



DATE: FEBRUARY 1, 1999 98-0697

TO: GENERAL RESELLERS

FROM: THERESA GORMAN / CHRIS TSAI

SUBJECT: SVO-1430 INTRODUCTION / SVO-1420 DISCONTINUATION
SVO-1430/BZ INTRODUCTION / SVO-1420/BZ DISCONTINUATION

	Discontinued Model	New Model	Availability
Model	SVO-1420(/BZ)	SVO-1430(/BZ)	MARCH 1
Suggested List Price	\$460	\$460	
Reseller Price 1 – 3	\$345	\$345	
Quantity Pricing 4-24	\$335	\$335	
25+	\$325	\$325	

INTRODUCTION

Sony is pleased to introduce the SVO-1430 4 Head Monaural VHS player / recorder. The SVO-1430 is a direct replacement for the SVO-1420, which is discontinued effective immediately. The SVO-1430/BZ (black bezel model) replaces the SVO-1420/BZ.

Product Description: *4 Head Monaural VHS Recorder / Player with TV Tuner.*

Features and Benefits: *Adaptive Picture Control circuitry optimizes picture quality by adjusting player to match videotape quality. Timer controlled playback enables scheduled playback of video material for kiosk use. Quasi S-VHS playback enables playback of both VHS and S-VHS videotapes. The head use counter provides usage information for maintenance purposes.*