Sony Electronics Inc.

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Promotion

DATE: OCTOBER 29, 2005   05-0559

TO: DISPLAY PRODUCTS RESELLERS
              PROFESSIONAL PRODUCT RESELLER
              BROADCAST PRODUCTS RESELLER
              CONFERENCING PRODUCTS RESELLERS
              STANDARD CONSUMER DEALER

FROM: MINA ENOKIDA

SUBJECT: BKMFW50 NETWORK MEDIA CARD INTRODUCTION
PROMOTION: DEMO (DISPLAY)

Sony is proud to add the new BKM-FW50 to our rich line of IP networking solutions for the FWD Flat Panel line. We are also providing you with a very special demo price from October 29, 2005 to November 27, 2005. We hope this will allow for you to try out this great product.

PRODUCT NAME	DESCRIPTION	LIST PRICE & SPPG*	RESELLER COST	DEMO COST 30% OFF!! (10/29/2005-11/27/2005)	SHIPPING DIMENSION/ WEIGHT	UPC CODE	AVAIL.
BKM-FW50	Network Media card	$699.00	$489.30	$342.51	7x5.4x8.6" 1.4 LB	0272426 81347	Nov 5, 2005

Suggested Profit Picture Guideline. Actual selling price may vary.

The BKM-FW50 is a Network Media Card with a SD compact flash slot for cost effective **digital signage solutions**. Primarily for Mom & Pop shop to medium sized installs. It fits right into the display with simple automatic operation.
-Low cost solution
-Easy set up with no additional software needed.
-Local playback from SD Compact Flash card (card not included)
-Network streaming play
-Auto slide show mode using MPEG2, and/or JPEG with MP3 background audio
-PC presentation mode
-Auto content refresh
-Aspect ratio control, including auto-detect, 16:9 or 4:3 modes

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**Suggested
Applications:**

*Digital signage / POI: Mom & pop shop to medium sized installs. Set up one display or a network of displays to playback images and video locally or stream over a network.

Internal card solution makes a low cost and easy to install digital signage solution. With stand-alone operation, nothing but power to display is needed for adding the impact of digital signage a business of any size.

Using auto-start mode, the internal timer will automatically turn on display and start the digital signage playlist. At the end of the day, the timer will turn off the display.

**Features and
Benefits:**

-Simple Stand-Alone Operation
    *Network configuration optional - no need for proprietary software! Uses Microsoft Internet Explorer compatible browser 6.0 or greater
    *Supported Media: MPEG2, JPEG, GIF, PNG, BMP and MP3
    *Easily transfer files from PC to Compact Flash for local playback
    *Presentation automatically starts at power on using monitor timer function
    *Auto content refresh feature allows units installed on network to be scheduled for automatic download of new content for local playback.
    *Remotely manage files and folders stored on local memory card.

-Network Streaming Operation
    *Configure and manage the display remotely across IP Network
    *Monitor status and control from remote locations
    *PC Presentation mode – Display your PC screen over IP to the display
    *With optional ID TALK or MMStation software, using SNMP protocol you can monitor and control multiple displays. This function provides the ability to read and write the display registers with specific values such as color temp and gamma.   ID TALK and MMStation are available from Sony Service.

Specifications:

Video Output	Card Slot (direct to display)
Audio Output	Card Slot (direct to display)
Networking	10/100Base-T LAN
Network Input	RJ45
Control Output	Card Slot (direct to display)
Video Resolution	XGA
Video Format Supported	MPEG2
Graphic Format Supported	JPG, GIF, PNG, BMP
Audio Format Supported	MP3, MPEG2 (embedded audio track)
Network Protocol Supported	TCP/IP, SNMP
Storage (HDD/Flash)	CF Type II, Compact Flash, MicroDrive (not supplied)
Control Interface Web-based	Yes (Internet Explorer 6.0 or better)
Controlling Software	Web Page
Other	Streaming playback, local file playback, store files locally from server. Automatic start programmed by web page or remote commander. JPG slideshow with MP3 audio track. Remote PC presentation with downloadable VNC software.
Products Supported	Current FWD-42PV1 and the new FWD50PX2, FWD40LX1 and FWD32LX1R.

Demo Purchase:

Dealers may purchase demo units under the 2nd half demo program at **30% off** current dealer cost. Please refer to the 2nd half demo program bulletin for terms and conditions. Program is available only for demo units **ordered by November 27, 2005**. Please use attached demo order form for your one time demo order.

If you have any questions, please contact your Sony Account Manager.

Brochures available in Comac:
#D324   LCD and Plasma brochure (now updated with new models!)
#D326   LCD vs Plasma technology comparison sheet

Go to www.sony.com/displays
Good Selling!

Mina Enokida, Marketing Manager
Displays Marketing, HPD, Sony

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2005 2H DEMO PROGRAM
FOR BKMFW50 ONLY
BULLETIN #05-0559
Demo Purchase Period:
OCTOBER 29, 2005 – NOVEMBER 27, 2005

Reseller Name: _____

Address: _____

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Number of Reseller Authorized Business Locations Per FY05 Reseller Agreement: _____

Please indicate the quantity you will purchase under the 2005 2H Demonstration Program.
You may purchase these units at 30% off published reseller one "A" stock price. Quantity limit based on the Power demo program is up to 2 units per location.

DEMONSTRATION PRODUCT	QUANTITY
BKMFW50	

The above Reseller currently has a Sony Reseller Agreement with schedules for all of the products listed above. I hereby understand that the terms and conditions of the Reseller Agreement and the Power Demo Program apply to the Reseller's purchase of eligible products hereunder.

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Reseller Principal Signature   **Print Name**

_____

Account Manager Signature   **Print Name**

SONY ACCOUNT MANAGER MUST COMPLETE DEMO ORDER ON BEHALF OF RESELLER AND FORWARD A COMPLETED COPY TO THE APPROPRIATE REGIONAL MANAGER