

March 10, 2000

Dear Sony Presentation Products Reseller,

This is a follow up to my letter of March 6, 2000 advising you of a problem with the mounting holes in our VPL-PX20 and VPL-PX30 LCD projectors. In this letter I will outline our plan to correct this problem. Our priority in designing this plan has been to ensure that this situation can be resolved quickly and effectively for both you and your customers.

Below are the immediate actions that are being implemented to correct this problem. Basically three steps are involved.

1. Disabling the mounting holes on all VPL-PX20's and VPL-PX30's. This includes those that you have sold to your customers, those in your warehouse, those in our warehouse and those that will be produced in the near future by Sony. This is critical. We all need to be sure that no one ever uses these holes for mounting the projector.
2. Providing an adapter to use instead of the mounting holes on the projectors. We have designed a PSS Mounting Adapter, Sony Part Number A-1501-739-A that will work with the standard PSS-610//A or PSS-610 mounting bracket to hang the VPL-PX20 and VPL-PX30 projectors after the original mounting holes are disabled. This new mounting adapter will have a minimal effect on existing installations (image will be lowered by approx. 10mm which is less than ½ an inch) but will correct the problem. We will be sending one of these mounting adapters at no charge to you for each VPL-PX20 and VPL-PX30 projector you have purchased from us in the past. We will also be including this new mounting adapter at no charge in the box with every future PSS-610//A or PSS-610 mounting bracket we sell to you.
3. Modifying the projector design. Sony will modify the design of the VPL-PX20 and VPL-PX30 projectors in the near future to correct the mounting hole problem. We expect this will occur in the early summer and at that time we will stop supplying the new mounting adapter with the PSS-610//A or PSS-610.

These are the basic steps. Here are the specifics of the plan, first for the projectors in Sony's inventory and then for the projector you have sold and that remains in your inventory.

#### **Product In Sony Inventory**

- Work began on March 6 in our warehouses to remove the mounting holes on the VPL-PX20's and VPL-PX30's projectors in our inventory. For the inventory in our warehouses, we are actually pulling out all three mounting hole fittings from every

unit. We are then sealing the resulting hole with silicon and placing a silver sticker over the hole. We are also placing a warning label on the bottom of each unit that reads as follows:

**"WARNING: Do not use Projector base holes to attach ceiling mount installation hardware. Use only PSS Mounting Adapter, Sony Part Number A-1501-739-A. If holes are used, Projector could fall."**

- We expect to be finished modifying all inventory in our warehouse around March 13. We can then begin to ship these projectors in response to your backorders or new orders.
- We will also place the new mounting adapter in PSS-610//A and PSS-610 mounting bracket boxes with an instruction sheet so that each time you purchase one of these you will get the mounting adapter at no charge.
- We expect that there will be enough of the new mounting adapters to fill all needs by early April.

#### **Product you have Sold Through or that Is in your Inventory**

- Both a technical bulletin and a service bulletin will be issued to you on this matter by March 15. They will describe the problem and the modification outlined here.
- The PSS Mounting Adapters are being made as quickly as possible. As we receive them, we will send them to you at no charge as part of an upgrade kit, one each for each VPL-PX20 and VPL-PX30 projector you have purchased from us. This kit will be part number ZUPG223A. The kit will be sent to you automatically. Kits will begin shipping to you during the week of March 13 and will continue until you have received a kit for every VPL-PX20 and VPL-PX30 you have purchased from us. The kit will contain:
  - 3 nylon screws
  - Stickers to cover the holes
  - A warning label sticker for the bottom of the projector (same verbiage as described above)
  - A instruction sheet for the modification
  - One PSS Mounting Adapter with instruction sheet
- The instruction sheet enclosed in the upgrade kit will outline the modification and installation procedure necessary to correct the problem along the following lines: Install the nylon screws provided in the upgrade kit in the mounting holes and cut off the screw heads. Then glue or silicon can be used to fill up the mounting further and place the stickers over the holes once filled. Once the holes are filled and covered, place the warning label on the bottom of the projector in the location indicated in the instructions. Finally, if the projector was installed in a ceiling, install the PSS

mounting adapter. If the projector was not installed in a ceiling, give the PSS mounting adapter to the customer in case they wish to install their projector in this fashion in the future.

- We will pay you a flat fee of \$350.00 per projector for performing this modification and installation. This reimbursement fee is intended to cover the cost of labor to perform the modification, install the mounting adapter if necessary and any travel that is required. To receive this reimbursement you will have to fill out the attached form for a sales credit of \$350.00 to your account for each modification/installation. All claims must be received no later than April 28, 2000.
- If you have a customer you can not service due to proximity or other issues, please call 1-800-883-6817 and we will arrange for a third party service provider to perform the modification/installation. Use support option 6 from the menu.

Please also note that we have contacted the two manufacturers of third party mounts for projector systems that we are familiar with in the United States, Premier Mounts (Progressive Marketing) and Chief Manufacturing, in regard to this situation. If anyone is aware of any manufacturers of third party mounting equipment that we have overlooked, please call Sander Phipps at 301-918-2767.

Be assured that Sony will continue to provide both you and your customers with a complete and thorough course of action with minimum of inconvenience in regards to this problem. We look forward to your continued confidence and support in selling these and all Sony LCD projectors.

If you have any questions about the steps we are taking please consult your Sony Account Manager and/or Sony Sales Support Engineer.

Best regards!

John Scarcella  
Senior Vice President  
Display Systems Division

SONY Electronics, Inc.

**VPL-PX20 and VPL-PX30 Mounting Hole Modification and PSS Adapter Installation Claim Form**

**Instructions for completing this form:**

1. No claims will be processed unless all the information on this form is completed.
2. For each VPL-PX20 or VPL-PX30 that you perform the mounting hole modification and PSS mounting adapter installation (when required), you must provide the customer name and facility type, the model worked on (VPL-PX20 or VPL-PX30) and the serial number of the projector.
3. Use one line for each modification/installation you perform. Up to 6 claims can be processed per copy of this form. If you have more than 6 claims, please use additional copies of this form.
4. Each approved claim for this modification/installation program will result in a credit to your account in the amount of \$350.00. A claim is equal to one modification/installation performed on one Sony VPL-PX20 or VPL-PX30 projector.



I hereby certify that the information contained in this form is truthful and accurate.

**Reseller Authorized Signature:** \_\_\_\_\_

**Name Above Printed:** \_\_\_\_\_

Please promptly send the completed form to Sony Broadcast and Professional Company, Marketing Services Group, One Sony Drive, MD 3F7, Park Ridge, NJ 07656, for processing. You can also fax the form to 201-358-4065. All claim forms must be received by Sony BPC Marketing Services Group no later than April 28, 2000.

Broadcast and  
Professional Company

SONY

Service  
Bulletin

DATE: MARCH 15, 2000  
 TO: SONY BROADCAST AND PROFESSIONAL COMPANY  
 LCD PROJECTOR RESSELLERS  
 FROM: SONY CUSTOMER AND ENGINEERING SERVICES  
 SUBJECT: MANDATORY UPGRADE FOR VPL-PX20/VPL-PX30 LCD PROJECTOR

Bulletin No. 00-03-03

It has come to our attention that there may be a problem with the mounting system for installing our VPL-PX20 and VPL-PX30 LCD projectors in a ceiling. The problem lies in the mechanical design of the mounting holes on these projectors. If too much torque is applied to the mounting bolt, there is a possibility that the mounting hole in the projector could become loose and the ceiling-mounted projector could fall.

**Projector Ceiling Mount Upgrade**

Sony is providing a new PSS Mounting Adaptor, Sony Part Number A-1501-739-A to all existing VPL-PX20 and VPL-PX30 customers at no charge. The PSS Mounting Adaptor Kit, Sony Part Number ZUPG-223A, includes the Mounting Adaptor bracket which firmly secures the Projector for ceiling mount installations. One (1) PSS Mounting Adaptor Kit will be shipped to LCD Projector Resellers for each VPL-PX20 and VPL-PX30 purchased from Sony. The Upgrade Kit will be shipped to the Reseller by Sony. Resellers cannot place orders for the ZUPG-223A Upgrade Kit.

**PSS Mounting Adaptor Installation Labor Reimbursement**

Sony will reimburse, on a flat rate basis, the Reseller's labor required to install the PSS Mounting Adaptor on each existing ceiling mount installation. Sony will also reimburse the service for installation of the three (3) plastic Projector mounting hole disabling screws and placement of the ceiling mount Warning Label on the bottom of the Projector base regardless of whether the Projector has been, or will be ceiling mounted. The Warning Label and disabling screws are included with the ZUPG-223A Mounting Adaptor Kit. Detailed instructions for installation of the PSS Mounting Adaptor, Warning Label and disabling screws are outlined in Sony Technical Bulletin Number 2000-033 enclosed with each Upgrade Kit.

**All Reseller requests for reimbursement** associated with the Upgrade program must be submitted by completing the **VPL-PX20 and VPL-PX30 Mounting Hole Modification and PSS Adapter Installation Claim Form**. Reimbursement will be issued as a credit to the Reseller's Sony Sales Account Number. The Claim Form is provided under separate cover by Sony Broadcast and Professional Company, Marketing Services Group, One Sony Drive, MD3F7, Park Ridge, NJ 07666.

The N.A.R.D.A. Warranty Claim form will not be accepted for reimbursement under this program and will be returned to the Reseller.

**The flat rate reimbursement for installation of the ZUPG-223A Upgrade Kit is \$350.00.**

Sony Electronics Inc., 3300 Zanker Road, San Jose, CA 95134

Broadcast and  
Professional Company

**SONY**

**Sony will accept Reimbursement Claims for installation of the ZUPG-223A Upgrade on VPL-PX20/VPL-PX30 Projectors received prior to March 10, 2000 and currently held in the Resellers Inventory.**

**Resellers Without Service Capability**

Sony LCD Projector Resellers who do not have the capability to provide on-site upgrade of their customers VLP-PX20/30 Projectors must notify Sony to coordinate installation of the upgrade. Sony will provide the upgrade services for those customers. The Reseller must contact the Product Operational Support Center to coordinate Sony installation of the PSS Mounting Adaptor Upgrade Kit.

**Sony Broadcast and Professional Company  
Product Operational Support Center  
1(800)883-8817**

The Reseller must provide the following information:

1. Customer Name
2. Customer Contact Person
3. Customer Address
4. Location of VPL-PX20/30 if different than Customer Address
5. Customer Telephone and Fax Number
6. Has customer received the PSS Mounting Adaptor Upgrade Kit
7. Description of the Projector Installation including:
  - Table Top, Shelf, Ceiling Mount, Other.
  - If ceiling mount, approximate distance from floor to Projector mounting position.
  - Does customer have appropriate equipment (ladder, lift, scaffold, etc., typically required to replace the Projector Lamp) with which to access the projector.

**Program Time Limit**

Due to the urgent nature of this mandatory upgrade, installation of the Upgrade Kit should be immediate. All reimbursement claim forms must be submitted to Sony by April 28, 2000.

**Sony Electronics Inc., 3300 Zanker Road, San Jose, CA 95134**