



DATE: APRIL 1, 1999 99-0106

TO: GENERAL RESELLERS

FROM: ARMANDO DIANA, LORI LAROSE ROY

SUBJECT: VIDEOCONFERENCING PRODUCT LINE ADDED TO GENERAL PRODUCTS PRICE LIST

Sony Videoconferencing is pleased to announce that as of April 1, 1999, the complete line of videoconferencing products has been added to the general products price list.

Although the videoconferencing market is growing at a rapid pace, its true sales potential is yet untapped. Videoconferencing itself can offer you huge sales opportunities as well as the ability for integration with your existing product line. Sony's Videoconferencing products can be sold with a wide variety of displays, LCD projectors, audio systems, VCRs, etc.

As you are most likely aware, videoconferencing allows users to reduce travel time, increase productivity, and improve efficiency of meetings. So, we feel that videoconferencing products are a perfect offering to your embedded customer base as well as new customer potentials.

Sony's Videoconferencing products include the TriniCom™ 5100Plus, TriniCom 3000Plus, and Digital Meeting™ System.

TriniCom 5100Plus Offering enhanced video, audio, and graphics, the system links four sites together with built-in multipoint Quartet™ conferencing. The PCS-5100Plus is ideal for room applications.

TriniCom 3000Plus Giving an affordable solution to help increase productivity and meeting efficiency, the PCS-3000 offers high quality videoconferencing to small and mid-sized firms.

Digital Meeting System Presents a whole new approach to videoconferencing – a compact computer peripheral that easily attaches to a laptop or PC enabling simultaneous video and data conferencing in minutes.

Adding to the excitement of these products, is the introduction of the **PCS-1500**. This system is an easy-to-use, feature-rich, set-top videoconferencing product that combines the sophisticated functionality of high-end room systems with an ultra compact design. This system is ideal for conference rooms, small offices, home offices and classroom/training rooms.

Videoconferencing Products Added to General Price List

Page 2

Key Features and Benefits

Speeds Of 128kbps (Upgradable To 384kbps)	High Quality Video With 15 Frames Per Second (fps) Capabilities (384kbps Has 30 fps Capabilities)
Dockable Camera	Allows Camera To Be Removed From Set-Top Base And Mounted Anywhere In The Room
Plug & Play Design	Minimal Cabling And Easy Set Up
Compact Size	Sits On Top Of Display Monitor
Adopts H.263 Algorithm	Enhanced Video Quality At Speeds Up To 384kbps
All-In-One Remote Commander	Easy To Use Remote That Controls The System, Sony Monitors And Optional Object Station
H.323 Ready	Allows Videoconferencing Over LANs
H.320 Standard Based	Can Talk To Any Other Manufacturer's Videoconferencing System that adheres to H.320

The PCS-1500 is available in two additional versions: the PCS-1500U and the PCS-1500ME. The PCS-1500U has all of the features of the PCS-1500 with the addition of a two (2) BRI Board that allows speeds of up to 384kbps. The PCS-1500ME offers all of the features of the PCS-1500U with the addition of multipoint software that enables users to connect up to four (4) sites without using an external bridge or bridging service. The PCS-1500ME is not proprietary and connects to any four H.320 sites including other manufacturers.

The PCS-1500 has a unique peripheral offering: the PCS-DS150, wireless document station. The PCS-DS150 has a built-in scan converter, so you can bring your presentations to the conference room table.

Pricing & Availability

Product	Description	Suggested List	1-3 Qty Pricing	4-24 Qty Pricing	25 + Qty Pricing	Availability
PCS-1500	Set Top Videoconferencing System	\$4,995.00	\$3,746.25	\$3,700.00	\$3,600.00	June 99
PCS-1500 U	PCS-1500 with 2 BRI board	\$7,995.00	\$5,996.25	N/A	N/A	June 99

Videoconferencing Products Added to General Price List
Page 3

Pricing & Availability

Product	Description	Suggested List	1-3 Qty Pricing	4-24 Qty Pricing	25 + Qty Pricing	Availability
PCS-1500 ME	PCS-1500 with 2 BRI board, MCU Software	\$9,995.00	\$7,496.25	N/A	N/A	June 99
PCS-DS150	Document Station	\$3,199.00	\$2,399.25	\$2,339.00	\$2,300.00	September 99
PCS-I150	2 BRI board	\$3,499.00	\$2,624.25	N/A	N/A	June 99
PCS-I151	V.35	\$649.00	\$486.75	N/A	N/A	June 99
PCS-I152	LAN Board	\$1,999.00	\$1,499.25	N/A	N/A	September 99
PCS-UC150	MCU Software	\$2,999.00	\$2,249.25	N/A	N/A	August 99
PCS-150EK	Video Adapter Kit	\$899.00	\$674.25	N/A	N/A	TBD

First line service for the PCS 1500 will be handled by POSC.

If you have any questions or would like additional information, please contact your local Distribution Account Manager.

Good Selling!



Lori LaRose Roy
 Marketing Manager, Videoconferencing
 Broadcast and Professional Company



Armando Diana
 Marketing Manager, Videoconferencing
 Broadcast and Professional Company