



Promotion

DATE: DECEMBER 15, 2006 06-0410

TO: FLAT PANEL DISTRIBUTORS

FROM: MARK BONIFACIO

PROMOTION: FLAT PANEL, SOLUTION BUNDLES (DISTY) - **DISCONTINUED**
IMMEDIATELY

Sony Electronics Inc. regrets to inform you that the rebate promotion offered under bulletin no. 06-0410, Flat Panel, Solution Bundles, is cancelled effective immediately. Rebates will still be given for flat panel bundle solution sales closed with your 3rd party resellers through December 31, 2006, provided complete POS reports are submitted timely.

Any solution bundles shipped and billed to 3rd party resellers after December 31, 2006 will not be honored. However, if valid and effective quotes to a 3rd party reseller for a flat panel solution bundle are in place prior to January 1, 2007 it will be honored provided the quote is submitted along with the POS report detailing the actual sale to the 3rd Party Reseller when it takes place.

Thank you for continued support of Large Format Public Displays.

Please contact your Sony Account Manager should you have any questions.

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Sony is pleased to announce great savings on our **SOLUTION PRODUCTS** in the form of a rebate.

Now offered in Easy bundle packages to meet your specific needs.

Distributors must promote and sell these bundle packages together to receive the rebates. Bundle name must show up on the POS reports to prove actual sale of each bundle package.

DIGITAL SIGNAGE BUNDLE (Entry Level)



Combine a Sony display with the BKM-FW50 (Network media card) for an **easy set up Digital Signage Solution**.

Application: Small to Medium Sized Business installations.

Key Features:

- Simple automatic operation
 - No need for network, no need for software!
 - Drag and drop MPEG2, JPEG's, & GIF's
 - Place on Compact Flash - secured
 - Presentation automatically starts
- Stream content from a server
- Configure the display remotely
- Status and control from remote locations
- Schedule automatic content uploading

DEMO: *Contact your Sony sales representative to request a demo unit to test for large opportunities. Our demo units now INCLUDE the BKM-FW50 to show the easy use of this device.*

PACKAGE MODEL NAME	KIT INCLUDES	PACKAGE REBATE AMOUNT
40LCDS/DS	(1)FWD40LX1/S (40"LCD) & (1) BKM-FW50	\$300.00
50PXB/DS	(1) FWD-50PX2/B (50"PLASMA) & (1) BKM-FW50	\$200.00
42PXB/DS	(1) FWD42PX2/B (42" HD PLASMA) & (1) BKM-FW50	\$200.00
42PVS/DS	(1) FWD42PV1/S (42"ED PLASMA) & (1) BKM-FW50	\$100.00

*All screen sizes viewable area measured diagonally.

NETWORKING BUNDLE:



Combine a Sony display with the EBS-N200D (network streaming and control device). The EBS-N200D network device provides status, control and streaming video/audio over IP.

Application : Small to Large Signage, Conference Rooms, and Classrooms

Key Features :

- Transmits, receives and controls video and audio over an IP network.
- Allows network streaming play and local storage with 2GB hard drive.
- Delivers powerful content with real time streaming and decoding of MPEG/4/2/1 files, jpgs and even Internet websites.
- Asset management-Centralize AV/IT support resources while saving time and money by remotely troubleshooting and diagnosing up to 255 displays or projectors
- Remote PC Desktop View-Access conference room display or projector through a network utilizing remote view capability to control a presentation, either wirelessly or wired.
- Comes with Display Commander software to create playlists, schedule playback times and locations, and delivery streaming content or us PJNet!™ Software to manage and control the display and projector assets.
- USB ports can be used for touch screen kiosk applications
- 5.1 digital audio capability for full surround sound

PACKAGE MODEL NAME	KIT INCLUDES	PACKAGE REBATE AMOUNT
40LCDS/NET	(1)FWD40LX1/S (40"LCD) & (1) EBSN200D	\$300.00
50PXB/NET	(1) FWD-50PX2/B (50"PLASMA) & (1) EBSN200D	\$200.00
42PXB/NET	(1) FWD42PX2/B (42" HD PLASMA) & (1) EBSN200D	\$200.00
42PVS/NET	(1) FWD42PV1/S (42"ED PLASMA) & (1) EBSN200D	\$100.00

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HOTEL BUNDLE:

Introducing Sony's HOTEL BUNDLE for use in guestrooms with their hotel pay per view networking systems. Kit includes a Sony Display, Speakers and ICSSP20 (Internal Tuner card with NTSC tuning).

PACKAGE MODEL NAME	KIT INCLUDES	PACKAGE REBATE AMOUNT
40LCDS/HOTEL	(1) FWD-40LX1/S (40"LCD) & (1) SSSP40FW/S & (1)ICS-SP20	\$300.00
42PXS/HOTEL	(1) FWD-42PX2/S (42"HD PLASMA) & (1) SSSP42FW/S & (1)ICS-SP20	\$200.00
42PVS/HOTEL	(1) FWD-42PV1/S (42"ED PLASMA) & (1) SSSP42FW/S & (1)ICS-SP20	\$100.00
32LCDS/HOTEL	(1) FWD-32LX1R/SI (32"LCD) & (1)SSSP32FW/S & (1) ICS-SP20	\$200.00

*All screen sizes viewable area measured diagonally.

*Features and specifications subject to change without notice.

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TERMS AND CONDITIONS:

Promotion Period:	September 27, 2006 to December 31, 2006
Models/Pricing:	Refer to eligible models and pricing on previous pages.
Backorder/Future Order:	Only orders placed, credit cleared and shipped during the promotion period qualify for this promotion.
Mixing of Promotions:	This promotion may be mixed with other promotions as long as those promotions do not prohibit mixing promotions. This promotion may NOT BE mixed with meet comp or bid pricing unless otherwise noted on the meet comp or bid form.
Claim Instructions:	Distributors must provide Sony POS report for qualified sales to Sony. The report should include product bundle name, sold to date, reseller and ship date. Product bundle name must match the specific bundle names shown on the previous pages. POS reports must be received no later than October 31, 2006. Payment of the rebate will be made in the form of a credit to the Distributor's account within 45-60 days of receipt of qualifying POS report. Late POS reports will not be processed.

Brochures available in Comac:

#D324 **LCD and Plasma brochure (includes network product information)**
#D326 LCD vs Plasma technology comparison sheet

Website with detailed specs: www.sony.com/displays

Please contact your local Account Manager for further information.

Good Selling!

Mark Bonifacio - Group Marketing Manager
Professional Display Group
Broadcast and Business Solutions Company

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.