



DATE: DECEMBER 29, 2004 **04-0665**
TO: DIRECT ACCOUNT MANAGERS
FROM: ROBIN RICHARDS
PROMOTION: 'B' STOCK SAVINGS

Your customers can enjoy additional savings on selected 'B' stock equipment from Sony from now through February 26, 2005 while supplies last.

PRICING		B Stock Promotional Pricing	
PROMOTION PERIOD: December 15, 2004 through February 26, 2005			
Products Involved: Monitors and VTRs			
PRODUCT	SHORT DESCRIPTION	AVAILABLE QUANTITY	DISCOUNT FROM SUGGESTED LIST PRICE
BVM-14F5U.B	Standard definition monitor	7	35%
BVM-20F1U.B	Standard definition monitor	2	35%
BVM-D14H5U.B	Multi-format monitor	4	35%
BVM-D9H1U.B	Multi-format monitor	12	35%
BKM-11R.B	Hand held control panel	11	35%
BKM-21D.B	SDI Input Card	11	35%
DVW-2000.B	Digital Betacam VTR	6	20%
DVW-250.B	Digital Betacam VTR (portable)	2	20%
DVW-500.B	Digital Betacam VTR	1	35%
DVW-510.B	Digital Betacam VTR	1	35%
DVW-A500.B	Digital Betacam VTR	2	35%
HDW-M2000.B	HDCAM™ VTR	5	20%
HDW-M2100.B	HDCAM VTR	2	25%
HDW-M2100/1.B	HDCAM VTR	2	16%
HDW-S2000.B	HDCAM VTR	1	16%

TERMS AND CONDITIONS:

Promotion Period:	December 15, 2004 through February 26, 2005.
Models/Pricing:	Only the specified models listed on page one are eligible for the promotion.
Backorder/Future Order:	Orders must be credit cleared, shipped and invoiced during the promotional period. No future orders or backorders will be accepted.
Mixing of Promotions:	Cannot be combined with any other promotion.
Quantity:	No limit to quantities, subject to availability.
Product Substitution:	No product substitutions are allowed.
Change/Cancellation:	Sony may change or cancel this promotion at any time.

Good Selling!

Robin Richards
Marketing Manager, Storage and Display Division
Business Solutions and Systems Company

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