



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 special education pricing, warranty extensions, ways to earn Sony product at no additional charge, trade-in program, financing solutions and more.

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](http://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](http://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**
  - **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 1<sup>st</sup> 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.
  - For complete warranty and loaner terms and terms of extended warranties visit [www.sony.com/eyeoneducation](http://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](http://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](http://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](http://www.sony.com/eyeoneducation) for up to date pricing information

<b>Projectors</b>	
<b>Entry Level - Compact</b>	
VPL-ES4	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
<b>Road Warrior</b>	
VPL-CS21	Ultra-Portable Business LCD Projector
VPL-CX21	Ultra-Portable Business Projector
<b>Auditoriums - Lecture Halls</b>	
VPL-FX40	4000 Lm Xga Lcd Projector
VPL-FX40L	
VPL-FE40	4000 LM SXGA + LCD Projector with Standard Lens
VPL-FE40L	
VPL-FX52	Installation Network Projector equipped with power operated lens
VPL-FX52L	Installation Network Projector without a lens
VPL-FW300L	7000 Lm WXGA Larger Venue Projector
VPL-FH300L	6000 Lm 2K x 1K Network PJ
<b>LCD</b>	
FWD-32LX2F/B	32inch LCD Display (1366 x 768)
FWD-32LX2F/S	32inch LCD Display (1366 x 768)
FWD-40LX2F/B	40inch LCD Display (1366 x 768)
FWD-40LX2F/S	40inch LCD Display (1366 x 768)
KLH-W26	26inch LCD Display W/ Stand and Speakers
KLH-W32	32inch LCD Display W/ Stand and Speakers
GXD-L52h1	52inch Full Hd Ruggedized LCD
<b>Plasma</b>	
FWD-50PX3/B	50inch Plasma Display (1365 x 768)
FWD-50PX3/S	50inch Plasma Display (1365 x 768)
<b>Digital Signage Players</b>	
BKM-FW50	Network Media Card for Digital Signage
ICS-FW40D	High Definition Streaming Card for Digital Signage with 60 GB HDD
VSP-NS7	Hd Storage Player For D. Signa