


Bulletin

DATE: MARCH 29, 2006 06-0066
TO: BPSD RESELLERS
 MEDICAL SYSTEMS INTEGRATION NATIONAL ACCOUNTS
FROM: MARK BONIFACIO
SUBJECT: PRICE REDUCTION ON LMD-172WS AND LMD-172HDPAC LUMA™
 PROFESSIONAL VIDEO MONITORS

We are pleased to announce a price reduction on both the LMD-172WS, 17" LCD HD/SD Multi-Format 2 piece monitor, and the LMD-172HDPAC, 17" LCD HD/SD Multi-Format 2 piece monitor packaged along with the BKM-243HS HD-SDI / SD-SDI board.

This new pricing provides an **additional savings of up to 15%** from current pricing, thus enabling you to pass along significant savings to your customers on HD monitoring solutions. The price reduction also enables the Sony 17" LCD monitor to remain competitive in the marketplace.

PRODUCT NAME	SUGGESTED LIST PRICE	FORMER RESELLER QTY	FORMER RESELLER PRICE	NEW RESELLER QTY	NEW RESELLER PRICE	DATE
LMD-172WS	\$3,150.00	1	\$2,502.75	1-3	\$2,236.50	MARCH 29, 2006
		2-9	\$2,467.50	4-24	\$2,173.50	
		10+	\$2,397.50	25+	\$2,110.50	
LMD-172HDPAC	\$3,425.00	1	\$2,784.78	1-3	\$2,431.75	
		2-9	\$2,759.40	4-24	\$2,363.25	
		10+	\$2,709.00	25+	\$2,294.75	

Note: Normal price protection policies apply.

Please contact your Sony Account Manager should you have any questions.

Good Selling!

Mark Bonifacio
 Marketing Manager - Monitors and Digital Signage
 Broadcast and Business Solution Company

You have received this email advertisement because you have indicated a desire to receive communications from Sony Electronics regarding products, promotions, updated information and services.