Sony Electronics Inc.   # SONY

Bulletin

DATE: JUNE 28, 2004   04-0269

TO: FLAT PANEL DISPLAY PRODUCTS DISTRIBUTORS

FROM: MINA ENOKIDA

SUBJECT: INTRODUCTION OF FWD-50PX1 NEW 50″ XGA PLASMA (DISTY)

Sony is pleased to introduce the first **FWD (Flat WEGA® Display)** series…FWD-50PX1, an exciting new high contrast and brightness 50″ plasma. **Like No Other™.**

A high definition 50″ plasma which displays over **1.07 billion colors** and with an optional **internal networking card** for status and control.

PRODUCT NAME	BRIEF DESCRIPTION	SUGGESTED LIST PRICE	SPPG	DIST. PRICE	AVAILABLE TO SHIP	UPC CODE
FWD50PX1/S	50″ high def plasma (silver bezel)	$8,499.00	$6,549.99	$5,439.36	Aug end, 2004 **(Order now!!)**	0-27242-65405-1
FWD50PX1/B	50″ high def plasma (black bezel)	$8,499.00	$6,549.99	$5,439.36	Sep mid, 2004 **(Order now!!)**	0-27242-65743-4
FWD50PX1/W	50″ high def plasma (Pearl white bezel)	$8,499.00	$6,549.99	$5,439.36	Sep mid, 2004 **(Order now!!)**	0-27242-65742-7
BKM-FW11	Component/RGB input board using 5-BNC connectors for FWD50PX1	$149.00	$149.00	$104.30	Aug end, 2004 **(Order now!!)**	0-27242-65475-4
BKM-FW12	RGB/Component active loop through for FWD50PX1	$149.00	$149.00	$104.30	Aug end, 2004 **(Order now!!)**	0-27242-65476-1
BKM-FW31	Internal Network Management Device for FWD-50PX1	$499.00	$499.00	$349.30	Aug end, 2004 **(Order now!!)**	0-27242-65404-4

PRODUCT NAME	BRIEF DESCRIPTION	SUGGESTED LIST PRICE	SPPG	DIST. PRICE	AVAILABLE TO SHIP	UPC CODE
SS-SP50FW/S	Silver Speakers for FWD-50PX1/S and FWD-50PX1/B	$275.00	$275.00	$192.50	Aug end, 2004 **(Order now!!)**	0-27242-65408-2
SS-SP50FW/W	Pearl White Speakers for FWD-50PX1/W	$275.00	$275.00	$192.50	Sep mid, 2004 **(Order now!!)**	0-27242-65407-5

Product Description: 50" High Definition 1280 x 768 plasma display.

Features and Benefits: **New Sony designed bezel with 3 stylish color choices/** Able to display over **1.07 billion colors** / Dual RBG,YUV(Comonent),Composite,Y/C(S-Video)/ Integrated amplifier (7W+7W) with optional speakers / **Increased brightness and Increased contrast** from previous model, PFM50C1/ Clean rear panel with **cable covers and routing**/Meets **FCC-B** requirements for low interference noise/Optional **internal network management device/** Allows usage in **high altitude areas/ Auto image retention protection.**

Suggested Applications: The FWD-50PX1 is a perfect solution for your high resolution large display needs in large board rooms, education, and digital signage applications. Combines with network options for dynamic content and asset management in corporate or educational applications.

Other Optional Accessories   **WALLBRACKET**: Wall mount with tilt up to 12 degrees.
PLP-91/C: Wall mount with tilt up to 15 degrees. Usable for portrait mounting.
SPM-TRI/C: Clear color(Acrylic) tabletop stand matching both bezel colors
NSP-100: Network Storage Player
NSP-1: Network Storage and Streaming ←NEW!!
EBS-N100: Network Management Device ←NEW!!
EBS-N200: Network Streaming Content Device ←NEW!!
EBS-SP10: TV Tuner with Hotel Networking ←NEW!!

Features and specifications subject to change without notice.

Brochures available in Comac:

      #D316:   Latest plasma line up brochure

      #D313:   Projectors & Plasma - Age of Digital Networking

                      ~how Sony is impacting the digital signage market

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

Please contact your local Account Manager for further information.

Good Selling!

Mina Enokida, Plasma Marketing Manager
IT and Professional Displays Marketing, HPD, Sony