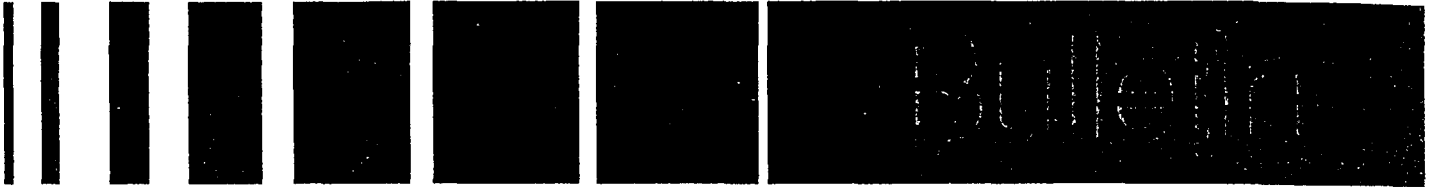


Broadcast and
Professional Group



DATE: APRIL 1, 1999 **99-0058**

TO: GENERAL AUDIO RESELLERS
GENERAL RESELLERS

FROM: BOB TAMBURRI

SUBJECT: INTRODUCTION OF: WRT-808A (CH) PLUG-ON UHF TRANSMITTER
EFFECTIVE: APRIL 1, 1999

Product Name	Brief Description	Suggested List Price	Reseller Price	Qty	Available
WRT-808A(CH)*	Plug-on UHF Transmitter	\$799	\$510.00	1-3	March '99
			\$494.70	4-24	
			\$489.60	25+	

*Note: (CH) represents the ordering number for the frequencies desired:

64=TV64 & TV65
66=TV66 & TV67
68=TV68 & TV69

Product Description:

Sony is proud to introduce the WRT-808A, which will add to our growing wireless product line and should prove to expand our presence in the wireless marketplace. The WRT-808A is a light-weight, ergonomically designed, plug-on UHF transmitter, which can convert most standard low impedance microphones and line level sources to wireless operation. The WRT-808A has the unique ability to switch RF output power for optimal performance in distance or multi-system applications. Now anyone can use their favorite microphone* with a Sony wireless system. The WRT-808A has the same 94 frequencies available on all of our UHF transmitters and is totally compatible with our family of UHF synthesized receivers.

(*Any low impedance, non-phantom powered model w / XLR connector)

**Introduction of: WRT-808A (Ch) Plug-On Uhf Transmitter
Page Two**

- Features and benefits:**
- Plug-on Transmitter (Full Compatibility with Sony 800MHz Series Wireless Microphone System)
 - Compact and Lightweight Body (165g including batteries)
 - Selectable RF Output (50mW or 10mW) For distance or multi-system operation
 - Sturdy, spring-lock XLR for secure mic connection
 - Variable Input Attenuator (0dB to 50dB). Can accommodate Mic or Line sources.
 - Informative LED Battery Alarm
 - Battery Alarm Indication on Tuners
 - Audio Input Indicator (signal present and overload).
 - 4 Hours Continuous Operation. DC-DC conversion minimizes degrading performance due to drop in battery power
 - Soon to be available on Channels 64/65, 66/67 & 68/69 (68/69 will be available at the end of March with the others planned to follow before the summer).

Product Comparisons: Lectrosonics (UHF-agile, currently more expensive, no DC-DC conversion), Telex, Nady (VHF-non agile)

Suggested Applications: ENG (Electronic News Gathering). Live stage performance. Location video production.

Required Accessories: Microphone (Lo-Z, balanced XLR, non-phantom)

Literature Order #: TBA

Features and specifications are subject to change without notice.

For further information, please contact your local Distribution Account Manager.

Good Selling,



Bob Tamburri
Product Manager, Professional Audio Products
Broadcast and Professional Company