



**DATE:** AUGUST 15, 2005 **05-0395**  
**TO:** DIRECT SYSTEM INTEGRATORS  
 SONY SYSTEM INTEGRATION ACCOUNT MANAGERS  
**FROM:** MARK BONIFACIO  
**SUBJECT:** PRICE INCREASE - BVM-D24E1WU AND BVM-D32E1WU

Due to various cost increases in the production cycle, it is necessary for Sony to raise our prices on the BVM-D24E1WU and BVM-D32E1WU effective August 29, 2005.

Any orders entered prior to August 29, 2005 with delivery by September 30, 2005 will receive current pricing, and all orders received and entered on or after August 29, 2005 with delivery by September 30, 2005 are subject to the new pricing.

PRODUCT NAME	FORMER SUGGESTED LIST PRICE	NEW SUGGESTED LIST PRICE	FORMER RESELLER PRICE	NEW RESELLER PRICE	QTY	DATE
BVM-D24E1WU	\$24,355.00	\$26,055.00	\$18,266.25	\$19,541.25	ANY	AUG 29, 2005
BVM-D32E1WU	\$39,850.00	\$42,850.00	\$29,887.50	\$32,137.50		

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

Good Selling!

Mark Bonifacio  
 Marketing Manager - Monitors & Digital Signage  
 Broadcast & Production Sytstems Division  
 Business Solutions and Systems Company

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