Sony Electronics Inc.

SONY

Bulletin

DATE: APRIL 15, 2005   05–0070

TO: DISPLAY RESELLERS
               PROFESSIONAL PRODUCT RESELLERS
               BROADCAST PRODUCT RESELLERS
               CIS RESELLERS
               DIRECT SYSTEM INTEGRATORS
               CONFERENCING PRODUCTS RESELLERS

FROM: MINA ENOKIDA

SUBJECT: INTRODUCTION: NEW FWD42PV1 42"PLASMA (DISPLAY)

Sony Electronics is pleased to introduce the new 42″ plasma display. This new 42″ ED display is an upgrade of the previous popular model PFM42V1.

With the extremely high contrast ratio, long life panel and internal tuner card options, you will find this model to be the best value product in our line up.

PRODUCT NAME	BRIEF DESCRIPTION	SUGGESTED LIST PRICE	SPPG	RESELLER PRICE	AVAILABLE TO SHIP
FWD-42PV1/S	42″ ED display-silver bezel	$3,029.00	$2,339.99	$1,938.56	April 15, 2005 (Order now!!)
FWD-42PV1/B	42″ ED display-black bezel	$3,029.00	$2,339.99	$1,938.56	April 15, 2005 (Order now!!)
FWD-42PV1A/S	42″ ED display-high altitude model with silver bezel	$3,029.00	$2,339.99	$1,938.56	June end, 2005 PFM42V1A/S is still available as of 4/15/2005
FWD-42PV1P/B	42″ ED display-portrait model with black bezel	$3,029.00	$2,339.99	$1,938.56	May end, 2005 (Order now!!)

Suggested Profit Picture Guideline. Actual selling price may vary.

ACCESSORIES FOR FWD42PV1

PRODUCT NAME	BRIEF DESCRIPTION	SUGGESTED LIST PRICE	SPPG	RESELLER PRICE	AVAILABLE TO SHIP
SSSP-42FW/S	Silver speakers for both silver and black model	$275.00	$275.00	$192.50	Currently Available
SSSP-42FW/B	Black speakers for both black model	$275.00	$275.00	$192.50	Available in June 2005
ICS-SP20	Card type internal TV Tuner option with Hotel Networking for FWD plasma and LCD series	$449.00	$449.00	$314.30	Currently Available
BKM-FW32	Internal Network Management Device for LCD series	$499.00	$499.00	$349.30	Currently Available
EBS-N200	Network streaming Content Device	$849.00	$849.00	$594.30	Currently Available
BKM-FW11	Component/RGB Input board using 5BNC Connectors	$149.00	$149.00	$104.30	Currently Available
BKM-FW12	Component/RGB Active loop-through w/audio in stereo mini jack	$149.00	$149.00	$104.30	Currently Available
PLP-91/D	Tilt wall mount	$245.00	$245.00	$171.50	Currently Available
SFM1	Sony flat mount	$199.00	$199.00	$139.30	Currently Available
SPM-TRI/C	Crystal clear table top stand	$325.00	$325.00	$227.50	Currently Available

Suggested Profit Picture Guideline. Actual selling price may vary.

Product Description:	42" WVGA Plasma Display
Features and Benefits:	- FWD series style, available in choice of silver or black.
	- DVI-HDCP input, Component/ RGB, Video(Composite)(BNC), S Video(DIN4)
	- 10,000:1 contrast ratio
	- Super bright 500 cd/m2
	- Low power consumption @ 260W, 1W standby
	- Estimated life of 60,000 hours at half brightness level. Actual life may vary based on settings.
	- Meets FCC-B requirements for low interference noise
	- Two card slots available for additional inputs and networking
	- Optional internal network management device
	- FWD-42PV1A/S is suitable for use in high altitude areas
	- FWD-42PV1P/B available for portrait display use
	- Advanced multi video wall settings up to 16 displays
	- Picture and Picture/ Picture in Picture
	- Fully discrete power and input controls
	- IP addressable with optional BKM-FW32 network card
	- RS-232C and Ctrl-S in/out for total communication
	- Closed caption decoder
	Includes component and DVI cables
Suggested Applications:	Ideal for video and HD content for digital signage, hospitality, and home theater use. Optional network cards and boxes (sold separately) let you centrally control, deliver and troubleshoot digital content across a standard IP network to one or hundreds of networked displays. Optional tuner card (ICS-SP20) allows for connection to all major Hospitality Systems for Pay per View.
Other Optional Accessories:	**NSP-100:** Network Storage Player
	NSP-1: Network Storage and Streaming Device

Features and specifications subject to change without notice.

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

Please contact your local Account Manager for further information.

Good Selling!

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