Sony Electronics Inc. **SONY**

Bulletin

DATE: **JULY 15, 2010** **10-0215**

TO: **DIRECT SALES**

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SUBJECT: **INTRODUCTION OF ZIRIS PROFESSIONAL DIGITAL SIGNAGE SOLUTION**

TYPO: **INTRODUCTION**

Sony is pleased to announce the NEW Ziris v.7.0 Professional Digital Signage Solution.
The Ziris Professional digital Signage solution is a family of products built on a web based architecture that allows for high quality content playback and enterprise scalability. It includes applications for content arrangement and scheduling to drive meaningful and impactful messages to small or large target audiences. The Ziris system is highly scalable and dynamic to fit a wide variety of network architectures and small deployments with just a few screens in a single location to enterprise level installations utilizing thousands of endpoints across a wide geographic area.

PRODUCT NAME	NEW SUGGESTED LIST PRICE	DESCRIPTION	AVAILABLITIY
BZSQP7C	759.00	ZIRIS V7 CREATE SINGLE LICENSE	NOW
BZSQP7M	739.00	ZIRIS V7 MANAGE SINGLE LICENSE	NOW
BZSQP7T	2,499.00	ZIRIS V7 TRANSFER SERVER LICENSE	NOW
BZSQP7V	1,199.00	ZIRIS V7 VIEW	NOW
BZSQP7E	2,499.00	ZIRIS V7 EDGE SERVER LICENSE	NOW
BZSQP705	3,479.00	ZIRIS V7 BUNDLE 5 DEVICE, (5X CREATE, VIEW,MANAGE AND 1X TRANSFERS),	NOW
BZSQP710	6,649.00	ZIRIS V7 BUNDLE 10 DEVICE, (10X CREATE, VIEW,MANAGE AND 1X TRANSFERS),	NOW
BZSQP725	14,099.00	ZIRIS 7 BUNDLE 25 DEVICES (25X CREATE, VIEW,MANAGE AND 1X TRANSFER)	NOW
BZSQP750	24,999.00	ZIRIS 7 BUNDLE 100 DEVICES, (50X CREATE, VIEW,MANAGE AND 1X TRANSFER)	NOW
BZSQP700	39,499.00	ZIRIS 7 BUNDLE 100 DEVICES (100X CREATE, VIEW,MANAGE AND 1X TRANSFER)	NOW

INTRODUCTION OF ZIRIS PROFESSIONAL DIGITAL SIGNAGE SOLUTION
BULLETIN # 10-0215
PAGE TWO

For a Basic System - Bundle consist of:

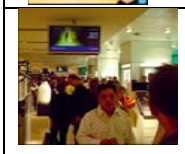
QTY 1 Create
QTY 1 Manage
QTY 1 Transfer/or/Edge
Plus one of the QTY Devices end user would choose (Ziris 7 Bundle x10 Devices) which means how many view license (locations) end-user needs.

Note: If end-user is planning to expand, it is recommended to order more devices then what is needed at the time of ordering Ziris v7.0 bundle.

ZIRIS create BZSQP7C	Ziris Create™ powers a large variety of screens with high-impact media, so you can effectively inform, entertain or advertise to passing traffic Or captive audiences. Ziris Create™ offers enormous creative freedom, with playback quality up to broadcast standards. Its unique, easy to-use, intuitive interface means you don't have to be a professional media artist to operate Ziris Create™. You can integrate and customize materials from multiple sources (video, audio, picture and text files), and then construct and layer that media to show tailored content on Individual screens.
ZIRIS manage BZSQP7M	Ziris Manage™ unique real-time monitoring automatically sends SMS alert messages to administrators if there is a hardware breakdown, such as Networked Player, Plasma or LCD Screens, Projectors, or your Transfer Server. So you find out first – not Your audience.
ZIRIS transfer BZSQP7T	Ziris Transfer™ distributes your material to a range of digital signage players reliably, easily and cost-effectively, automatically trans-coding video material into the appropriate format for each network player during the import process. It delivers Ziris™ digital signage content at the right time, to the right audiences, via satellite, local area networks (LANs), wide area networks (WANs) or the Internet.

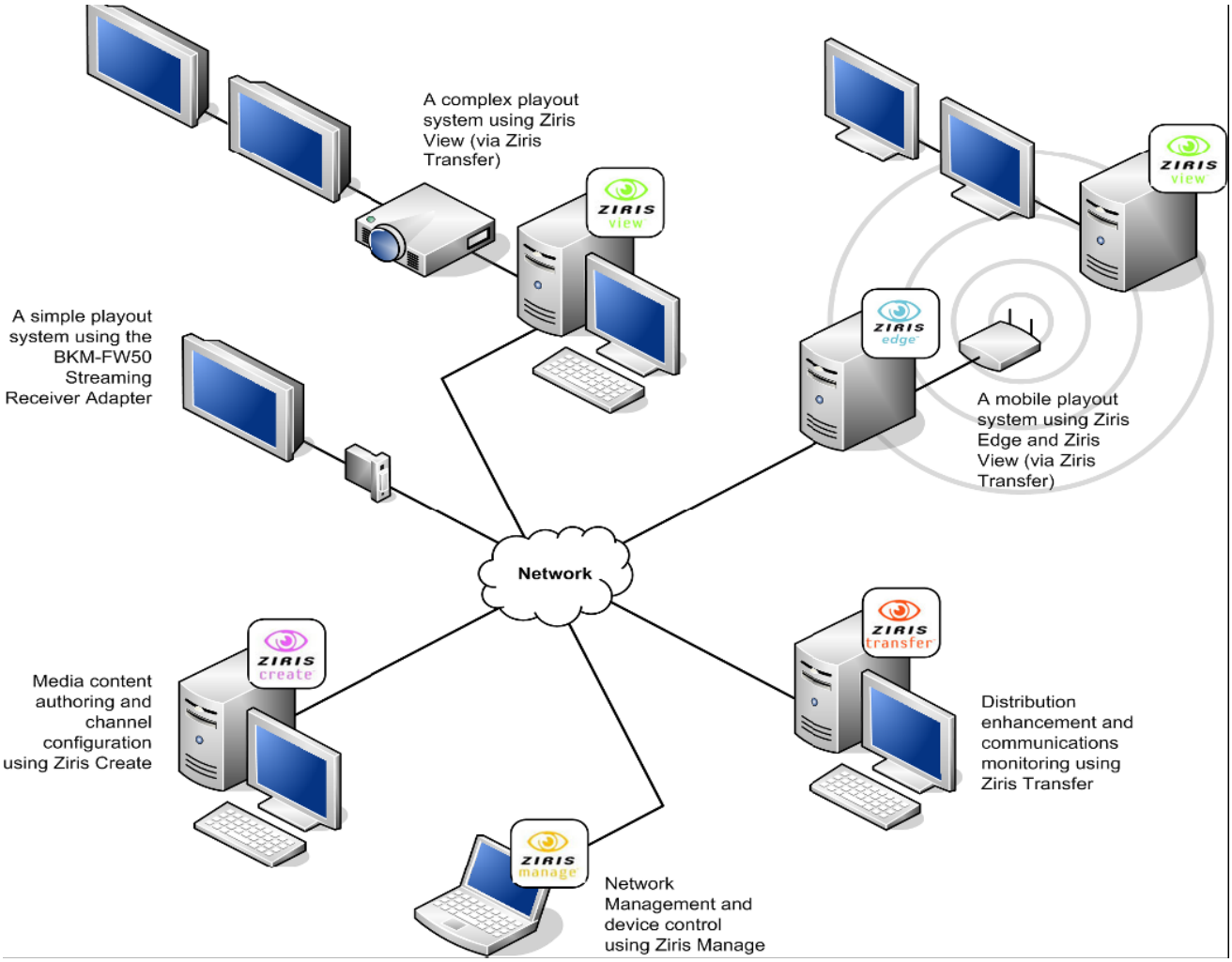
INTRODUCTION OF ZIRIS PROFESSIONAL DIGITAL SIGNAGE SOLUTION
BULLETIN # 10-0215
PAGE THREE

ZIRIS view BZSQP7V	Ziris View™ software, any standard PC becomes a digital signage player, capable of replaying complex on-screen images containing multiple layers of video, animation and text. The open architecture of Ziris View™ software also accommodates many other applications. For example, your scales, payment kiosks, music download portals and digital printing kiosks can all become part of your digital signage platform.
ZIRIS edge BZSQP7E	Ziris Edge™ maximizes efficiency by receiving content across a network and distributing it to nearby Ziris players. It means that content for multiple players can be sent once over a Wide Area Network, and then distributed to individual devices over a Local Area Network. • Is recommended for WAN distribution • Allows Players to "Pull" content • Uses HTTP to overcome issues with firewalls • Works with dynamically changing IP addresses • Very effective for mobile operations (such as trains and buses)

	Medical and scientific environment In any medical environment, time and communication can be critical. With Ziris™ digital signage you can create your internal TV channel to inform your patients in the right place, at the right time with the right message.
	**Retail environment** Digital media enables retailers (and advertisers) to increase brand awareness, inform customers interactively at the point of purchase, drive sales within specific areas, target promotions, and drive traffic to store departments, and reduce the cost of printed materials.
	Airport and transport environment Digital signage networks in airports are applied in business lounges to inform travelers with news updates, in duty free shopping areas to promote goods and in all areas to update passengers with the latest flight information.
	Public venues Digital outdoor advertising can be used in many outdoor environments, such as transportation networks, to inform and entertain traffic passing by.
	Restaurants, bars There is no other medium with the same power to inform, entertain and inspire customers and to influence their behavior at the point of purchase, while enhancing the ambience of your leisure space.
	Corporate communications More and more businesses need effective, reliable and immediate ways to communicate with their Customers and employees. Ziris™ digital signage helps to gain far better staff morale, better teamwork and better communications throughout your entire corporation.

3.1 ZIRIS Professional System Configuration

Example:



Features & Benefits

End to End Sony solution with integrated hardware and software
Ziris allows you to deploy a fully integrated hardware and software digital signage system. The Ziris suite and hardware components work together harmoniously in one complete eco-system and can be managed in a way that Ziris is aware of all the hardware devices (screens, players, etc.) that are running.

Unlimited number of screens
With Ziris, there is no limit to the number of screens in a Ziris network. Ziris has been built from the ground up to be scalable and easy to deploy.

Full HD Resolution
A Ziris controlled screen is beautiful when outputting and displaying Full HD contents.
Ziris can output stunning full HD video and high quality images.

Ten Layers!
Ziris supports output of multiple graphic layers to create stunning and captivating compositions. The number of layers shown depends on which player is being utilized. A PC Player with a full Ziris View license will support up to 10 layers displayed as output, whereas a BKM-FW55 player will support up to 2 layers, a text layer and an image or text and video.

Metadata driven content delivery
Ziris can save you time and effort by allowing automatic content delivery to selected sites or screens. Even within an individual Slideshow, different screen objects can be sent to individual screens or groups of screens. For example, a national campaign may dictate the overall layout of a screen, but there may be some local content that needs to go to specific locations. Using metadata tags describing the various elements that make up the digital signage content, once setup, Ziris can be scheduled and instructed to playout out the right content to the right locations without any additional on-going support.

Works over any network topology
With Ziris, it's been designed and deployed with all kinds of networks. It can be configured to work even with a connection like 3G. Ziris will always make the best use of whatever network you have available.

Engineered for ease of use
Ziris has been re-designed with a new unified interface and streamlined content creation and scheduling workflow. It has been improved with intuitiveness in mind. With Ziris Professional 7 you will be ready to deliver digital signage in a fast and efficient manner.

Optional Accessories

PCs must meet a minimum computing requirement as follows:

Ziris Create/Manage/Transfer/Edge

	Standard specification	Remark
	Windows 2008 Server SP1	Changed from 2007 Server SP3 to V1.0.
	Intel Core 2 Duo 2GHz or faster	Changed from Core 2 Duo 1.8 GHz to meet Windows 2007 Server recommended spec. Old spec is minimum spec.
	2GB or greater	Changed from 1 GB to meet Windows 2007 Server recommended spec. Old spec is minimum spec.
	Recommend use of WXGA (not NVIDIA)	
	At least 40GB	

Server machines:
Must be running Windows Server 2008 32 bit OS

View Player machines:
Dell Optiplex 960 Small Form Factor PC with ATI Radeon 4650 meeting the following spec:

ZIRIS VIEW

ITEM	STANDARD SPECIFICATION
OS	Windows 7 .net framework 3.5 SP1
CPU	2.66Ghz Intel Dual Core or faster
MEMORY	2 Gb or greater
GPU	ATI Radeon 3860 or 4650 equivalent –Must support hardware acceleration and DirectX
PSU	The PSU needs to meet the power requirements of the Graphics card
PCI-Express	This is required to support the graphics card
HDD	At least 40GB.

Please contact your Sony Account Manager should you have any questions.

Good Selling!

Cassidy Young/Rosemary Jersey
Professional Display Systems
Professional Solutions of America