

DATE: OCTOBER 1, 2011 11-0214

TO: SYSTEM INTEGRATORS
SYSTEM INTEGRATION RESELLERS
PRODUCTION PRODUCT RESELLERS
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PRESENTATION DISPLAY DISTRIBUTORS
PROFESSIONAL AUDIO/VIDEO DISTRIBUTORS
DIRECT SALES

FROM: ANDRÉ FLOYD

SUBJECT: THE DISCONTINUATION SONY® VSP-NS7, BKM-FW50, AND CERTAIN ZIRIS MODELS

TYPE: DISCONTINUATION

Thank you very much for your continued support of Sony Professional Solutions of America products.

We have reached the final stage of transition from Sony's older-generation digital signage systems to new products, primarily designed around the Ziris™ platform. As such, the VSP-NS7 player and related products, as well as the BKM-FW50 are discontinued. Additionally, a simpler paradigm for marketing Ziris with "per screen" pricing for required software is being introduced, so the previous individual and bundled Ziris software products are hereby discontinued, as well.

Please be informed that effective immediately, the following product(s) will be discontinued:

PRODUCT NAME	INVENTORY STATUS	REPLACEMENT PRODUCT
VSP-NS7	Depleted	Ziris and/or VSP-BZ10
VSP-AD7	1 Available	Ziris and/or VSP-BZ10
VSP-AD7L100	Depleted	Ziris and/or VSP-BZ10
VSP-AD7L50	Depleted	Ziris and/or VSP-BZ10
VSP-AM7	3 Available	Ziris and/or VSP-BZ10
BKM-FW50	-60 A/B Units	VSP-BZ10

THE DISCONTINUATION SONY® VSP-NS7, BKM-FW50, AND CERTAIN ZIRIS MODELS
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BZSQP700	Depleted	New Ziris Software Bundles
BZSQP705	Depleted	New Ziris Software Bundles
BZSQP710	Depleted	New Ziris Software Bundles
BZSQP725	Depleted	New Ziris Software Bundles
BZSQP750	Depleted	New Ziris Software Bundles
BZSQP7C	Depleted	New Ziris Software Bundles
BZSQP7E	Depleted	New Ziris Software Bundles
BZSQP7M	Depleted	New Ziris Software Bundles
BZSQP7T	Depleted	New Ziris Software Bundles

Remaining inventory is available on a first come first serve basis.

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

Good Selling!

André Floyd
Product Marketing Manager, Digital Signage
Professional Solutions of America
Sony Electronics, Inc.