony will extend this warranty to a 1 year limited lamp warranty at no additional charge**. For complete warranty information and for schools to register for their extension go to http://www.sony.com/eyeoneducation.

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- Limited Warranties with Free Loaner
 - o **Projectors** are covered for a full three years under Sony's limited product warranty. Plus, if a projector fails, Sony will provide a loaner anywhere in the United States and pay for shipping both ways for the 1st year of coverage at no additional cost. Optional extended warranties are available.
 - Public Displays are covered by a 1 year limited panel warranty and a 2 year labor and product parts warranty. Optional extended warranties are available.
 - o For complete warranty and loaner terms and terms of extended warranties visit www.sony.com/eyeoneducation.
- Earn Sony Products At No Additional Charge All public display and projectors are part of a new frequent purchase program for education, called "Extra Credit". This program will allow education end-users to earn points toward the award of products with each Sony purchase of eligible Sony products. Education end-users use accumulated points to redeem from a choice of over 125 Sony Professional products at no additional charge. Visit http://www.sony.com/extracredit to for complete details.
- Trade-ins. Schools can trade in their legacy Sony and competitive IT equipment in a seamless, web-based transaction. Traded product will receive fair market value (FMV), minus shipping costs, toward the purchase of Sony product! Visit www.sony.com/tradeups for complete details.
- Sony Toll-Free Tech Support 1-800-883-6817
 Got a question? Schools can speak with a Sony technical support professional that'll provide fast answers to all of their projector and public display questions.
- Sony Financing Solutions: Sony has put together with De Lage Landen Financial Services (DLL) financing solutions for both Public and Private Schools allowing them to maximize their capital budget by providing financing rates that are substantially lower than commercial rates and they own the equipment at lease-end! FAST, FLEXIBLE and AFFORDABLE solutions that puts technology in the hands of students and faculty so that no one gets left behind! For more information on financing options for education institutions www.sony.com/eyeoneducation for details

Good Selling!

Shari Sentlowitz

Government and Education Marketing Manager | SONY ELECTRONICS Broadcast and Business Solutions Company |

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Product Schedule

Please Visit www.sony.com/eyeoneducation for up to date pricing information

Entry Level - Compact entry level 3LCD SVGA Business Projector VPL-EX4 LCD projector- ultra compact VPL-CX100 2700 LM XGA Projector, Portable VPL-CX120 3000 LM XGA Projector VPL-CX125 3000 LM XGA Projector VPL-CX150 3500 LM XGA Projector VPL-CX155 3500 LM XGA Projector VPL-CW125 3000 LM WXGA Projector VPL-CW125 3000 LM WXGA Projector VPL-CX21 Ultra-Portable Business LCD Projector VPL-CX21 Ultra-Portable Business Projector Auditoriums - Lecture Halls 4000 Lm Xga Lcd Projector VPL-FX40 4000 Lm Xga Lcd Projector VPL-FX40L 4000 LM SXGA + LCD Projector with Standard Lens VPL-FX40L 4000 LM SXGA + LCD Projector with Standard Lens VPL-FX52 Installation Network Projector equipped with power operated lens VPL-FX52 Installation Network Projector without a lens VPL-FX52 Installation	Dunington	
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FWD-50PX3/S 50inch Plasma Display (1365 x 768) Digital Signage Players BKM-FW50 Network Media Card for Digital Signage High Definition Streaming Card for Digital Signage with 60 GB HDD	FWD-50PX3/B	50inch Plasma Display (1365 x 768)
BKM-FW50 Network Media Card for Digital Signage High Definition Streaming Card for Digital ICS-FW40D Signage with 60 GB HDD	FWD-50PX3/S	
High Definition Streaming Card for Digital Signage with 60 GB HDD	Digital Signage Players	
ICS-FW40D Signage with 60 GB HDD	BKM-FW50	Network Media Card for Digital Signage
	ICS-FW40D	
VSP-NS/ I Hg Storage Player For D. Signa	VSP-NS7	Hd Storage Player For D. Signa