



DATE: MARCH 29, 2004 04-0093

TO: SECURITY SYSTEMS SALES REPRESENTATIVES

FROM: SEAN MATSUOKA

SUBJECT: SECURITY SYSTEMS: SALES REP SAMPLE PROGRAM

In response to popular demand, Sony Security Systems will continue its Rep Sample Program for 2004. This program allows you to **purchase Sony Security core products for demonstration purposes at a substantial discount!** This year we have added the Uni-Dome motorized high-speed dome camera systems to the list of eligible models.

**PROGRAM ADVANTAGES:**

- Enables **quick and easy demonstrations** of the **newest Sony Security core products** to your customers.
- Simplifies the loan process - eliminates monthly loan inventory and administrative work.
- Eliminates product ATR and tracking of loan shipments.
- **Increases demonstration activity** by increasing sample quantities.
- Best of all, you receive a **40% discount** on your purchase of Security sample products.

**TERMS AND CONDITIONS OF SAMPLE PROGRAM:**

|                                |  |
|--------------------------------|--|
| <b>Program:</b>                | Purchase Sony Security core products for demonstration purposes at a substantial discount.   |
| <b>Sample Ordering Period:</b> | New samples of eligible products can be re-ordered every 180 days commencing March 29, 2004 through March 28, 2005   |
| <b>Order Quantity:</b>         | A maximum of five samples per eligible product can be purchased per 180 day period.  |
| <b>Eligible Models:</b>        | A list of products eligible for purchase under this program is attached to this bulletin. This list will be amended from time to time as new Security core products are introduced during the ordering period. |
| <b>Discount:</b>               | A discount of 40% off dealer 1+ price will be given on the purchase of all eligible sample products.   |

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**TERMS AND CONDITIONS OF SAMPLE PROGRAM CONTINUED:**

|                                     |   |
|-------------------------------------|---|
| <b>Invoice Payment Terms:</b>       | Extended invoice payment terms of net 180 days from the date of invoice will apply to the purchase of eligible sample products.   |
| <b>Resale:</b>                      | Samples of products purchased under the program can be resold after the 150 <sup>th</sup> day from their invoice dates.   |
| <b>Commission:</b>                  | No commission will be paid on samples sold to third parties.  |
| <b>Excluded Products:</b>           | <b>All cross over /non-Security core products (e.g., consumer TVs) are not eligible for purchase under this program.</b>  |
| <b>Audit of Sample Inventory:</b>   | Sony reserves the right to audit any representative's sample inventory.   |
| <b>Purchase Order Instructions:</b> | All purchase orders for eligible sample products should be submitted to the reseller's Customer Support Specialist (CSS). <b>All purchase orders must state: "This order is made specifically subject to the Terms and Conditions of Bulletin #04-0093."</b>        |
| <b>Purchases:</b>                   | All purchases will be made on Sony's Reseller One Shot Sales Agreement as supplemented by these Terms and Conditions. <b>All purchasing documents must state: "This order is made specifically subject to the Terms and Conditions of Bulletin #04-0093."</b>       |
| <b>Other:</b>                       | All samples of eligible products purchased under this program are to be used for product demonstration purposes only. Any misuse or abuse of the program could result in disciplinary action up to and including termination of the Sales Representative Agreement. |
| <b>Cancellation/Modification:</b>   | Sony may cancel or modify this program at any time.   |

With security and surveillance concerns high on everyone's list, **there is no better time to demonstrate the latest security products from Sony - a renowned technology leader!** Take advantage of this program today!

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

Good Selling!

Sean Matsuoka  
Marketing Manager, Sony Security Systems  
Business Solutions Division

**SONY SECURITY PRODUCTS**  
**REP SAMPLE PROGRAM - ELIGIBLE MODELS**  
**03/29/2004**

| Model #                      | Model #             | Model #              |
|------------------------------|---------------------|----------------------|
| <b>CAMERAS</b>               |                     |                      |
| SSC-M183                     | SSC-M383            | SSC-MD53V            |
| SSC-CD43VT                   | SSC-CD73V           | SSC-CD73VT           |
| SSC-DC374                    | SSC-CD43V           | SSC-DC193            |
| SSC-DC54A                    | SSC-DC393           | SSC-DC50A            |
| SNC-RZ30N                    | SSC-DC593           | SSC-CX13V            |
|                              | SNC-Z20N            | SNC-CS3N             |
| <b>UNI -PAKS</b>             |                     |                      |
| UNI -PM183M8/M8HB            | UNI -PM183A12/A12HB | UNI -PM183A50/A50HB  |
| UNI -PM383M8/M8HB            | UNI -PM383A50/A50HB | UNI -PM383A12/A12 HB |
| UNI -PC193A12/A12HB          | UNI -PC193A50/A50HB | UNI -PC193M8/M8HB    |
| UNI -PC393M8/M8HB            | UNI -PC393A12/A12HB | UNI -PC393A50/A50HB  |
|                              | UNI -PC593A13/A13HB |                      |
| <b>UNI -DOMES</b>            |                     |                      |
| UNI -DN25SO                  | UNI -DN25FI         | UNI -D18SI           |
| UNI -D18FI                   | UNI -DN18SO         | UNI -DN18FI          |
| <b>DVRs/VTRs</b>             |                     |                      |
| HSR-X216/32                  | HSR-X200/16         | HSR-X200             |
| HSR-2/1                      | SVT-RA40            | SVT-RA168            |
| SVT124                       | SVO-1330            | EVO-250              |
| PGV-250                      |                     |                      |
| <b>MONITORS</b>              |                     |                      |
| SSM-14L1                     | SSM-20L1            |                      |
| <b>MULTIPLEXERS</b>          |                     |                      |
| YS-DX416                     | YS-DX516            | YS-DX504             |
| <b>VIDEO NETWORK STATION</b> |                     |                      |
| SNT-V304                     | SNT-V501            |                      |
| <b>PRINTERS</b>              |                     |                      |
| UP-895                       |                     |                      |