



Promotion

DATE: JULY 15, 2006 **06-0285**

TO: FLAT PANEL DISTRIBUTORS

FROM: MARK BONIFACIO

PROMOTION: FLAT PANEL, SOLUTION BUNDLES (DISTY)

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 : Mom & Pop shop to Medium Sized Installs

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 BKMFW50 to show the easy use of this device.*

FLAT PANEL, SOLUTION BUNDLES (DISTY)
BULLETIN #06-0285
 Page Two

PACKAGE MODEL NAME	KIT INCLUDES	REGULAR DISTRIBUTOR PRICE	PACKAGE REBATE AMOUNT
40LCDS/DS	(1)FWD40LX1/S (40"LCD) & (1) BKM-FW50	\$2,968.66	\$600.00
50PXB/DS	(1) FWD-50PX2/B (50"PLASMA) & (1) BKM-FW50	\$3,254.66	\$500.00
42PXB/DS	(1) FWD42PX2/B (42" HD PLASMA) & (1) BKM-FW50	\$2,508.66	\$400.00
42PVS/DS	(1) FWD42PV1/S (42"ED PLASMA) & (1) BKM-FW50	\$1,944.66	\$200.00

*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, jpps 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!TM Software to manage and control your display and projector assets.
- USB ports can be used for touch screen kiosk applications
- 5.1 digital audio capability for full surround sound

FLAT PANEL, SOLUTION BUNDLES (DISTY)

BULLETIN #06-0285

Page Three

PACKAGE MODEL NAME	KIT INCLUDES	REGULAR DISTRIBUTOR PRICE	PACKAGE REBATE AMOUNT
40LCDS/NET	(1)FWD40LX1/S (40"LCD) & (1) EBSN200D	\$3,143.66	\$500.00
50PXB/NET	(1) FWD-50PX2/B (50"PLASMA) & (1) EBSN200D	\$3,429.66	\$400.00
42PXB/NET	(1) FWD42PX2/B (42" HD PLASMA) & (1) EBSN200D	\$2,683.66	\$300.00
42PVS/NET	(1) FWD42PV1/S (42"ED PLASMA) & (1) EBSN200D	\$2,119.66	\$200.00

*All screen sizes viewable area measured diagonally.

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	REGULAR DISTRIBUTOR PRICE	PACKAGE REBATE AMOUNT
40LCDS/HOTEL	(1) FWD-40LX1/S (40"LCD) & (1) SSSP40FW/S & (1)ICS-SP20	\$2,986.16	\$600.00
42PXS/HOTEL	(1) FWD-42PX2/S (42"HD PLASMA) & (1) SSSP42FW/S & (1)ICS-SP20	\$2,526.16	\$400.00
42PVS/HOTEL	(1) FWD-42PV1/S (42"ED PLASMA) & (1) SSSP42FW/S & (1)ICS-SP20	\$1,962.16	\$200.00
32LCDS/HOTEL	(1) FWD-32LX1R/SI (32"LCD) & (1)SSSP32FW/S & (1) ICS- SP20	\$2,026.16	\$200.00

*All screen sizes viewable area measured diagonally.

FLAT PANEL, SOLUTION BUNDLES (DISTY)

BULLETIN #06-0285

Page Four

TERMS AND CONDITIONS:

Promotion Period:	July1, 2006 to September 30, 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. <i>Product bundle name must match the specific bundle names shown on the previous pages.</i> 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.
Bankruptcy:	<p>Credits, discounts, rewards and rebates issued to the Distributor under this program are available for use by the Distributor only for the future purchase of products from Sony, are not cash equivalents, do not create a right of payment to the Distributor, and are not deemed earned until products purchased with them are paid for in full. Any such credits, discounts, rewards and rebates are subject to all of Sony's rights under applicable state or federal law, including, but not limited to, its rights of setoff and recoupment. If the Distributor is the subject of a voluntary or involuntary bankruptcy proceeding, the automatic stay will not be applicable to any attempt by Sony to effect a reconciliation of accounts with the Distributor by applying any such credits, discounts, rewards and rebates due to the Distributor against amounts due to Sony.</p> <p>If any merchandise or amounts previously paid by Distributor to Sony are returned, forfeited, or subject to avoidance or similar action in a bankruptcy proceeding or a proceeding under any similar state or federal law, such credits, discounts, rewards and rebates will be deemed null and void and not earned, and any credits, discounts and rebates previously issued to the Distributor that, for whatever reason, are not deemed null and void, will be used to offset any amounts due Sony.</p>

FLAT PANEL, SOLUTION BUNDLES (DISTY)
BULLETIN #06-0285
Page Four

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!

Mina Enokida, Plasma Marketing Manager
Broadcast and Production Systems Division
Broadcast and Business Solutions Company, 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.