

Promotion

**DATE:** DECEMBER 15, 2004 04-0649

**TO:** DISPLAY PRODUCTS RESELLERS  
DIRECT SYSTEMS INTEGRATORS

**FROM:** MINA ENOKIDA

**SUBJECT:** FLAT PANEL, SOLUTION BUNDLES (DISPLAY)

To show our commitment in providing our resellers more and more **solutions** and not just box selling, we are proud to announce special discounted bundles with our solution accessories and flat panels. These bundles will provide you solutions and new ideas for many different applications and can increase your flat panel display business in a much broader market.

Another great reason to try our new line of WEGA Engine™ LCD displays.

**Education/Conference/Signage Solution Bundle:**

Combine a Sony professional plasma or LCD display with the EBS-N200 (network streaming and control device). The EBS-N200 network device allows you to stream contents to the display over an IP network.

- Imagine a **class room or conference room** environment. Now you can switch from one presenter to the next presenter by using a wireless port without having to connect computer cables directly to the display.
- The school principle can send messages to every display in the campus that is connected to the IP network.
- In fact, with the correct permissions, and the proper connectivity, anyone can share their presentations over and LCD or Plasma through IP networking, anywhere! This is ideal for **video conferencing and network training**.
- You can also set up a play list including MPEG2/1, JPEG's and URL's over your IP network, to give you a quick and easy **digital signage solution or even airport arrival & departure info**.
- Set up a **welcome sign** for your corporate lobby based on a time schedule. Play a presentation about your company, then a welcome, then a promotional video.
- Manage and control all the displays on campus or around the world from any location with the proper IP network connectivity. **Asset management**.

We have only received positive feedback from resellers who have actually used this new networking device. You will probably find more applications than we can possibly list here.

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PACKAGE MODEL NAME	KIT INCLUDES	REGULAR RESELLER COST	PROMOTION PACKAGE PRICE	PACKAGE SAVINGS	AVAILABLE DATE
32LCD/EBSN200	(1) NEW! FWD-32LX1/S & (1) EBS-N200	\$2,833.66	<b>\$2,733.00</b>	<b>\$100.00</b>	<b>DEC END, 2004</b>
42LCD/EBSN200	(1) NEW! FWD-42LX1/S & (1) EBS-N200	\$5,137.66	<b>\$4,987.00</b>	<b>\$150.00</b>	<b>DEC END, 2004</b>
50PXS/EBSN200	(1) FWD-50PX1/S & (1) EBS-N200	\$4,798.46	<b>\$4,598.00</b>	<b>\$200.00</b>	<b>NOW</b>
42X1B/EBSN200	(1) PFM-42X1/B & (1) EBS-N200	\$3,537.66	<b>\$3,337.00</b>	<b>\$200.00</b>	<b>NOW</b>
42V1B/EBSN200	(1) PFM-42V1/B & (1) EBS-N200	\$2,532.86	<b>\$2,432.00</b>	<b>\$100.00</b>	<b>NOW</b>

**Asset management and control bundle:**

Now you can include our network management cards (BKM-FW31 or 32) with the FWD series LCDs and plasma display products for easy management of displays in virtually any location with IP network connectivity. These devices allow you to do most of the controls you can do with your remote control without physically being there. These will also allow you to set the time to turn your devices on and off or switch inputs. It can even page you if the display has been stolen!

Another great new way for you to add service for your customers.

(For PFM42X1 and 42V1, we have the EBS-N100 box to allow control and management over IP)

PACKAGE MODEL NAME	KIT INCLUDES	REGULAR RESELLER COST	PROMOTION PACKAGE PRICE	PACKAGE SAVINGS	AVAILABLE DATE
32LCD/BKMFW32	(1) NEW! FWD-32LX1/S & (1) BKM-FW32	\$2,588.66	<b>\$2,488.00</b>	<b>\$100.00</b>	<b>DEC END, 2004</b>
42LCD/BKMFW32	(1) NEW! FWD-42LX1/S & (1) BKM-FW32	\$4,892.66	<b>\$4,742.00</b>	<b>\$150.00</b>	<b>DEC END, 2004</b>
50PXS/BKMFW31	(1) FWD-50PX1/S & (1) BKM-FW31	\$4,553.46	<b>\$4,353.00</b>	<b>\$200.00</b>	<b>NOW</b>
42X1B/EBSN100	(1) PFM-42X1/B & (1) EBS-N100	\$3,327.66	<b>\$3,127.00</b>	<b>\$200.00</b>	<b>NOW</b>
42V1B/EBSN100	(1) PFM-42V1/B & (1) EBS-N100	\$2,322.86	<b>\$2,222.00</b>	<b>\$100.00</b>	<b>NOW</b>

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**TV BUNDLE / HOTEL SOLUTION:**

Sony is proud to announce that now all of our FWD series displays can be used as a TV as well as computer display with one integrated card solution. (ICS-SP20)

For the 42" plasmas we have an external tuner box that is small enough to fit in the back of the wall mount. (EBS-SP10)

These tuners are not only TV tuners, but have ability to be installed into most major hotel networking systems. So now, you can go in with the Sony display solution for the new and rapidly growing hospitality market!!

PACKAGE MODEL NAME	KIT INCLUDES	REGULAR RESELLER COST	PROMOTION PACKAGE PRICE	PACKAGE SAVINGS	AVAILABL E DATE
32LCD/ICSSP20	(1) NEW! FWD-32LX1/S & (1) ICS-SP20	\$2,553.66	<b>\$2,453.66</b>	<b>\$100.00</b>	<b>DEC END, 2004</b>
42LCD/ICSSP20	(1) NEW! FWD-42LX1/S & (1) ICS-SP20	\$4,857.66	<b>\$4,707.00</b>	<b>\$150.00</b>	<b>DEC END, 2004</b>
50PXS/ICSSP20	(1) FWD-50PX1/S & (1) ICS-SP20	\$4,518.46	<b>\$4,318.00</b>	<b>\$200.00</b>	<b>DEC END, 2004</b>
42X1B/EBSSP10	(1) PFM-42X1/B & (1) EBS-SP10	\$3,327.66	<b>\$3,127.00</b>	<b>\$200.00</b>	<b>NOW</b>
42V1B/EBSSP10	(1) PFM-42V1/B & (1) EBS-SP10	\$2,322.86	<b>\$2,222.00</b>	<b>\$100.00</b>	<b>NOW</b>

**TERMS AND CONDITIONS:**

<b>Promotion Period:</b>	December 15, 2004 through March 28, 2005. Eligible model must be ordered, credit released, and shipped during this Promotion Period.
<b>Models/Pricing:</b>	FWD32LX1/S, FWD42LX1/S, FWD50PX1/S, PFM42X1/B, PFM42V1/B
<b>Backorder/Future Order:</b>	Backorders will qualify for the Program. If Sony cannot ship a product due to backorder, Sony will make every reasonable effort to quickly fill the orders.
<b>Mixing of Promotions:</b>	This Program may be mixed with other Sony promotions.
<b>Change/Cancellation:</b>	Sony may change or cancel this Program at any time.

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### Brochures available about above solutions.

**Comac#:**

- #D316: Latest plasma line up brochure
- #D321: Network box and hospitality box brochure
- #D313: Projectors & Plasma - Age of Digital Networking  
-how Sony is impacting the digital signage market

Website with detailed specs: [www.sony.com/professional](http://www.sony.com/professional)

More product information:

Display resellers go to:

#04-0245 "INTRODUCTION OF THE EBS-N100, EBS-N200, EBS-SP10" -Display resellers

#04-0612 "SONY® 32" & 42" FLAT PANEL LCD & INTERNAL TUNER"

Direct SI go to:

#04-0246 "INTRODUCTION OF THE EBS-N100, EBS-N200, EBS-SP10" -Direct SI

#04-0608 "SONY® 32" & 42" FLAT PANEL LCD & INTERNAL TUNER"

Please contact your local Account Manager for further information.

Good Selling!

Mina Enokida, Marketing Manager

IT and Professional Displays Marketing, HPD, Sony

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