



Promotion

DATE: DECEMBER 15, 2004 04-0650
TO: CIS RESELLERS
FROM: MINA ENOKIDA
SUBJECT: FLAT PANEL, SOLUTION BUNDLES (CIS)

To show our commitment in providing our resellers more and more **solutions** and not just box selling, we are proud to announce special discounted bundles with our solution accessories and flat panels. These bundles should give you and your customers more reasons to sell Sony's professional display line up.

Another great reason to try our new line of WEGA Engine™ LCD displays.



Network Streaming Solution Bundle:

Combine a Sony professional plasma or LCD display with the EBS-N200 (network streaming and control device). The EBS-N200 network device allows you to stream content to the display over an IP network.

- Imagine a living room installation where you can switch from watching a DVD to **showing photo images** from the computer elsewhere in the home.
- With a wireless port connected to the EBS-N200, you can now show **web sites** from your computer to a networked big screen without having to connect computer cables directly to the display.
- In fact, with the correct permissions, and the proper connectivity, anyone can **share their pictures** over an LCD or Plasma through IP networking, anywhere!
- You can also set up a play list including MPEG2/1, JPEG's and URL's over your IP network, to give you a quick and easy **photo gallery** in your living room, or to **play a list of music videos** at a party, including 5.1 digital sound.
- Use the display's picture and picture function and stream images from the **Sony IP security camera** at your front door in one picture, while watching an entertainment video in the other picture. (IP security camera is sold separately.)
- Manage and control the display from any location with the proper IP network connectivity. **Asset management**. We have only received positive feedback from resellers who have actually used this new networking device. The flexibility of Sony displays with new networking options expands the realm of entertainment options.

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PACKAGE MODEL NAME	KIT INCLUDES	REGULAR RESELLER COST	PROMOTION PACKAGE PRICE	PACKAGE SAVINGS	AVAILABLE DATE
32LCD/EBSN200	(1) NEW! FWD-32LX1/S & (1) EBS-N200	\$2,833.66	\$2,733.00	\$100.00	DEC END, 2004
42LCD/EBSN200	(1) NEW! FWD-42LX1/S & (1) EBS-N200	\$5,137.66	\$4,987.00	\$150.00	DEC END, 2004
50PXS/EBSN200	(1) FWD-50PX1/S & (1) EBS-N200	\$4,798.46	\$4,598.00	\$200.00	NOW
42X1B/EBSN200	(1) PFM-42X1/B & (1) EBS-N200	\$3,537.66	\$3,337.00	\$200.00	NOW
42V1B/EBSN200	(1) PFM-42V1/B & (1) EBS-N200	\$2,532.86	\$2,432.00	\$100.00	NOW

Asset management and control bundle:

Now you can include our network management cards (BKM-FW31 or 32) with the FWD series LCDs and plasma display products for easy management of displays in virtually any location with IP network connectivity. These devices allow you to do all the controls you can do with your remote control without physically being there. These will also allow you to set the time to turn your devices on and off or switch inputs. It can even page you if the display has been stolen! Another great new way for you to add service for your customers. (For PFM42X1 and 42V1, we have the EBS-N100 box to allow control and management over IP.)

PACKAGE MODEL NAME	KIT INCLUDES	REGULAR RESELLER COST	PROMOTION PACKAGE PRICE	PACKAGE SAVINGS	AVAILABLE DATE
32LCD/BKMFW32	(1) NEW! FWD-32LX1/S & (1) BKM-FW32	\$2,588.66	\$2,488.00	\$100.00	DEC END, 2004
42LCD/BKMFW32	(1) NEW! FWD-42LX1/S & (1) BKM-FW32	\$4,892.66	\$4,742.00	\$150.00	DEC END, 2004
50PXS/BKMFW31	(1) FWD-50PX1/S & (1) BKM-FW31	\$4,553.46	\$4,353.00	\$200.00	NOW
42X1B/EBSN100	(1) PFM-42X1/B & (1) EBS-N100	\$3,327.66	\$3,127.00	\$200.00	NOW
42V1B/EBSN100	(1) PFM-42V1/B & (1) EBS-N100	\$2,322.86	\$2,222.00	\$100.00	NOW

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TV BUNDLE:

Sony is proud to announce that now all of our FWD series displays can be used as a TV as well as computer display with one integrated card solution. (1 CS-SP20)

For the 42" plasmas we have an external tuner box that is small enough to fit in the back of the wall mount. (EBS-SP10)

These tuners are not only TV tuners, but have ability to be installed into most major hotel networking systems. So now, you can go in with the Sony display solution for the new and rapidly growing hospitality market!!

PACKAGE MODEL NAME	KIT INCLUDES	REGULAR RESELLER COST	PROMOTION PACKAGE PRICE	PACKAGE SAVINGS	AVAILABL E DATE
32LCD/ICSSP20	(1) NEW! FWD-32LX1/S & (1) ICS-SP20	\$2,553.66	\$2,453.66	\$100.00	DEC END, 2004
42LCD/ICSSP20	(1) NEW! FWD-42LX1/S & (1) ICS-SP20	\$4,857.66	\$4,707.00	\$150.00	DEC END, 2004
50PXS/ICSSP20	(1) FWD-50PX1/S & (1) ICS-SP20	\$4,518.46	\$4,318.00	\$200.00	DEC END, 2004
42X1B/EBSSP10	(1) PFM-42X1/B & (1) EBS-SP10	\$3,327.66	\$3,127.00	\$200.00	NOW
42V1B/EBSSP10	(1) PFM-42V1/B & (1) EBS-SP10	\$2,322.86	\$2,222.00	\$100.00	NOW

TERMS AND CONDITIONS:

Promotion Period:	December 15, 2004 through March 28, 2005. Eligible model must be ordered, credit released, and shipped during this Promotion Period.
Models/Pricing:	FWD32LX1/S, FWD42LX1/S, FWD50PX1/S, PFM42X1/B, PFM42V1/B
Backorder/Future Order:	Backorders will qualify for the Program. If Sony cannot ship a product due to backorder, Sony will make every reasonable effort to quickly fill the orders.
Mixing of Promotions:	This Program may be mixed with other Sony promotions.
Change/Cancellation:	Sony may change or cancel this Program at any time.

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Brochures available about above solutions.

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

More product information:

#04-0247 "INTRODUCTION OF THE EBS-N100, EBS-N200, EBS-SP10"

#04-0608 "SONY® 32" & 42" FLAT PANEL LCD & INTERNAL TUNER"

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

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