

Bulletin

DATE: JANUARY 15, 2013 **13-0423**

TO: SOLUTION RESELLERS
PREMIER AUDIO AND VIDEO RESELLERS

FROM: ROSEMARY JERSEY & GARY MANDLE

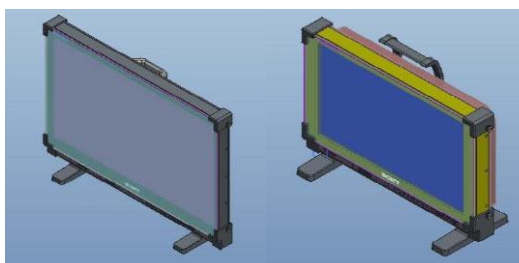
SUBJECT: INTRODUCTION OF THE NEW PVMA SERIES AND LMDA-170 PROTECTION KIT AND MOUNTING BRACKET

TYPE: INTRODUCTION

Sony is pleased to introduce the New Protection Kit for the PVMA Series and the LMDA-170 and Mounting Bracket for the PVMA-170, LMDA-170 and LMDA-220.

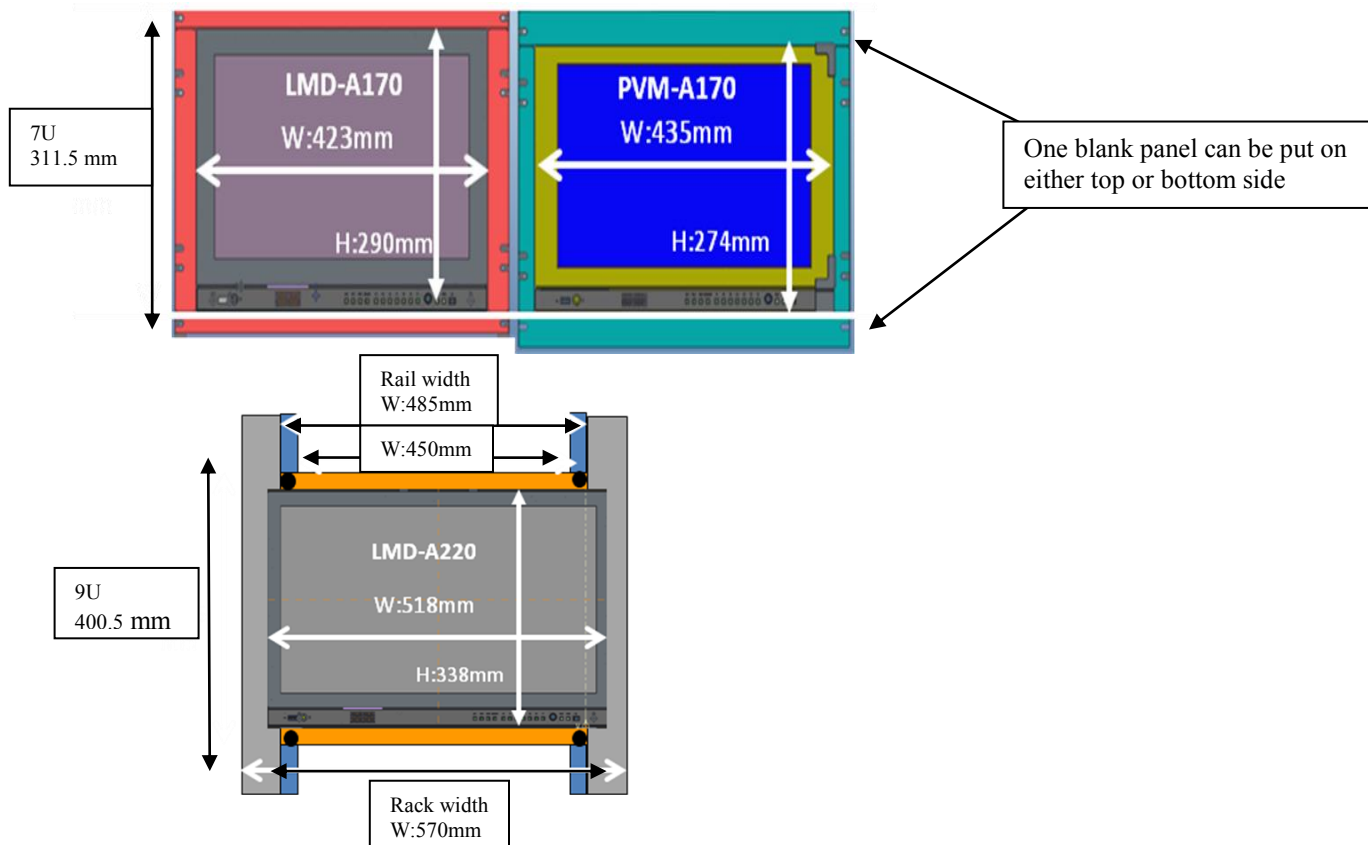
Protection Kit

1. Protection Panel
2. Corner bumpers with finger/coin tighten screw
3. Easily, quickly attachable and detachable on-site and Drop Prevention washers
4. Cleaning Cloth (fabric)
5. Capability o use with a yoke-mount device



PRODUCT NAME	BRIEF DESCRIPTION	SUGGESTED LIST PRICE	Reseller Price	QTY	PLANNED TO BE AVAILABLE
BKM-PP25	Protection Kit for PVMA240	\$450.00	\$337.50	1	E/February
BKM-PP17	Protection Kit for PVMA170	\$410.00	\$307.50	1	E/February
BKM-PL17	Protection kit for LMDA170	\$410.00	\$307.50	1	E/February

RACKMOUNT BRACKETS



PRODUCT NAME	BRIEF DESCRIPTION	SUGGESTED LIST PRICE	Reseller Price	QTY	PLANNED TO BE AVAILABLE
MB-P17	Mounting Bracket for PVMA-170	\$240.00	\$180.00	1	E/February
MB-L17	Mounting Bracket for LMDA-170	\$240.00	\$180.00	1	E/February
MB-L22	Mounting Bracket for LMDA-220	\$260.00	\$195.00	1	E/February

FEATURES AND SPECIFICATIONS SUBJECT TO CHANGE WITHOUT NOTICE.

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 Product Management
 Display Systems
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 Sony Electronics, Inc