



DATE: MARCH 29, 2004 **04-0008**

TO: DIRECT SALES PERSONNEL
GROUP ONE SALES REPRESENTATIVES

FROM: NICK DILELLO, TOM MYKIETYN

PROMOTION: HDCAM VTR & BVM-D MONITOR PAC

Sony is pleased to introduce a new HDCAM® and BVM-D monitor package that will **save your customers 20%** from the suggested list price of all the included components. That's right. Your customers that use HDCAM need a high quality BVM-D monitor for viewing their high definition content. Now they will be able to purchase both an HDW-F500 VTR and BVM-D24E1WU monitor and the essential HD boards while saving 20% when they order this special bundle during this promotion period.

As the expression says, "This package is equipped, not stripped". This package includes the HKDV-507D 3:2 pull-down card and HKDV-501A downconverter card for the HDW-F500 along with the BKM41HD HD-SDI input card for the BVM-D24E1WU 24" monitor. These are the most frequently ordered accessory cards for each main model, but your customer can always add additional cards within standard pricing guidelines.

Group One Representatives will receive an 11.5% commission rate on all of the models within this bundle when selling this package at the promotional pricing shown below. Please note that this package includes the BVM-D24E1WU, which is commissionable only when sold as part of this package.

It's important to note that the customer will require either a BKM-10R Central Control Unit or a BKM-11R Hand-Held control Unit depending on their application. If they choose the BKM-10R, then the BKM-34H Attachment Kit is recommended. These three items are additional accessories and not part of the PAC.

PACKAGE PROMOTION		HDCAM AND MONITOR PACKAGE	
PROMOTION PERIOD: March 29, 2004 through June 27, 2004			
Product(s) Involved:			
PRODUCT	INVENTORY CLASS	SUGGESTED LIST PRICE	PROMOTIONAL PRICE
HDCAMBVM DPAC	A	\$118,970	\$95,176
REQUIREMENTS:			
This special package must be ordered as is in order to qualify for the discount. No substitutions of different main models or accessory cards are permitted. Special package above consists of: HDW-F500, HKDV-507D, HKDV-501A, BVM-D24E1WU and BKM-41HD.			

PROMOTION OF HDCAM VTR & BVM-D MONITOR PAC
BULLETIN #04-0008
Page Two

TERMS AND CONDITIONS

PROMOTION PERIOD:	March 29, 2004 - June 27, 2004
MODELS/PRICING:	HDCAMBVM DPAC at the pricing shown on the previous page.
BACKORDER/FUTURE ORDER:	Orders must be credit cleared shipped and invoiced from March 29, 2004 - June 27, 2004. No future orders or backorders will be accepted.
MIXING OF PROMOTIONS:	This promotion cannot be combined with any other promotion.
QUANTITY:	No limit to quantity, subject to availability.
PRODUCT SUBSTITUTION.	No product substitutions are allowed.
I NVENTORY.	Only A class inventory is eligible.
CHANGE/CANCELLATION:	Sony may change or cancel this promotion at any time.

Please contact your Sony account manager with any questions that you may have about this promotion.

Good Selling!

Nick DiLello
Tom Mykietyn
Content Creation Division