

# Bulletin

DATE: MARCH 1, 1999

TO: GENERAL RESELLERS

FROM: DAVID LONGENDYKE

SUBJECT: MEDIA PRICE CHANGE

98-0785

Effective April 1, 1999 the following changes in reseller pricing will take effect for Sony Digital Photography's line of photorealistic print media.

Product Name	FORMER Suggested List Price	NEW Suggested List Price	FORMER Reseller Price Qty	NEW Reseller Price Qty	Effective Date
UPC2010/2	\$125.00	\$125.00	1-4 \$88.00	1-4 \$88.00	April 1
			5-19 \$84.00	5-24 \$84.00	
			20-124 \$81.00	25-124 \$81.00	
			125+ \$78.00	125+ \$78.00	
UPC2020/2	\$122.00	\$122.00	1-4 \$80.00	1-4 \$80.00	April 1
			5-19 \$77.00	5-24 \$77.00	
			20-124 \$76.00	25-124 \$76.00	
			125 \$75.00	125 \$75.00	
UPC2040A	\$115.00	\$120.00	1-5 \$84.00	1+ \$90.00	April 1
			5-19 \$76.00		
			20-124 \$73.00		
			125+ \$70.00		
UPC1010	\$74.00	\$74.00	5-15 \$51.00	5-20 \$51.00	April 1
			20-120 \$49.00	25-120 \$49.00	
			125+ \$47.00	125+ \$47.00	
UPC1020	\$74.4	\$81.00	5-15 \$53.50	5-20 \$58.00	April 1
			20-120 \$49.22	25-120 \$54.00	
			125+ \$44.98	125+ \$51.00	
20UPC1010	\$1,410.00	\$1,410.00	1-4 \$960.00	1-4 \$970.00	April 1
			5-24 \$900.00	5-24 \$910.00	
			25-49 \$865.00	25-124 \$875.00	
			50-99 \$825.00	125+ \$795.00	
			100+ \$785.00		

Media Price Change  
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Product Name	FORMER Suggested List Price	NEW Suggested List Price	FORMER Reseller Price Qty	NEW Reseller Price Qty	Effective Date
10APU10T	\$900.00	\$1,010.00	1-3 \$675.00	1-4 \$755.00	April 1
			4+ \$640.00	5+ \$720.00	
10UPC3050	\$875.00	\$950.00	1+ \$725.00	1-4 \$785.00	April 1
				5+ \$725.00	
UPC3010	\$96.00	\$105.00	1-9 \$70.65	5-24 \$77.00	April 1
			10-49 \$65.67	25-124 \$70.50	
			50+ \$62.62	125+ \$65.00	
UPC3020	\$90.00	\$95.00	1-9 \$65.10	5-24 \$71.00	April 1
			10-49 \$62.63	25+ \$66.00	
			50+ \$59.74		
UPC5010A/2	\$125.00	\$125.00	1-9 \$99.00	5-24 \$99.00	April 1
			10-14 \$98.00	25-124 \$93.00	
			15+ \$93.00	125+ \$91.00	
UPC5020A	\$140.00	\$160.00	1-9 \$113.00	5-24 \$123.00	April 1
			10-14 \$108.72	25-124 \$118.00	
			15+ \$104.43	125+ \$109.00	
10UPC5010S	\$1,075.00	\$1,075.00	1-24 \$670.00	1-24 \$670.00	April 1
			25-99 \$640.00	25-124 \$640.00	
			100+ \$610.00	125+ \$610.00	
UPC7011	\$250.00	\$265.00	1+ \$189.00	1+ \$200.00	April 1
UPC7021A	\$245.00	\$265.00	1+ \$185.00	1+ \$200.00	April 1
UPC7031/2	\$436.00	\$460.00	1+ \$345.00	1+ \$365.00	April 1
UPC8811	\$210.00	\$231.00	1-24 \$158.00	1-4 \$173.00	April 1
			25+ \$155.00	5-24 \$172.00	
				25+ \$170.00	
UPC8817	\$230.00	\$245.00	1-24 \$180.00	1-4 \$190.00	April 1
				5-24 \$187.00	
				25+ \$183.00	
UPC8821	\$240.00	\$295.00	1+ \$185.00	1+ \$220.00	April 1
UPC8841A	\$175.00	\$175.00	1+ \$131.00	1-24 \$131.00	April 1
				25-124 \$122.50	
				125+ \$115.50	
UPC741	\$130.00	\$135.00	1-24 \$98.00	1-24 \$105.00	April 1
			25-99 \$95.00	25-124 \$101.50	
			100+ \$91.00	125+ \$98.00	
UPC747	\$145.00	\$168.00	1-24 \$104.00	1-24 \$118.00	April 1
			25-99 \$103.00	25-124 \$114.00	
			100+ \$101.00	125+ \$110.00	

Media Price Change  
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If you have any questions please contact your Sony Account Manager

Good Selling

A handwritten signature in black ink, appearing to read "David Longendyke". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

David Longendyke  
Marketing Manager, Digital Photography  
Broadcast and Professional Company

# Bulletin

DATE: MARCH 1, 1999

98-0786

TO: GENERAL RESELLERS

FROM: DAVID LONGENDYKE

SUBJECT: INTRODUCTION OF 5UPC5510/2  
DISCONTINUATION OF 5UPC5510

Sony Digital Photography is introducing the 5UPC5510/2 media pack to replace the 5UPC5510 media pack which has been discontinued. The 5UPC5510/2 media pack consists of the same product configuration as 5UPC5510: master carton containing: 5 ink ribbons (for 200 prints each) and 10 packs of UPC5510 print paper (100 each) - each master carton contains enough materials for 1000 prints. The new bulk pack utilizes more efficient carton packaging and remains at the same low price.

Product Name	Brief Description	Suggested List Price	Qty.	Reseller Price	Available
5UPC5510/2	UPC5510 - Bulk Media	\$1,035.00	1-4	\$730.00	Now
			5-24	\$695.00	
			25+	\$660.00	

Features and specifications subject to change without notice.

For further information please contact Sony Account Manager.

Good selling.



David Longendyke  
Marketing Manager, Digital Photography  
Broadcast and Professional Company



# Bulletin

**DATE:** MARCH 1, 1999

**TO:** GENERAL RESELLERS

**FROM:** DAVID LONGENDYKE

**SUBJECT:** UP7200 PRICE CHANGE

98-0787

Effective April 1, 1999 the following price change will take effect.

Product Name	FORMER Suggested List Price	NEW Suggested List Price	FORMER Reseller Price Qty	NEW Reseller Price Qty	Effective Date
UP7200	\$8,995.00	\$9,300.00	1-4 \$7,050.00	1-4 \$7,250.00	April 1
			5+ \$6,950.00	5+ \$7,150.00	

If you have any questions, please contact your Sony Account Manager.

Good Selling.



David Longendyke  
Marketing Manager, Digital Photography  
Broadcast and Professional Company

# Bulletin

**DATE:** MARCH 1, 1999

**TO:** GENERAL RESELLERS

**FROM:** DAVID LONGENDYKE

**SUBJECT:** MEDIA PRICE CHANGE

98-0788

Effective March 1, 1999 the following changes in reseller pricing will take effect for Sony Digital Photography's line of photorealistic print media. There will be no price protection on these models.

Product Name	FORMER Suggested List Price	NEW Suggested List Price	FORMER Reseller Price Qty	NEW Reseller Price Qty	Effective Date
UPC20S16	\$230.00	\$180.00	1-24 \$170.00	1-125 \$120.00	3/1/99
			25-99 \$168.00	125 \$110.00	
			100+ \$165.00		
UPC20S04	\$230.00	\$180.00	1-24 \$170.00	1-125 \$120.00	3/1/99
			25-99 \$168.00	125 \$110.00	
			100+ \$165.00		
UPC20S01	\$230.00	\$180.00	1-24 \$170.00	1-125 \$120.00	3/1/99
			25-99 \$168.00	125 \$110.00	
			100+ \$165.00		

If you have any questions, please contact your Sony Account Manager.

Good Selling,



David Longendyke  
Marketing Manager, Digital Photography  
Broadcast and Professional Company