

SONY

Sony Electronics Inc., Security System Group
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December 31, 1998

To: All Sony Security Sales Representatives

Fm: Don Thorkelson

Re: T-120TLV VHS Time-Lapse Video Recorder Tape

You will be receiving one case of ten T-120TLV tapes to be used as samples with your key resellers and their end-users. These new tapes are specially formulated to provide maximum performance for Time-Lapse Video Recording applications. The technology used in the production of this superior tape uses Sony's Hi-Packing™ technology and Vivax® particles to increase performance, S/N and improve picture quality.

To stimulate sales for our time-lapse video recorders, and to help launch sales of this new Time-Lapse videotape, Sony Security Systems will be featuring the T120TLV tape in a VHS time-lapse recorder promotion effective January 1, 1999. Please refer to Marketing Bulletin #98-0679 for details.

Once your resellers' customers have experienced the enhanced performance of the picture quality when using this new tape technology, they will want to use only the T-120TLV for their time-lapse applications. You should stress the fact that Sony, a leader in videotape production and technology, is the only manufacturer to offer tape designed specifically for the CCTV industry. Get your resellers into the habit of selling this exciting new Time-Lapse Video Recorder Tape. This can be profitable, add-on sales for your resellers whenever they sell Sony time-lapse recorders.

Good Selling!

cc: All Security Sales & Marketing