



Promotion

DATE: FEBRUARY 15, 2011 10-0361 **UPDATE**

TO: SYSTEM INTEGRATION RESELLERS
SOLUTION RESELLERS
PRODUCTION PRODUCT RESELLERS
PREMIER AUDIO AND VIDEO RESELLERS

FROM: MAUREEN HALL

PROMOTION: 2H FY10 BPSD RESELLER PROJECT INVENTORY PROGRAM (PIP) **UPDATE**

TYPE: PRICING PROMO

****The PVMLMDMOUNT40 should not have been added as an eligible model for the 4Q FY10 PIP and has been removed.**

The list of eligible models has been updated for the 4Q FY10 PIP purchasing period (February 15, 2011 through March 15, 2011).

The following models are now eligible for 4Q FY10 PIP:

BKDF-902 1.5M/E control panel	BKM-250TG/2 Input adaptor
HSC-300K camera unit	HSCU-300K control unit
LMD-1541W LCD monitor	LMD-2341W LCD monitor
MB-534 mounting bracket	SU-562 monitor stand
XDCA-53 camera adaptor	XDCA-55 camera adaptor
XDCU-50 extensión unit	

The following models are NO LONGER eligible for 4Q FY10 PIP:

BKM-250TG 3G SDI input board	BVM-L170CC bundle
BVM-L170DL bundle	BVM-L170GG bundle
BVM-L231CC bundle	BVM-L231DL bundle
BVM-L231GG bundle	HDC-X310 compact HD camera
HDC-X300 compact HD camera	HFU-X310 interface unit
HXR-NX5U AVCHD handheld camcorder	PDW-700PROPAC package
PMW-500 2/3" CCD Solid State camcorder	PMW-EX30 XDCAM EX memory recorder
PVM-L1700CC bundle	PVM-L1700DL bundle
PVM-L1700GG bundle	PVM-L2300CC bundle
PVM-L2300DL bundle	PVM-L2300GG bundle

The Project Inventory Program is designed to offer a 10% discount from Published Reseller one-piece A-stock pricing on eligible inventory models. By providing Sony BPSD Resellers with this program, Resellers can carefully manage costly inventory requirements. The PIP Program offers two (2) 30-day purchase periods (November 15, 2010 through December 15, 2010 and again February 15, 2011 through March 15, 2011). See below for details.

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FY10 PIP TERMS AND CONDITIONS:

Program Period:	September 26, 2010 through March 26, 2011
PIP Purchase Period:	3Q: November 15, 2010 - December 15, 2010 4Q: February 15, 2011 through March 15, 2011
Eligible Models:	<ul style="list-style-type: none"> Only those Sony products that a Reseller is eligible to sell under their 2010 Sony BPSD contract qualify for this program. Please see pages TWO and THREE for the list of eligible 2H FY10 Project Inventory Program products. A-stock models only.
Quantity/ Pricing:	<ul style="list-style-type: none"> 10% discount off published Reseller one-piece A-stock price. A maximum quantity of four (4) pieces of the same model can be purchased during each PIP purchase period.
Purchase Order Instructions:	<ul style="list-style-type: none"> Resellers can submit up to two (2) purchase orders during each PIP purchase period for a maximum purchase of \$250K for BPSD Resellers with less than three (3) Authorized Business Locations (ABL) and a maximum purchase of \$400K for BPSD Resellers with three (3) or more Authorized Business Locations (ABL). Purchase order(s) should clearly identify the order as being part of the "2H FY10 Project Inventory Program (PIP)" and contain only eligible PIP products (see pages TWO and THREE for list of eligible models).
Purchase Order Instructions (cont'd):	<ul style="list-style-type: none"> PIP purchase order(s) may only be placed during the PIP purchase period(s) November 15, 2010 through December 15, 2010 and again February 15, 2011 through March 15, 2011. BPSD Reseller must complete and submit, along with their PIP purchase order(s), the attached FY10 PIP form. BPSD Reseller must submit their PIP purchase order(s) and the FY10 PIP form to their Sony Account Manager. Orders cannot be entered through the Sony ExpressNet™ system Sony has the right to audit compliance with this program at any time.
Requirements:	<ul style="list-style-type: none"> All System Integrator Resellers, Solution Resellers, Production Product Resellers, and Premier Audio and Video Resellers are eligible to participate in the 2H FY10 Project Inventory Program (PIP). BPSD Resellers may only purchase the eligible products listed on pages TWO and THREE under the 2H FY10 Project Inventory Program (PIP) during the PIP purchase period(s) of November 15, 2010 through December 15, 2010 and again February 15, 2011 through March 15, 2011.
Backorder/ Future Order:	Orders must be placed, credit cleared and shipped during the PIP purchase period subject to backorder. Sony will make every reasonable effort to quickly fill the orders. Orders will be filled and shipped on a first come, first served basis. All backorders will be filled with no time limit. No future orders will be accepted.
Changes/ Cancellations:	Sony may change or cancel this promotion at any time.

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ELIGIBLE 2H FY10 Project Inventory Program (PIP) products*:

AWSG500E	BRCH/WMP	HDWF900R	LMD1751WHD
BKAW550	BRCH700	HDWM2000/20	LMD1751WQS
BKAW560	BRCSDP12	HDWM2100/20	LMD2051W
BKAW570	BRCSDP16	HFBKHD1	LMD2051WCC
BKAW580	BRCWMALL	HFBKSD1	LMD2051WHD
BKAW581	BRCWMZ330	HFBKTS1	LMD2051WQS
BKAW590	BRCZ330	HFBKXG1	LMD2110W
BKDF901	BRCZ700	HKCSV1	LMD2341W
BKDF902	BRS200	HKDW902R	LMD2451W
BKDF910	BRSA20DD1	HKDW905R	LMD2451WCC
BKDF940	BRSA20DD2	HKJ101	LMD2451WHD
BKDF950	BRSA20HSD1	HSC300K	LMD2451WQS
BKDF960	BRSA20SA1	HSCU300K	LMD940W
BKDF990	BRU300	HVBK1520	MB530
BKM16R	BRUH700	HVR1500A	MB531
BKM220D	BVML170	HVRA1U	MB532
BKM227W	BVML231	HVRHD1000U	MB533
BKM229X	CCFCM100	HVRM15AU	MB534
BKM23M	CCFCM100HG	HVRM25AU	MSU1000
BKM243HS	DFS900M	HVRM35U	MSU1500
BKM244CC	DVW2000	HVRMRC1K	MSUDRAWER//A
BKM250TG/2	DVWM2000	HVRS270U	PDW1500
BKM320D	HDCA702	HVRV1U	PDW700
BKM37H	HDVF200	HVRZ5U	PDWF1600
BKM38H	HDVF20A	HVRZ7U	PDWF335L
BKM39H	HDVF550	HXC100K	PDWF355L
BRBK301	HDVF700A	HXCU100K	PDWF75
BRBK302	HDVFC30WR	HXRFMU128	PDWF800
BRBK303	HDVFC35W	HXRMC1	PDWF800PROPAC
BRBK304	HDVFC550W	HXRMC50U	PDWHD1500
BRBKH700	HDVFC730W/1	LA100W	PDWHR1
BRBKHD2	HDVFC950W	LMD1530W	PDWHR1/MK1
BRBKHSD1	HDW1800	LMD1541W	PDWR1
BRBKMF1	HDW650F	LMD1751W	PDWU1
BRC300	HDWD1800	LMD1751WCC	PRKL2300R1

*Only those Sony products that a Reseller is eligible to sell under their 2010 Sony BPSD contract qualify for this program.

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ELIGIBLE 2H FY10 Project Inventory Program (PIP) products* (cont'd):

PVM740	RCP1500	SMF700	VFH570
PVML1700	RCP1501	SU561	XDCA53
PVML2300	RCP1530	SU562	XDCA55
PVML3200	RCPMOUNTKIT	VCL0737W	XDCU50
QS100HD	RM1000BP	VCL308BWH	
RCP1000	RMB750	VF510	
RCP1001	RMBR300		

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Good Selling!

Maureen Hall
Reseller Program Manager, BPSD Sales
Professional Solutions of America
Sony Electronics, Inc.



2H FY10 Project Inventory Program Form (Bulletin # 10-0049)
PIP Purchase period: November 15, 2010 - December 15, 2010 and
February 15, 2011 through March 15, 2011

To be completed by BPSD Reseller & submitted to their Sony Account Manager

Name of BPSD Reseller: _____

Number of Authorized Business Locations: _____

Please indicate the model(s) being purchased under the BPSD Reseller Project Inventory Program. BPSD Resellers can purchase the eligible models at 10% off published Reseller one-piece "A-stock" price.

PIP Model	Qty	PIP Model	Qty

Principal Signature _____ Print Name _____

Account Manager Signature _____ Print Name _____

****SONY ACCOUNT MANAGER MUST REVIEW THIS FORM FOR ACCURACY AND FORWARD A COMPLETED COPY TO MAUREEN HALL.** ONE PO ONLY ****

*CSS ORDER PROCESSING INSTRUCTIONS: Do not override pricing. Pricing is programmed. Please use the following code: DP. Contact DIG for any pricing issues.