



**DATE:** DECEMBER 29, 2004 **04-0667**  
**TO:** BROADCAST PRODUCTS RESELLERS  
**FROM:** ROBIN RICHARDS  
**PROMOTION:** 'B' STOCK SAVINGS

Your customers can enjoy additional savings on selected 'B' stock equipment from Sony from now through February 26, 2005 while supplies last.

The Broadcast Reseller pricing offered under this promotion represents an additional discount of 5% to 10% off standard 'B' stock pricing.

<b>PRICING</b>		B Stock Promotional Pricing	
<b>PROMOTION PERIOD:</b> December 15, 2004 through February 26, 2005			
<b>Products Involved: MONITORS AND DIGITAL BETACAM VTRs</b>			
<b>PRODUCT</b>	<b>SHORT DESCRIPTION</b>	<b>AVAILABLE QUANTITY</b>	<b>B STOCK PROMOTIONAL PRICE (ANY QUANTITY)</b>
BVM-14F5U.B	Standard definition monitor	7	\$3,897.50
BVM-20F1U.B	Standard definition monitor	2	\$4,493.52
BVM-D14H5U.B	Multi-format monitor	4	\$3,697.79
BVM-D9H1U.B	Multi-format monitor	12	\$2,908.31
BKM-11R.B	Hand held control panel	11	\$439.64
BKM-21D.B	SDI Input Card	11	\$1,217.71
DVW-2000.B	Digital Betacam VTR	6	\$30,368.80
DVW-250.B	Digital Betacam VTR (portable)	2	\$26,030.40

**TERMS AND CONDITIONS:**

<b>Promotion Period:</b>	December 15, 2004 through February 26, 2005.
<b>Models/Pricing:</b>	Only the specified models listed on page one are eligible for the promotion.
<b>Backorder/Future Order:</b>	Orders must be credit cleared, shipped and invoiced during the promotional period. No future orders or backorders will be accepted.
<b>Mixing of Promotions:</b>	Cannot be combined with any other promotion.
<b>Quantity:</b>	No limit to quantities, subject to availability.
<b>Product Substitution:</b>	No product substitutions are allowed.
<b>Change/Cancellation:</b>	Sony may change or cancel this promotion at any time.

Good Selling!

Robin Richards  
Marketing Manager, Storage and Display Division  
Business Solutions and Systems Company

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