



DATE: SEPTEMBER 1, 2005 05-0441  
 TO: STANDARD CONSUMER DEALERS  
 FROM: MINA ENOKIDA  
 SUBJECT: PROFESSIONAL PLASMA/LCD PRICING  
 PROMOTION: FIVE PIECE PRICE

Please refer to the highlighted prices below for the new and reduced prices on the professional plasmas and LCD models.

Model	Product Description	Primary Accessories	Description	Amount
<b>FWD-42PV1</b> <b>/B(Black Bezel)</b> <b>/S(Silver Bezel)</b> <b>A/S(High Altitude)</b> <b>P/B(Portrait Version)</b>	<b>42" Flat Panel Plasma Monitor: 16:9</b> <ul style="list-style-type: none"> <li>▪ 852 x 480 Resolution</li> <li>▪ Ultra high brightness and contrast (10,000:1)</li> <li>▪ Long life. 60,000 hours to half brightness.</li> <li>▪ Rich colors(1Billion colors)</li> <li>▪ Low power consumption (260W)</li> <li>▪ Full screen saver function (inc. auto dimmer)</li> <li>▪ DVI-HDCP, Component, S-video, Composite, Analog HD15</li> <li>▪ High altitude model and portrait model available</li> <li>▪ Two expansion slots for optional tuner card, or networking</li> <li>▪ RS-232 controllable</li> <li>▪ HDTV Compatible</li> <li>▪ FCC-B compliant</li> <li>▪ Picture and Picture</li> </ul> 2yr parts and labor 1yr panel warranty.	<ul style="list-style-type: none"> <li>• SPM-TR/C</li> <li>• SFM1</li> <li>• PLP-91/D</li> <li>• SS-SP42FW/S</li> <li>• <b>SS-SP42FW/B</b></li> <li>• ICS-SP20</li> <li>• EBS-SP15</li> <li>• BKM-FW32</li> <li>• EBS-N200</li> <li>• BKM-FW11</li> <li>▪ BKM-FW12</li> </ul>	List *SPPG Reseller Price	\$2,499.00 \$1,929.99 <b>\$1,599.36</b>
			<b>RESELLERS WILL ALSO GET \$100 CREDIT UNTIL9/27/05 BULLETIN #050204</b>	-\$100.00
			<b>Cash Spiff</b>	\$30.00

PROFESSIONAL PLASMA/LCD PRICING

BULLETIN #05-0441

Page Two

Model	Product Description	Primary Accessories	Description	Amount
<b>PFM-42X1</b> /B (Black Bezel) /S (Silver Bezel)	<b>42" Flat Panel Plasma Monitor: 16:9</b> <ul style="list-style-type: none"> <li>▪ 1024 x768 , HDTV Compatible</li> <li>▪ <b>60,000 hour life</b> (double typical plasma)</li> <li>▪ Able to display over 1.07 billion colors!</li> <li>▪ <b>Extra high contrast ratio</b></li> <li>▪ Picture and picture</li> <li>▪ Additional imprint reduction features</li> <li>▪ Digital DVI-HDCP &amp; Analog HD-15</li> <li>▪ DDC-2CI allows additional display control capability.</li> <li>▪ FCC-B compliant</li> </ul>	<ul style="list-style-type: none"> <li>• BKM-V11</li> <li>• BKM-V12</li> <li>• SPM-TR/C</li> <li>• SFM1</li> <li>• PLP-91/D</li> <li>• SS-SP20B/B</li> <li>• SS-SP20B/S</li> <li>• EBS-N100</li> <li>• EBS-N200</li> <li>• EBS-SP10</li> <li>• EBS-SP15</li> </ul>	List *SPPG Reseller Price 5 piece price  RESELLERS WILL ALSO GET \$100 CREDIT UNTIL9/27/05 BULLETIN #050204  Buy 5 and get a free FWD42PV1 ! Bulletin#050247 UNTIL 9/27/05  Cash Spiff	\$3,349.00 \$2,579.99 \$2,143.36 \$2,099.00  -\$100          \$40.00
<b>FWD-50PX1</b> /B (Black Bezel) /S (Silver Bezel) /W (Pearl White Bezel)	<b>50" Flat Panel Plasma Monitor: 16:9</b> 1280 x 768 Resolution <ul style="list-style-type: none"> <li>▪ High brightness, high contrast</li> <li>▪ Clean cable covers and routing</li> <li>▪ HDTV Compatible</li> <li>▪ Integrated amplifier (7W+7W)</li> <li>▪ FCC-B compliant</li> <li>▪ Stylish new Sony designed bezel</li> <li>▪ Able to display over 1.07 billion colors!</li> <li>▪ Additional imprint reduction features</li> <li>▪ Dual RGB, YUV(Component), Composite, Y/C(S-Video)</li> <li>▪ NEW! Optional internal network management card.</li> <li>▪ Allows usage in high altitude areas</li> <li>▪ NEW! Auto image retention protection feature</li> </ul>	<ul style="list-style-type: none"> <li>• BKM-FW11</li> <li>• BKM-FW12</li> <li>• SPM-TR/C</li> <li>• SFM1</li> <li>• PLP-91/D</li> <li>• SS-SP50FW/S</li> <li>• SS-SP50FW/W</li> <li>• EBS-N100</li> <li>• EBS-N200</li> <li>• BKM-FW31</li> <li>• EBS-SP10</li> <li>• EBS-SP15</li> </ul>	List *SPPG Reseller Price 5 piece price  RESELLERS WILL ALSO GET \$100 FREIGHT CREDIT UNTIL9/27/05 BULLETIN #050204  Cash Spiff	\$4,999.00 \$3,899.99 \$3,199.36 \$3,099.00  -\$100          \$50.00

PROFESSIONAL PLASMA/LCD PRICING  
 BULLETIN #05-0441  
 Page Three

Model	Product Description	Primary Accessories	Description	Amount
<b>FWD-32LX1</b> <b>/B (Black)</b> <b>/S (Silver)</b> <b>/W (Pearl White)</b>	32" LCD display <ul style="list-style-type: none"> <li>▪ WEGA Engine™ system incorporated</li> <li>▪ Optional internal TV tuner card(ICS-SP20)</li> <li>▪ Optional internal networking card(BKM-FW32)</li> <li>▪ 1366x768</li> <li>▪ Scratch resistant, crystal look bezel available in 3 colors.</li> <li>▪ DVI-HDCP input, component/RGB, Video(Composite)(BNC), S-Video(DIN4)</li> <li>▪ Low power consumption =170W</li> <li>▪ 60,000 hour estimated life(actual life may vary based on settings)</li> <li>▪ Rear panel cable management system.</li> <li>▪ Picture and picture/ Picture in picture</li> <li>▪ Suitable for high altitude locations</li> <li>▪ Meets FCC-B requirements</li> </ul>	<ul style="list-style-type: none"> <li>• SPM-TR/C</li> <li>• PLP-91/D</li> <li>• SS-SP32FW/S</li> <li>• SS-SP32FW/W</li> <li>• ICS-SP20</li> <li>• EBS-SP15</li> <li>• BKM-FW32</li> <li>• EBS-N200</li> <li>• BKM-FW11</li> <li>• BKM-FW12</li> </ul>	<b>List</b> <b>*SPPG</b> <b>Reseller Price</b> <b>5 piece price</b>	<b>\$2,699.00</b> <b>\$2,079.99</b> <b>\$1,727.36</b> <b>\$1,700.00</b>
			<b>RESELLERS WILL ALSO GET \$100 FREIGHT CREDIT UNTIL 9/27/05 BULLETIN #050204</b>  <b>Cash Spiff</b>	<b>-\$100</b>  <b>\$30</b>
<b>FWD-42LX1</b> <b>/B (Black Bezel)</b> <b>/S (Silver Bezel)</b> <b>/W (Pearl White Bezel)</b>	42" LCD display <ul style="list-style-type: none"> <li>▪ WEGA Engine™ system incorporated</li> <li>▪ Optional internal TV tuner card(ICS-SP20)</li> <li>▪ Optional internal networking card(BKM-FW32)</li> <li>▪ 1366x768</li> <li>▪ Scratch resistant, crystal look bezel available in 3 colors.</li> <li>▪ DVI-HDCP input, component/RGB, Video(Composite)(BNC), S-Video(DIN4)</li> <li>▪ Low power consumption =240W</li> <li>▪ 60,000 hour estimated life(actual life may vary based on settings)</li> <li>▪ Rear panel cable management system.</li> <li>▪ Picture and picture/ Picture in picture</li> <li>▪ Suitable for high altitude locations</li> <li>▪ Meets FCC-B requirements</li> </ul>	<ul style="list-style-type: none"> <li>• SPM-TR/C</li> <li>• SFM1</li> <li>• PLP-91/D</li> <li>• SS-SP42FW/S</li> <li>• SS-SP42FW/W</li> <li>• ICS-SP20</li> <li>• EBS-SP15</li> <li>• BKM-FW32</li> <li>• EBS-N200</li> <li>• BKM-FW11</li> <li>• BKM-FW12</li> </ul>	<b>List</b> <b>*SPPG</b> <b>Reseller Price</b> <b>5 piece price</b>	<b>\$5,699.00</b> <b>\$4,389.99</b> <b>\$3,647.36</b> <b>\$3,600.00</b>
			<b>RESELLERS WILL ALSO GET \$100 CREDIT UNTIL 9/27/05 BULLETIN #050204</b>  <b>Cash Spiff</b>	<b>-\$100</b>  <b>FREE 3YR ON SITE WARRANTY (7/21-9/27/2005) Bulletin #050342</b>  <b>\$80.00</b>

\*SPPG: Suggested Profit Picture Guideline. Actual selling price may vary.

Note: Price protection to the new one piece price applies for "A" stock units in reseller's inventory as of September 1, 2005.

PROFESSIONAL PLASMA/LCD PRICING  
 BULLETIN #05-0441  
 Page Four

Model	Description – Primary Flat Panel Accessories	List Price	Reseller Price
INPUT BOARDS			
<b>BKM-V11</b>	Optional Component Input Board Using 5-BNC Connectors for the PFM-42V1 and PFM-42X1	\$149.99	\$104.99
<b>BKM-V12</b>	RGB/Component active loop through for PFM42V1 and PFM42X1	\$149.99	\$104.99
<b>BKM-FW11</b>	Component/RGB Input board using 5-BNC Connectors for the FWD-50PX1	\$149.00	\$104.30
<b>BKM-FW12</b>	RGB/Component active loop through for FWD series plasmas	\$149.00	\$104.30
WALL MOUNTS / STANDS			
<b>SFM1</b>	Flat wall mount for all PlasmaPro™ and FWD LCD Monitors except FWD32LX1	\$199.00	\$139.30
<b>PLP-91/D</b>	Tilt Wall Mount (Up to 15 degrees tilt without adjusting screws. Also good for portrait) For all PlasmaPro™ and FWD LCD Monitors	\$245.00	\$171.50
<b>SPM-TRI/C</b>	Clear Table Top Stand for all PlasmaPro™ Monitors	\$325.00	\$227.50
SPEAKERS			
<b>SS-SP20B/S</b>	Silver speakers for the PFM-42V1/S and PFM-42X1/S	\$275.00	\$192.50
<b>SS-SP20B/B</b>	Black speakers for the PFM-42V1/B and PFM-42X1/B	\$275.00	\$192.50
<b>SS-SP50FW/S</b>	Silver speakers for the FWD-50PX1/S and FWD-50PX1/B	\$275.00	\$192.50
<b>SS-SP50FW/W</b>	Pearl white speakers for the FWD-50PX1/W (pearl white)	\$275.00	\$192.50
<b>SS-SP32FW/S</b>	Silver speakers for the FWD-32LX1/S and FWD-32LX1/B	\$275.00	\$192.50
<b>SS-SP32FW/W</b>	Pearl white speakers for the FWD-32LX1/W (pearl white)	\$275.00	\$192.50
<b>SS-SP42FW/S</b>	Silver speakers for the FWD-42LX1/S and FWD-42LX1/B, and NEW FWD42PV1/B and /S	\$275.00	\$192.50
<b>SS-SP42FW/B</b>	<b>NEW!! Black speakers for the FWD-42PV1/B</b>	<b>\$275.00</b>	<b>\$192.50</b>
<b>SS-SP42FW/W</b>	Pearl white speakers for the FWD-42LX1/W (pearl white)	\$275.00	\$192.50
NETWORKING			
<b>EBS-N100</b>	Network management device which allows for status and control over IP and connectivity to PJNet™ software for the 42" plasmas	\$549.00	\$384.30
<b>EBS-N200D</b>	<b>New! Network Media Player which allows for status, control and streaming over IP for all models. With 2GB hard drive.</b>	<b>\$949.00</b>	<b>\$664.30</b>
<b>BKM-FW31</b>	Internal Network Management Device. Allows for status, control via IP. Internal card for the FWD-50PX1	\$499.00	\$349.30
<b>BKM-FW32</b>	Internal Network Management Device. Allows for status, control via IP. Internal card for the FWD-32LX1 and FWD42LX1	\$499.00	\$349.30
TV TUNER/ HOTEL			
<b>EBS-SP10</b>	New TV tuner option. Also comes with Hotel networking for use in hospitality. External box option for 42" plasmas.	\$549.00	\$384.30
<b>ICS-SP20</b>	New Internal card TV tuner. Also comes with Hotel networking for use in hospitality. Card available for FWD50PX1, FWD32LX1 and FWD42LX1	\$449.00	\$314.30
<b>EBS-SP15</b>	Hospitality clone device	\$749.00	\$524.30

**PROFESSIONAL PLASMA/LCD PRICING**  
**BULLETIN #05-0441**  
Page Five

**TERMS AND CONDITIONS FOR 5 PIECE PRICING**

<b>Promotion Period:</b>	September 1, 2005 through December 28, 2005
<b>Models/Pricing:</b>	Refer to eligible models and pricing on page one. Resellers must order five or more pieces of the same model, same color under the same purchase order to be eligible for the special five piece pricing.
<b>Backorder/Future Order:</b>	Only orders shipped and invoiced during the promotion period qualify for this promotion.
<b>Mixing of Promotions:</b>	Five piece pricing may be mixed with other promotions as long as those promotions do not prohibit mixing promotions.
<b>Program Conditions:</b>	Reseller must order all 5 pieces under the same purchase order to be eligible for the special pricing if any.
<b>Change/Cancellation:</b>	Sony may change or cancel this promotion at any time.

Brochures available in Comac:

- #D324 LCD and Plasma brochure
- #D326 LCD vs Plasma technology comparison sheet
- #D313: Projectors & Plasma - Age of Digital Networking  
How Sony is leading in the digital signage market

Website: [www.sony.com/display](http://www.sony.com/display)

Please contact your Sony Account Manager with any questions.

Good Selling!

Mina Enokida, Plasma Marketing Manager  
Displays Marketing, HPD, 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.*