

Bulletin

DATE: JULY 3, 2013 **13-0056 UPDATE**

TO: ALL PSA DISTRIBUTORS

FROM: MAUREEN HALL

PROMOTION: 2013 PSA MINIMUM ADVERTISED PRICE (MAP) PROGRAM

TYPE: GENERAL

Effective immediately, the 2013 PSA Minimum Advertised Price (MAP) Program is suspended for the products listed below. Distributors and 3rd Party Resellers are no longer required to advertise the below list of products at MAP Price. We apologize for any inconvenience that this causes. While we work diligently to improve and strengthen the MAP program, we will count on your support to uphold the brand and value of the Sony products you resell.

Map Product	Map Product Description	Suggested List	
		Price	MAP Price
NXCAM			
HXR-MC2000U	AVCHD Shoulder-mount Camcorder Memory	\$ 1,999.00	\$ 1,699.00
HXR-NX30U	NXCAM Palm-sized Camcorder	\$ 2,300.00	\$ 1,999.00
HXR-NX5U	AVCHD Handy-type Camcorder Memory	\$ 4,610.00	\$ 3,999.00
HXR-NX70U	NXCAM Compact Camcorder	\$ 3,200.00	\$ 2,799.00
NEX-EA50UH	NXCAM Entry Level APS-C 35mm Camcorder	\$ 4,200.00	\$ 3,599.00
VJ-BK1T	Turnkey Acquisition System Backpack w/o Laptop	\$ 5,400.00	\$ 4,200.00
VJ-BK1TVV	Turnkey Acquisition System Backpack w/Laptop	\$ 6,400.00	\$ 5,200.00
VJBK-1TP100	Turn-Key PMW-100 Video Journalist Kit	\$ 7,729.00	\$ 6,262.00
VJBK-1TVVP100	Turn-Key PMW-100 Video Journalist Kit with VAIO	\$ 8,469.00	\$ 6,862.00
VJBK-1TP200	Turn-Key PMW-200 Video Journalist Kit	\$ 11,569.00	\$ 9,374.00
VJBK-1TVVP200	Turn-Key PMW-200 Video Journalist Kit with VAIO	\$ 12,309.00	\$ 9,974.00
LCD Projectors			
VPL-CW255	4500 LM WXGA Portable Projector	\$ 2,700.00	\$ 1,849.00
VPL-CW275	5100lm WXGA Data Projector	\$ 3,000.00	\$ 2,099.00
VPL-CX275	5200lm XGA Data Projector	\$ 2,600.00	\$ 1,849.00
VPL-DW125	2600lm WXGA Network Portable Projector	\$ 1,200.00	\$ 849.00
VPL-DX120	2600 Lm XGA Mobile Projector	\$ 750.00	\$ 499.00
VPL-DX145	3200lm XGA Portable Network Projector	\$ 1,200.00	\$ 849.00
VPL-EW276	3700lm WXGA Compact Projector with NW	\$ 1,670.00	\$ 1,149.00
VPL-EX246	3200lm XGA Compact Projector with NW	\$ 1,160.00	\$ 799.00
VPL-EX276	3700lm XGA Compact Projector with NW	\$ 1,460.00	\$ 999.00
VPL-FH30	4300 LM WUXGA Installation Projector	\$ 3,950.00	\$ 3,499.00
VPL-FH31/B	4300lm WUXGA Data Projector, Black	\$ 4,810.00	\$ 3,999.00
VPL-FH31/W	4300lm WUXGA Data Projector, White	\$ 4,810.00	\$ 3,999.00
VPL-FH36/B	5200lm WUXGA Data Projector, Black	\$ 5,850.00	\$ 4,799.00
VPL-FH36/W	5200lm WUXGA Data Projector, White	\$ 5,850.00	\$ 4,799.00
VPL-FH500L	7000 LM WUXGA Adavnced Instal Projector	\$ 10,140.00	\$ 9,499.00
VPL-FX30	4200 LM XGA Installation Projector	\$ 3,090.00	\$ 2,299.00
VPL-FX35	5000 LM XGA Installation Projector	\$ 4,070.00	\$ 2,999.00
VPL-FX37	6000 lm XGA Data Projector	\$ 5,000.00	\$ 3,999.00

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LCD Projectors			
VPL-FX500L	7000 LM XGA Advanved Instal Projector	\$ 6,990.00	\$ 5,999.00
VPL-SW525	2500 lm WXGA Ultra Short Throw Projector	\$ 2,030.00	\$ 1,399.00
VPL-SW525C	2500 lm WXGA Interactive Ultra Short Throw Projector	\$ 2,730.00	\$ 1,899.00
VPL-SW535C	3000 lm WXGA Interactive Ultra Short Throw Projector	\$ 3,050.00	\$ 2,099.00
VPL-SW536	WXGA/3100lm UST w/o Mount	\$ 2,190.00	\$ 1,499.00
VPL-SW536M	WXGA/3100lm UST with Mount	\$ 2,300.00	\$ 1,549.00
VPL-SW536MBPAC	SW536M eBeam Package	\$ 3,199.00	\$ 2,149.00
VPL-SX536	XGA/3000lm UST w/o mount	\$ 1,920.00	\$ 1,349.00
VPL-SX536M	XGA/3000lm UST with Mount	\$ 2,030.00	\$ 1,399.00
VPL-SX536MBPAC	SX536M eBeam Package	\$ 2,929.00	\$ 1,949.00
Pro -Audio			
BCD-WZ1	Battery Charger for use with DWZ-M70 and DWZ-B70HL	\$ 319.99	\$ 249.99
DWZ-B30GB	DWZ Series Digital Wireless Guitar Set	\$ 499.99	\$ 399.99
DWZ-B70HL	DWZ Series Digital Wireless Headset/Lav Set	\$ 999.99	\$ 749.99
DWZ-M50	DWZ Series Digital Wireless Vocal Set	\$ 699.00	\$ 549.99
DWZ-M70	DWZ Series Digital Wireless Vocal/Speech Set	\$ 899.99	\$ 699.99
ECM-44B	Electret Condenser Mic	\$ 272.00	\$ 219.00
ECM-77B	Electret Condenser Mic	\$ 512.00	\$ 409.00
MDR-7502	Monitor Headphone	\$ 65.00	\$ 49.99
MDR-7510	Studio Headphone	\$ 149.99	\$ 129.99
PCM-M10/B	Portable Digital Field Recorder (Black)	\$ 399.99	\$ 249.99
PCM-M10/R	Portable Digital Field Recorder (Red)	\$ 399.99	\$ 249.99
PCM-M10/W	Portable Digital Field Recorder (White)	\$ 399.99	\$ 249.99
PHA-1	Portable Headphone Amplifier	\$ 599.99	\$ 499.99
UWP-V1/3032	Wireless Mic (Lav) Camera Pack	\$ 749.00	\$ 549.00
UWP-V1/4244	Wireless Mic (Lav) Camera Pack	\$ 749.00	\$ 549.00
UWP-V2/3032	Wireless Mic (Hand) Camera Pack	\$ 749.00	\$ 549.00
UWP-V2/4244	Wireless Mic (Hand) Camera Pack	\$ 749.00	\$ 549.00
UWP-V6/3032	Wireless Mic (ENG) Camera Pack	\$ 1,017.00	\$ 749.00
UWP-V6/4244	Wireless Mic (ENG) Camera Pack	\$ 1,017.00	\$ 749.00
ZRX-C30	DWZ Series Compact Size Receiver	\$ 299.99	\$ 249.99
ZRX-HR50	DWZ-Series Half Rack Size Receiver	\$ 449.99	\$ 349.99
ZRX-HR70	DWZ Series Half Rack Size Receiver	\$ 579.99	\$ 449.99
ZTX-B01	DWZ Series Bodypack Transmitter	\$ 249.99	\$ 199.99
ZTX-B02RC	DWZ Series Bodypack Transmitter	\$ 329.99	\$ 249.99
ZTX-M01	DWZ Series Handheld Transmitter	\$ 379.99	\$ 299.99
ZTX-M02RC	DWZ- Series Handheld Transmitter	\$ 449.99	\$ 349.99
XDCAM			
PDW-F1600	Professional Disc Recorder	\$ 30,030.00	\$ 26,900.00
PDW-F800	Professional Disc Camcorder	\$ 32,350.00	\$ 29,100.00
PDW-HD1500	Professional Disc Recorder	\$ 22,950.00	\$ 21,500.00
PDW-HR1/MK1	XDCAM Field Recorder	\$ 21,350.00	\$ 20,000.00
PDW-U1	Professional Disc Drive Unit	\$ 3,666.00	\$ 3,200.00
PDW-U2	Quad Layer Disc Drive	\$ 5,170.00	\$ 4,350.00
PMW-100	50Mbps Handheld Camcorder	\$ 3,950.00	\$ 3,480.00
PMW-160	1/3" Solid State Camcorder	\$ 7,790.00	\$ 6,299.00
PMW-50	Portable Field Recording Deck	\$ 5,740.00	\$ 4,900.00
PMW-500/HD02	PMW500 with CBKHD02 Pre-Installed	\$ 27,900.00	\$ 23,500.00
PMW-EX3	XDCAM EX semi-shoulder mount camcorder	\$ 9,490.00	\$ 7,820.00
PMW-320K	XDCAM EX 1/2"-type Shoulder-mount Camcorder with Lens Package	\$ 11,536.00	\$ 9,490.00

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XDCAM			
PMW-320KCE	PMW-320K with the CBK-CE01 50pin Interface pre-installed	\$ 13,116.00	\$ 10,800.00
PMW-350L	XDCAM EX 2/3"-type Shoulder-mount Camcorder without Lens	\$ 18,450.00	\$ 17,000.00
PMW-350LCE	PMW-350L with the CBK-CE01 50pin Interface Pre-Installed	\$ 20,030.00	\$ 18,340.00
PMW-350K	XDCAM EX 2/3"-type Shoulder-mount Camcorder with Lens Package	\$ 19,800.00	\$ 18,400.00
PMW-350KCE	PMW-350K with the CBK-CE01 50pin Interface Pre-Installed	\$ 21,380.00	\$ 19,740.00
Pan/Tilt/Zoom Cameras			
BRCH-900	1/2" HD 3CMOS Remote Control Camera	\$ 13,000.00	\$ 10,995.00
Switchers			
MKS-6550	Format Converter Option	\$ 5,500.00	\$ 5,000.00
MKS-6570	2 Channel DME Option (Only for the MVS-6500 series)	\$ 4,800.00	\$ 4,000.00
MVS-/ICO	On-Site Commissioning of system by Sony Professional Services	\$ 3,000.00	\$ 3,000.00
MVS-3000PAC	Compact 2 M/E Switcher (PAC consists of MVS-3000 & ICP-3000)	\$ 36,500.00	\$ 30,000.00
MVS-6520PAC	2 M/E Switcher (PAC consists of MVS-6520, ICP-6520 & ICP-6511)	\$ 62,700.00	\$ 51,000.00
MVS-6530PAC	3 M/E Switcher (PAC consists of MVS-6530, ICP-6530 & ICP-6511)	\$ 105,700.00	\$ 87,000.00
NNTMVS306500	2 day on-site operational training (not including expenses)	\$ 3,000.00	\$ 3,000.00
Monitors			
PVM-1741A	17-inch Professional OLED Picture Monitor	\$ 4,300.00	\$ 3,680.00
PVM-2541A	25-inch Professional OLED Picture Monitor	\$ 6,400.00	\$ 5,480.00
Sony Creative Software			
SVP-P12000	Vegas Pro Premium	\$ 699.95	\$ 699.95
EVI Cameras			
EVID70P/W	18x PAL PTZ Camera- White	\$ 1,305.00	\$ 895.00
EVID100	10x NTSC PTZ Camera	\$ 1,200.00	\$ 780.00
EVID100P	10x PAL PTZ Camera	\$ 1,250.00	\$ 810.00
EVID70	18x NTSC PTZ Camera-Black	\$ 1,220.00	\$ 835.00
EVID70/W	18x NTSC PTZ Camera- White	\$ 1,220.00	\$ 835.00
EVID70P	18x PAL PTZ Camera- Black	\$ 1,305.00	\$ 895.00
EVID80	18x NTSC PTZ Camera-Black	\$ 1,197.00	\$ 820.00
EVID80/W	18x NTSC PTZ Camera- White	\$ 1,197.00	\$ 820.00
EVID80P	18x PAL PTZ Camera- Black	\$ 1,197.00	\$ 820.00
EVID90	28x NTSC PTZ Camera-Black	\$ 1,349.00	\$ 925.00
EVID90/W	28x NTSC PTZ Camera- White	\$ 1,349.00	\$ 925.00
EVID90P	28x PAL PTZ Camera-Black	\$ 1,349.00	\$ 925.00
EVIH100S	20x 1080p/30 HD-SDI HD CMOS PTZ Camera-Black	\$ 3,985.00	\$ 2,725.00
EVIH100S/W	20x 1080p/30 HD-SDI HD CMOS PTZ Camera-White	\$ 3,985.00	\$ 2,725.00
EVIH100V	20x 1080p/30 DVI HD CMOS PTZ Camera-Black	\$ 3,895.00	\$ 2,665.00
EVIH100V/W	20x 1080p/30 DVI HD CMOS PTZ Camera-White	\$ 3,895.00	\$ 2,665.00
EVIHD1	10x HD CMOS PTZ Camera	\$ 3,070.00	\$ 2,100.00
EVIHD3V	10x 720p/60 HD CMOS PTZ Camera	\$ 2,895.00	\$ 1,980.00
EVIHD7V	10x 1080p/60 HD CMOS PTZ Camera	\$ 3,299.00	\$ 2,256.00
Large Sensor			
PMWF3G444	HD Super 35mm Large Sensor promo package kit	\$ 16,235.29	\$ 13,800.00

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