



DATE: SEPTEMBER 28, 2005 05-0503

TO: PROFESSIONAL AUDIO MI RESELLER, CONFERENCING PRODUCTS DISTRIBUTOR, DIGITAL PHOTOGRAPHY PRODUCTS RESELELRS, SECURITY SYSTEMS RESELLERS, SECURITY SYSTEMS NATIONAL ACCOUNT, MEDICAL SYSTEMS RESELLERS NATIONAL ACCOUNT, MEDICAL SYSTEMS RESELLERS, VISUAL IMAGING PRODUCTS DISTRIBUTORS, SECURITY MASTER STOCKING DISTRIBUTORS, MEDICAL SYSTEMS INTEGRATORS, MEDICAL SYSTEMS INTEGRATORS NATIONAL ACCOUNT, DATA SYSTEMS SOLUTIONS PRODUCTS, LARGE VENUE SYSTEMS INTEGRATOR

FROM: MINA ENOKIDA

SUBJECT: PROFESSIONAL PLASMA/LCD PRICING

PROMOTION: DFI

Please refer to the highlighted prices below for the new prices after DFI (Discount From Invoice) on the professional plasmas and LCD models.

Discount will be taken off invoice when purchase is made.

As announced earlier, you will no longer see the professional plasmas and LCD models in SNAP. We apologize for this inconvenience and hope to see a fix to it as soon as possible.

Model	Product Description	Primary Accessories	Description	Amount
FWD-42PV1 /B(Black Bezel) /S(Silver Bezel) A/S(High Altitude) P/B(Portrait Version)	42" Flat Panel Plasma Monitor: 16:9 <ul style="list-style-type: none"> ▪ 852 x 480 Resolution ▪ Ultra high brightness and contrast (10,000:1) ▪ Long life. 60,000 hours to half brightness. ▪ Rich colors(1Billion colors) ▪ Low power consumption (260W) ▪ Full screen saver function (inc. auto dimmer) ▪ DVI-HDCP, Component, S-video, Composite, Analog HD15 ▪ High altitude model and portrait model available ▪ Two expansion slots for optional tuner card, or networking ▪ RS-232 controllable ▪ HDTV Compatible ▪ FCC-B compliant ▪ Picture and Picture 2yr parts and labor 1yr panel warranty.	<ul style="list-style-type: none"> • SPM-TR/C • SFM1 • PLP-91/D • SS-SP42FW/S • SS-SP42FW/B • ICS-SP20 • EBS-SP15 • BKM-FW32 • EBS-N200 • BKM-FW11 ▪ BKM-FW12 	List \$2,499.00 *SPPG \$1,929.99 Reseller Price \$1,624.35 DFI -\$80 Reseller cost after DFI \$1,544.35	

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Model	Product Description	Primary Accessories	Description	Amount
PFM-42X1 /B (Black Bezel) /S (Silver Bezel)	42" Flat Panel Plasma Monitor: 16:9 <ul style="list-style-type: none"> ▪ 1024 x768 , HDTV Compatible ▪ 60,000 hour life (double typical plasma) ▪ Able to display over 1.07 billion colors! ▪ Extra high contrast ratio ▪ Picture and picture ▪ Additional imprint reduction features ▪ Digital DVI-HDCP & Analog HD-15 ▪ DDC-2CI allows additional display control capability. ▪ FCC-B compliant 	<ul style="list-style-type: none"> • BKM-V11 • BKM-V12 • SPM-TR/C • SFM1 • PLP-91/D • SS-SP20B/B • SS-SP20B/S • EBS-N100 • EBS-N200 • EBS-SP10 • EBS-SP15 	<p style="text-align: right;">List</p> <p style="text-align: right;">*SPPG</p> <p style="text-align: right;">Reseller Price</p> <p style="text-align: right;">DFI</p> <p style="text-align: right;">Reseller cost after DFI</p>	<p style="text-align: right;">\$3,349.00</p> <p style="text-align: right;">\$2,579.99</p> <p style="text-align: right;">\$2,176.85</p> <p style="text-align: right;">-\$80</p> <p style="text-align: right;">\$2,096.85</p>
FWD-50PX1 /B (Black Bezel) /S (Silver Bezel) /W (Pearl White Bezel)	50" Flat Panel Plasma Monitor: 16:9 <p>1280 x 768 Resolution</p> <ul style="list-style-type: none"> ▪ High brightness, high contrast ▪ Clean cable covers and routing ▪ HDTV Compatible ▪ Integrated amplifier (7W+7W) ▪ FCC-B compliant ▪ Stylish new Sony designed bezel ▪ Able to display over 1.07 billion colors! ▪ Additional imprint reduction features ▪ Dual RBG, YUV(Component), Composite, Y/C(S-Video) ▪ NEW! Optional internal network management card. ▪ Allows usage in high altitude areas ▪ NEW! Auto image retention protection feature 	<ul style="list-style-type: none"> • BKM-FW11 • BKM-FW12 • SPM-TR/C • SFM1 • PLP-91/D • SS-SP50FW/S • SS-SP50FW/W • EBS-N100 • EBS-N200 • BKM-FW31 • EBS-SP10 • EBS-SP15 	<p style="text-align: right;">List</p> <p style="text-align: right;">*SPPG</p> <p style="text-align: right;">Reseller Price</p> <p style="text-align: right;">DFI</p> <p style="text-align: right;">Reseller cost after DFI</p>	<p style="text-align: right;">\$4,999.00</p> <p style="text-align: right;">\$3,899.99</p> <p style="text-align: right;">\$3,249.35</p> <p style="text-align: right;">-\$100</p> <p style="text-align: right;">\$3,149.35</p>

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Model	Product Description	Primary Accessories	Description	Amount
FWD-32LX1 /B (Black) /S (Silver) /W (Pearl White)	32" LCD display <ul style="list-style-type: none"> ▪ WEGA Engine™ system incorporated ▪ Optional internal TV tuner card(ICS-SP20) ▪ Optional internal networking card(BKM-FW32) ▪ 1366x768 ▪ Scratch resistant, crystal look bezel available in 3 colors. ▪ DVI-HDCP input, component/RGB, Video(Composite)(BNC), S-Video(DIN4) ▪ Low power consumption =170W ▪ 60,000 hour estimated life(actual life may vary based on settings) ▪ Rear panel cable management system. ▪ Picture and picture/ Picture in picture ▪ Suitable for high altitude locations ▪ Meets FCC-B requirements 	<ul style="list-style-type: none"> • SPM-TR/C • PLP-91/D • SS-SP32FW/S • SS-SP32FW/W • ICS-SP20 • EBS-SP15 • BKM-FW32 • EBS-N200 • BKM-FW11 • BKM-FW12 	List *SPPG Reseller Price DFI Reseller cost after DFI	\$2,699.00 \$2,079.99 \$1,754.35 -\$100 \$1,654.35
FWD-42LX1 /B (Black Bezel) /S (Silver Bezel) /W (Pearl White Bezel)	42" LCD display <ul style="list-style-type: none"> ▪ WEGA Engine™ system incorporated ▪ Optional internal TV tuner card(ICS-SP20) ▪ Optional internal networking card(BKM-FW32) ▪ 1366x768 ▪ Scratch resistant, crystal look bezel available in 3 colors. ▪ DVI-HDCP input, component/RGB, Video(Composite)(BNC), S-Video(DIN4) ▪ Low power consumption =240W ▪ 60,000 hour estimated life(actual life may vary based on settings) ▪ Rear panel cable management system. ▪ Picture and picture/ Picture in picture ▪ Suitable for high altitude locations ▪ Meets FCC-B requirements 	<ul style="list-style-type: none"> • SPM-TR/C • SFM1 • PLP-91/D • SS-SP42FW/S • SS-SP42FW/W • ICS-SP20 • EBS-SP15 • BKM-FW32 • EBS-N200 • BKM-FW11 • BKM-FW12 	List *SPPG Reseller Price DFI Reseller cost after DFI	\$5,699.00 \$4,389.99 \$3,704.35 -\$100 \$3,604.35

*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 28, 2005.

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Model	Description – Primary Flat Panel Accessories	List Price	Reseller Price
INPUT BOARDS			
BKM-V11	Optional Component Input Board Using 5-BNC Connectors for the PFM-42V1 and PFM-42X1	\$149.99	\$104.99
BKM-V12	RGB/Component active loop through for PFM42V1 and PFM42X1	\$149.99	\$104.99
BKM-FW11	Component/RGB Input board using 5-BNC Connectors for the FWD-50PX1	\$149.00	\$104.30
BKM-FW12	RGB/Component active loop through for FWD series plasmas	\$149.00	\$104.30
WALL MOUNTS / STANDS			
SFM1	Flat wall mount for all PlasmaPro™ and FWD LCD Monitors except FWD32LX1	\$199.00	\$139.30
PLP-91/D	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
SPM-TRI/C	Clear Table Top Stand for all PlasmaPro™ Monitors	\$325.00	\$227.50
SPEAKERS			
SS-SP20B/S	Silver speakers for the PFM-42V1/S and PFM-42X1/S	\$275.00	\$192.50
SS-SP20B/B	Black speakers for the PFM-42V1/B and PFM-42X1/B	\$275.00	\$192.50
SS-SP50FW/S	Silver speakers for the FWD-50PX1/S and FWD-50PX1/B	\$275.00	\$192.50
SS-SP50FW/W	Pearl white speakers for the FWD-50PX1/W (pearl white)	\$275.00	\$192.50
SS-SP32FW/S	Silver speakers for the FWD-32LX1/S and FWD-32LX1/B	\$275.00	\$192.50
SS-SP32FW/W	Pearl white speakers for the FWD-32LX1/W (pearl white)	\$275.00	\$192.50
SS-SP42FW/S	Silver speakers for the FWD-42LX1/S and FWD-42LX1/B, and NEW FWD42PV1/B and /S	\$275.00	\$192.50
SS-SP42FW/B	Black speakers for the FWD-42PV1/B	\$275.00	\$192.50
SS-SP42FW/W	Pearl white speakers for the FWD-42LX1/W (pearl white)	\$275.00	\$192.50
NETWORKING			
EBS-N100	Network management device which allows for status and control over IP and connectivity to PNet!™ software for the 42" plasmas	\$549.00	\$384.30
EBS-N200D	New! Network Media Player which allows for status, control and streaming over IP for all models. With 2GB hard drive.	\$949.00	\$664.30
BKM-FW31	Internal Network Management Device. Allows for status, control via IP. Internal card for the FWD-50PX1	\$499.00	\$349.30
BKM-FW32	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			
EBS-SP10	New TV tuner option. Also comes with Hotel networking for use in hospitality. External box option for 42" plasmas.	\$549.00	\$384.30
ICS-SP20	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
EBS-SP15	Hospitality clone device	\$749.00	\$524.30

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DFI PROMOTION PERIOD: September 28, 2005 through December 28, 2005

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/professional

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Good Selling!

Mina Enokida, Plasma Marketing Manager
Displays Marketing, HPD, Sony

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