



DATE: MARCH 29, 2004 04-0009

TO: DIRECT SALES PERSONNEL
GROUP ONE SALES REPRESENTATIVES

FROM: NICK DILELLO, TOM MYKIETYN

PROMOTION: SRW-5000 & BVM-F24U MONITOR PAC

Sony is pleased to introduce a new HDCAM® and BVM-F24U monitor package that will **save your customers 15%** from the suggested list price of all the included components. If there were ever two products made for each other, it is the SRW-5000 and BVM-F24U. If your customers want to see 4:4:4 images displayed, they will need the BVM-F24U with its built-in dual link SDI. This package allows them to purchase both a SRW-5000 VTR and BVM-F24U monitor along with the essential HD boards while saving 15% when they order this special bundle during this promotion period.

This package includes the HKSR-5003 RGB Processor Board and HKSR-5001 Format converter Board for the SRW-5000. These are the most frequently ordered accessory cards for SRW-5000 deck, but your customer can always add additional accessories within standard pricing guidelines.

Group One Representatives will receive an 11.5% commission rate on all of the models within this bundle when selling this package at the promotional pricing shown below.

It's important to note that your customer will require either a BKM-10R Central Control Unit or a BKM-11R Hand-Held control Unit depending on their application. If they choose the BKM-10R, then the BKM-34H Attachment Kit is recommended. These three items are additional accessories and not part of the PAC.

PACKAGE PROMOTION		SRW-5000 & BVM-F24U MONITOR PAC	
PROMOTION PERIOD: March 29, 2004 through June 27, 2004			
Product(s) Involved:			
PRODUCT	INVENTORY CLASS	SUGGESTED LIST PRICE	PROMOTIONAL PRICE
SRWBVMFPAC	A	\$143,980	\$122,383
REQUIREMENTS: This special package must be ordered as is in order to qualify for the discount. No substitutions of different main models or accessory cards are permitted. Special package above consists of: SRW-5000, HKSR-5001, HKSR-5003 and BVM-F24U.			

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TERMS AND CONDITIONS

PROMOTION PERIOD:	March 29, 2004 - June 27, 2004
MODELS/PRICING:	SRWBVMFPAC at the pricing shown on the previous page.
BACKORDER/FUTURE ORDER:	Orders must be received, credit cleared, shipped and invoiced between March 29, 2004 and June 27, 2004. No future orders or backorders will be accepted.
MIXING OF PROMOTIONS:	This promotion cannot be combined with any other promotion.
QUANTITY:	No limit to quantity, subject to availability.
PRODUCT SUBSTITUTION.	No product substitutions are allowed.
I NVENTORY.	Only A class inventory is eligible.
CHANGE/CANCELLATION:	Sony may change or cancel this promotion at any time.

Please contact your Sony account manager with any questions that you may have about this promotion.

Good Selling!

Nick DiLello
Tom Mykietyn
Content Creation Division