



DATE: MARCH 15, 2008 07-0739  
 TO: B2B AVIT DISTRIBUTORS  
 FROM: JOHN HOLMES  
 SUBJECT: INTRODUCTION OF SIMPLESIGN-26 & SIMPLESIGN-32

Sony is pleased to introduce the first Sony Professional Display product built exclusively for IT Distributors, **SIMPLESIGN-26 & SIMPLESIGN-32**. These products take the complexity out of digital signage by providing everything needed for start-up digital signage in one box. It's perfect for any small to medium business which is currently using DVD or Video tapes to playback corporate marketing messages or promotional advertising. Examples include car dealerships, small retail stores, doctor's offices, and other locations where inherent network expertise does not exist and is not desired.

The package includes either a KLH-W26 or KLH-W32 , a pre-installed BKM-FW50 digital signage card, VEGAS® 8 content creation software, a compact flash card, compact flash card reader, cables and quick start guide - everything needed to get started right out of the box.

Vegas 8 content creation software provides effects and editing tools to create great digital signage. However customers may also obtain fantastic digital signage content by contacting [SONYDIGITALSIGNAGE@AM.SONY.COM](mailto:SONYDIGITALSIGNAGE@AM.SONY.COM) . Content creation takes only a couple of days and is supplied at reasonable prices.

| PRODUCT NAME  | BRIEF DESCRIPTION   | SUGGESTED LIST PRICE | DISTRIBUTOR PRICE | AVAILABLE  |
|---------------|---|----------------------|-------------------|------------|
| SIMPLESIGN-26 | 26"* Simple Digital Sign, pre-configured with all accessories | \$2,200.00           | \$1,430.00        | MARCH 2008 |
| SIMPLESIGN-32 | 32"* Simple Digital Sign, pre-configured with all accessories | \$2,500.00           | \$1,625.00        | MARCH 2008 |

\*VIEWABLE AREA MEASURED DIAGONALLY

**Product Description:**

A fully functioning digital sign, pre-configured to operate with no setup. Just save content to the supplied compact flash card and put the card in the "SimpleSign". Content starts playback automatically. Available in two great sizes, 26"\* or 32"\*.

**Features and Benefits:**

- Pre-configured display with all accessories for SimpleSignage
- VEGAS 8 Content Creation Software
- 1 GigaByte Compact Flash™ Card
- USB Compact Flash Card Reader/Writer
- 26"\* or 32"\* LCD Display
- Pre-installed BKM-FW50 SimpleSignage Card
- Quick Start Guide

**KLH-W26 and KLH-W32**

- Integrated speakers and table stand, ready right out of the box
- 1366x768 High Definition LCD Display
- Consume roughly 30% less power than equivalent sized plasma display
- Does not burn-in like a plasma display
- Emits less heat than a plasma display
- Great sound quality via built in speakers
- Stylish and attractive one piece package fits many decors

**BKM-FW50**

- Simple content playback via insertion of a compact flash card
- Also capable of streaming playback
- "Store and Forward" type playback by pulling content from a server for playback from the compact flash at a later date
- Scheduling and display control for hours of operation control and setup.
- Presentation mode allows playback of a remote computer's activity

**VEGAS 8 Content Creation Software**

- Features content rotation capability for simple digital signage content creation
- Allows instant playback of various files types from the timeline: drag gif, jpeg, bmp, MPEG2, MPEG4, standard def video or high definition video formats on to one timeline, hit play, playback starts.
- Unlimited video and audio tracks
- Special effects and transitions easily added from supplied library of effects

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**Suggested Applications:** SIMPLESIGNS are perfect for car dealerships, corporate lobbies, and small professional offices who are using DVD media to display messaging, or who want a simple way to promote their messages.

**Warranty** Two Years Parts and Labor, 1 Year on the Panel (see actual warranty for details)

Features and specifications subject to change without notice.

Please contact your local Account Manager for further information.

Good Selling!

John Holmes  
Marketing Manager, Public Display  
Broadcast and Business Solutions Company

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