



Bulletin

DATE: NOVEMBER 15, 2004 04-0609

TO: DIRECT SALES PERSONNEL

FROM: MINA ENOKIDA

SUBJECT: SONY® 32" & 42" FLAT PANEL LCD & INTERNAL TUNER (DIRECT)

Sony Electronics is pleased to introduce Sony 32" & 42" Flat Panel LCD. These new 42-inch and 32-inch professional displays incorporate the WEGA Engine™ system and deliver outstanding video performance, advanced networking options and low cost of ownership.

Sony also announces the new internal TV Tuner with Hotel Networking for businesses in need of adding television functionality. This option is a perfect solution for businesses in need of quality integrated data, video and TV solutions like those found in a hotel.

SONY® 32" & 42" FLAT PANEL LCD & INTERNAL TUNER (DIRECT)**BULLETIN #04-0609****Page Two****32" LCD**

| PRODUCT NAME | BRIEF DESCRIPTION | SUGGESTED LIST PRICE | SPPG | AVAILABLE TO SHIP |
|---------------------|---|-----------------------------|-------------|---------------------------------------|
| FWD-32LX1/S | 32" LCD display-silver bezel | \$3,499.00 | \$2,699.99 | Dec mid, 2004 (Order now!!) |
| FWD-32LX1/B | 32" LCD display-black bezel | \$3,499.00 | \$2,699.99 | Dec end, 2004 (Order now!!) |
| FWD-32LX1/W | 32" LCD display-pearl white bezel | \$3,499.00 | \$2,699.99 | Dec end, 2004 (Order now!!) |
| SS-SP32FW/S | Silver Speakers for FWD-32LX1/S and FWD-32LX1/B | \$275.00 | \$275.00 | Dec mid, 2004 (Order now!!) |
| SS-SP32FW/W | Pearl White Speakers for FWD-32LX1/W | \$275.00 | \$275.00 | Dec end, 2004 (Order now!!) |

42" LCD

| PRODUCT NAME | BRIEF DESCRIPTION | SUGGESTED LIST PRICE | SPPG | AVAILABLE TO SHIP |
|---------------------|---|-----------------------------|-------------|--|
| FWD-42LX1/S | 42" LCD display-silver bezel | \$7,099.00 | \$5,469.99 | Dec end, 2004 (Order now for allocation!!) |
| FWD-42LX1/B | 42" LCD display-black bezel | \$7,099.00 | \$5,469.99 | Jan mid, 2005 (Order now!!) |
| FWD-42LX1/W | 42" LCD display-pearl white bezel | \$7,099.00 | \$5,469.99 | Jan mid, 2005 (Order now!!) |
| SS-SP42FW/S | Silver Speakers for FWD-42LX1/S and FWD-42LX1/B | \$275.00 | \$275.00 | Dec end, 2004 (Order now!!) |
| SS-SP42FW/W | Pearl White Speakers for FWD-42LX1/W | \$275.00 | \$275.00 | Jan mid, 2005 (Order now!!) |

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Accessories for 32" and 42" LCD

| PRODUCT NAME | BRIEF DESCRIPTION | SUGGESTED LIST PRICE | SPPG | AVAILABLE TO SHIP |
|---------------------|--|-----------------------------|-------------|--------------------------------|
| I CS-SP20 | Card type internal TV Tuner option with Hotel Networking for FWD plasma and LCD series | \$449.00 | \$449.00 | Dec mid, 2004 (Order now!!) |
| BKM-FW32 | Internal Network Management Device for LCD series | \$499.00 | \$499.00 | Jan mid, 2005 (Order now!!) |
| EBS-N200 | Network streaming Content Device | \$849.00 | \$849.00 | Currently Available |
| BKM-FW11 | Component/RGB Input board using 5BNC Connectors | \$149.00 | \$149.00 | Currently Available |
| BKM-FW12 | Component/RGB Active loop-through w/audio in stereo mini jack | \$149.00 | \$149.00 | Currently Available |
| PLP-91/D | Tilt wall mount | \$285.00 | \$285.00 | Currently Available |
| SPM-TRI /C | Chrystal clear table top stand | \$325.00 | \$325.00 | Currently Available |

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Product Description:

Large format high definition LCD (1366 x 768)

Features and Benefits:

- Scratch-resistant, crystal-look bezel available in choice of silver, black or pearl white.
- DVI -HDCP input, Component/ RGB , Video(Composite)(BNC), S Video(DI N4)
- Low power consumption @240W for 42LX1 & 170W for 32LX1
- This LCD panel delivers an estimated life of 60,000 hours. Actual life may vary based on settings.
- Rear panel cable management system conceals wires and cables
- Meets FCC-B requirements for low interference noise
- Optional internal network management device
- Suitable for use in high altitude areas
- Advanced multi video wall settings up to 16 displays
- Picture and Picture/ Picture in Picture

Suggested Applications:

Sony 32" & 42" Flat Panel LCDs are ideal for conference rooms, education institutions and digital signage applications. Optional network cards and boxes let you centrally control, deliver and troubleshoot digital content across a standard IP network to one or hundreds of networked displays.

ICS-SP20

Insertion card-type TV Tuner with Hotel Networking for FWD Plasma and LCD series. For business in need of adding television functionality. This option is a perfect solution for businesses in need of quality integrated data, video and TV solutions like those found in a hotel.

Features and Benefits:

- Works with all FWD PlasmaPro™ Displays and Flat Panel LCDs
- Provides connection to cable and over the air broadcasts
- 181 Channel CATV Tuner
- Internal Picture & Picture capability
- Hospitality functions
- Allows connectivity to major hotel video-on demand systems such as OnCommand, LodgeNet, Hospitality Network, and others.

Suggested Applications:

Suitable for home use, recreation vehicles, corporate, campus, conference rooms, and hotel guest rooms.

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Other Optional
Accessories:

NSP-100: Network Storage Player
NSP-1: Network Storage and Streaming Device

Features and specifications subject to change without notice.

Brochures available

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 specifications:

www.sony.com/plasma

Please contact your local Account Manager for further information.

Good Selling!

Mina Enokida, Marketing Manager
I T and Professional Displays Marketing, HPD, Sony

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