



# Promotion

**DATE:** MAY 1, 1999 99-0137

**TO:** GENERAL RESELLERS

**FROM:** DAN TOBIN

**PROMOTION:** UVW100BL - SOFT CASE WITHOUT ADDITIONAL CHARGE  
PROMOTION  
**EFFECTIVE:** MAY 1, 1999 – OCTOBER 31, 1999

<b>Promotion Period:</b> May 1, 1999 – October 31, 1999				
<b>Type of Promotion:</b> The UVW-100BL has long been recognized by the production industry as a "Best Value" for Betacam SP Acquisition. We would now like to offer you a LC-300SZ soft case at no additional charge when you purchase UVW-100BL either as a standalone unit or in package model form during the promotional period to further enhance this hard won reputation. That's a \$150 savings for a "universal" soft travel case!				
<b>Product Involved:</b>				
<b>PRODUCT</b>	<b>PROMOTION PRICE</b>	<b>QUANTITY</b>	<b>BUY-IN INVOLVED</b>	<b>INVENTORY CLASS</b>
LC-300SZ	No Additional Charge	No Limit	UVW-100BL	"A" or "B"
<b>Terms and Conditions:</b>				
<b>Promotion Period:</b>	May 1, 1999 through October 31, 1999.			
<b>Models Participating:</b>	UVW-100BL, UVW-100BK/C18B, UVW-100BK/F19A. Participating models must be ordered, credit cleared and shipped during the promotion period.			
<b>Payment Terms:</b>	Standard payment terms apply.			
<b>Backorder/Future Order:</b>	Future orders outside the promotion period will not be allowed.			

UVW100BL/BK Soft Case Promotion  
Page Two

<b>Terms and Conditions Continued:</b>	
<b>Mixing of Promotions:</b>	This promotion can be mixed with other promotions.
<b>Inventory:</b>	"A" or "B" stock models .
<b>Product Substitution:</b>	No product substitution allowed.
<b>Quantity:</b>	No limit to the quantity of product, subject to availability.
<b>Other Terms &amp; Conditions:</b>	All Terms and Conditions of the Reseller Agreement apply.
<b>Change/Cancellation:</b>	Sony may change or cancel this promotion at any time.

This is our way of saying thanks for your support in making the UVW-100BL a success.

Good Selling!



Dan Tobin  
Marketing Manager, Acquisition Systems  
Broadcast and Professional Company