

**MEMORANDUM
SONY SECURITY SYSTEMS**

DATE: September 8, 1998
TO: All Sony Security Systems Sales Representatives
FROM: William Yan
RE: Exwave HAD Advertising

Most of you have already seen Sony's ad for SSC-DC50A and SSC-DC54A cameras **"Either it's opening night, or someone hasn't gotten their Exwave HAD™ camera yet"** in Security Technology & Design and/or Security Dealer, Security Sales, Security Products, Security, and Security Management magazines.

This ad is intended to kick off the Sony new CCD camera technology to be displayed at the '98 ASIS Show in Dallas on September 14-16, 1998. We believe you will be pleased when the detail on these cameras is presented to you at the Reps Meeting in Dallas on September 13, 1998.

Following are some of the quick statistics:

Availability	October 1998
Suggested List Price	\$919.00
Key features:	Very high sensitivity (0.4 lux at f1.2, 30 IRE) Excellent S/N (better than 50dB) Excellent smear characteristics (1/50 of SSC-DC50/DC54) All other features are the same as SSC-DC50/DC54

These two cameras are just part of the 14 exciting new products we are introducing at the ASIS Show.

See you all in Dallas.