


Bulletin

DATE: MARCH 29, 2006 06-0072
TO: BPSD PRODUCT RESELLERS
 KEY STRATEGIC SYSTEMS INTEGRATOR
FROM: MARK BONIFACIO
SUBJECT: FY06 PRICING DISCOUNTS FOR LUMA PROFESSIONAL LCD MONITORS

Sony is pleased to announce a new discount structure for the purchase of LUMA™ professional LCD monitors beginning March 29, 2006. The new pricing structure is designed to provide additional discounts over past price points when you purchase within the quantity break points outlined below.

PRODUCT NAME	BRIEF DESCRIPTION	SUGGESTED LIST PRICE	RESELLER PRICE	QTY	MAP PRICE
LMD-322WS	32" HD/SD LCD Monitor*	\$7,400.00	\$5,254.00	1-3	\$6,349.95
			\$5,106.00	4-24	
			\$4,958.00	25+	
LMD-232WS	23" HD/SD LCD Monitor*	\$4,095.00	\$2,907.45	1-3	\$3,499.95
			\$2,825.55	4-24	
			\$2,743.65	25+	
LMD-212S	21" HD/SD LCD Monitor*	\$3,850.00	\$2,733.50	1-3	\$3,299.95
			\$2,656.50	4-24	
			\$2,579.50	25+	
LMD-172HDPAC	17" HD/SD LCD Monitor* w/ BKM-243HS HD-SDI Board	\$3,425.00	\$2,431.74	1-3	\$2,799.95
			\$2,363.25	4-24	
			\$2,294.74	25+	
LMD-172WS	17" HD/SD LCD Monitor*	\$3,150.00	\$2,236.50	1-3	\$2,524.95
			\$2,173.50	4-24	
			\$2,110.50	25+	
LMD-152S	15" HD/SD LCD Monitor*	\$3,025.00	\$2,147.75	1-3	\$2,499.95
			\$2,087.25	4-24	
			\$2,026.75	25+	
LMD-2020	20" SD LCD Monitor*	\$2,995.00	\$2,126.45	1-3	\$2,574.95
			\$2,066.55	4-24	
			\$2,006.65	25+	

* - viewable area, measured diagonally

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PRODUCT NAME	BRIEF DESCRIPTION	SUGGESTED LIST PRICE	RESELLER PRICE	QTY	MAP PRICE
LMD-2010	20" SD LCD Monitor*	\$1,465.00	\$1,040.15	1-3	\$1,249.95
			\$1,010.85	4-24	
			\$981.55	25+	
LMD-1420	14" SD LCD Monitor*	\$1,495.00	\$1,061.45	1-3	\$1,289.95
			\$1,031.55	4-24	
			\$1,001.65	25+	
LMD-1410	14" SD LCD Monitor*	\$770.00	\$546.70	1-3	\$664.95
			\$531.30	4-24	
			\$515.90	25+	
LMD-9050	9" HD/SD LCD Field Monitor* w/ HD-SDI	\$4,800.00	\$3,408.00	1-3	\$4,124.95
			\$3,312.00	4-24	
			\$3,216.00	25+	
LMD-9030	9" HD/SD LCD Field Monitor* w/ SD-SDI	\$2,800.00	\$1,988.00	1-3	\$2,399.95
			\$1,932.00	4-24	
			\$1,876.00	25+	
LMD-9020	9" HD/SD LCD Field Monitor*	\$2,250.00	\$1,597.50	1-3	\$1,999.95
			\$1,552.50	4-24	
			\$1,507.50	25+	
LMD-7220W	2 x 7" wide-screen LCD Monitor*	\$2,299.00	\$1,632.29	1-3	\$1,974.95
			\$1,586.31	4-24	
			\$1,540.33	25+	
LMD-5320	3 x 5.6" LCD Monitor*	\$2,050.00	\$1,455.50	1-3	\$1,764.95
			\$1,414.50	4-24	
			\$1,373.50	25+	
LMD-4420	4 x 4" LCD Monitor*	\$1,899.00	\$1,348.29	1-3	\$1,634.95
			\$1,310.31	4-24	
			\$1,272.33	25+	

* - viewable area, measured diagonally

The new discount levels provide 1% or more discount from invoice compared to FY05 levels
All LUMA accessories are still priced at a 30% discount off suggested list price, with no quantity breaks.

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Full features, benefits, and specifications are available on-line at www.sony.com/LUMA

Features and specifications subject to change without notice. Non-metric weights and measurements are approximate

Please contact your local Account Manager for further information.

Good Selling!

Mark Bonifacio
Marketing Manager - Monitors and Digital Signage
Broadcast and Production Systems Division
Broadcast and Business Solutions Company

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