



DATE: APRIL 1, 2009 09-0016

TO: Business Projector In Country Reseller
Public Display Products IT Export Distributor

FROM: ORLANDO ORTIZ

PROMOTION: **FY09 1HF DISPLAY POWER DEMO PROGRAM**

Sony Electronics Inc. is pleased to announce a POWER DEMO PROGRAM for the 1st Half Period. Sony Projector and Public Display Resellers can place their Power Demo orders between **March 27, 2009 through September 25, 2009**. This program has been designed to help you purchase Sony Professional Projectors, Display, and Digital Signage Products for demonstration purposes at a significant discount. The discount for "A" stock demo products is shown in the chart below, and is a percentage off the current published In-Country Reseller price.

Promotion Period:	March 27, 2009 through September 25, 2009
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ELIGIBLE PRODUCTS	INVENTORY CLASS	PROMOTION PRICE	QUANTITY
Business Projectors Models			
VPL-ES7, VPL-EX7, VPL-EX70, VPL-EW5	"A"	15% off published Reseller "A" stock price.	Up to three pieces of any combination of projectors from the E-Series listed herein
Public Display Models			
GXD-L52H1, KLH-W32, KLH-40X1, FWD-S42H1, FWD-S47H1	"A"	15% off published Reseller "A" stock price.	Three units any combination
Digital Signage Models			
VSP-NS7, VSPA-D7, VSPA-M7, BKM-FW50, ICS-FW40D	"A"	13% off published Reseller "A" stock price.	Three units any combination

FY09 1HF DISPLAY POWER DEMO PROGRAM

BULLETIN # 09-0016

Page Two

Incentives:

Authorized Sony Projector and Public Display In-Country Resellers are eligible to participate in the Display Power Demo Program. This program will allow Resellers to purchase Professional Display Products including Projectors, Public Displays, and Digital Signage for demonstration purposes at the percentage shown on previous page off the published Reseller price.

Your Requirements:

- The Reseller must be an authorized Sony Reseller for the above-mentioned product lines.
- The Demo Product must remain on display and be demonstrated for a minimum of 5 months.
- If a demo product is sold prior to the close of the demo period, the Reseller must immediately replace the Demo unit with store stock, or purchase a replacement unit at published reseller "A" stock price. Failure to do so may result in Reseller forfeiting its eligibility for future Demo programs.
- Demo products may only be purchased from **March 27, 2009 through September 25, 2009**.
- In the event a new Reseller signs its Reseller Agreement after the promotion period, the Reseller will have 30 days from that date to purchase their demo products.
- Throughout the year, additional demo programs may be announced under separate bulletins referencing the terms and conditions of the Power Demo Program.

This program cannot be combined with any other promotions and must be placed on a separate purchase order.

Terms and Conditions:

Promotion Period:	To qualify, demo products must be purchased during the Promotion Period . The only exceptions are for new Resellers. New Resellers may purchase demo products within 30 days of entering into their Reseller Agreement. Power Demo ordering Period: March 27, 2009 through September 25, 2009 .
Models/pricing:	PROFESSIONAL DISPLAY PRODUCTS (AS LISTED IN ABOVE TABLE) - BUSINESS PROJECTORS - PUBLIC DISPLAY - DIGITAL SIGNAGE

FY09 1HF DISPLAY POWER DEMO PROGRAM

BULLETIN # 09-0016

Page Three

Backorder/ Future Order:	If Sony cannot ship a product due to backorder, Sony will make every reasonable effort to quickly fill the order. Orders will be filled and shipped on a first come, first served basis. Orders must be credit cleared before they will be shipped. All backorders will be filled with no time limit. No future orders will be accepted.
Quantity:	Quantity limits as mentioned on page one for each product category.
Purchase Order Instructions:	Purchase Orders should clearly identify the price as being in accordance with the " FY09 1HF DISPLAY POWER DEMO PROGRAM ". The Demo Products must remain on display and/or be demonstrated for the duration of the Power Demo Period. The purchase order must be for Demonstration products only. Sony has the right to audit compliance with this program at any time.
Reseller Status:	This program is available only to Resellers in good standing at the time of the order and shipment of demonstration products. Sony reserves the right to reject any order from any Reseller to whom Sony does not intend to offer a 2009 Reseller Agreement.
Changes/ Cancellations:	Sony may change or cancel this promotion at any time.
CSS ORDER PROCESSING INSTRUCTIONS:	Do not override pricing. Pricing is programmed. Contact DIG for any pricing issues. Please use the following usage code: "DP"

Good Selling!

Orlando Ortiz
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