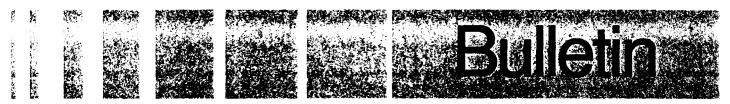
Broadcast and Professional Groun



DATE:

FEBRUARY 1, 1999

98-0707

TO:

GENERAL RESELLERS

FROM

JO ANN VOZEH

\$4175

SUBJECT:

DISCONTINUATION: VCL-716BXEA BAYONET-MOUNT ZOOM LENS AND INTRODUCTION: VCL-717BXEA BAYONET-MOUNT ZOOM LENS

Effective immediately, the VCL-716BXEA, Sony's 16x Bayonet-Mount Zoom Lens is discontinued. We are pleased to introduce the new VCL-717BXEA, Sony's 17x Bayonet-Mount Zoom Lens used with Sony's 1/2" Bayonet-Mount Type Video Image Capture Cameras, such as the popular DXC-950 and DXC-9000. The VCL-717BXEA offers improved performance and price over the VCL-716BXEA. as described below:

Mari Parkinga	VCL-716BXEA	VCL-717BXEA (new)
Key Features Zoom Ratio Weight	7mm-112mm 1.8 Kg	7mm-119mm 1.7 Kg
Pricing Suggested List Price Dealer Price	\$5255 \$4175	\$2950 \$2350

Due to its off-white housing color, the VCL-717BXEA zoom lens is ideal for unobtrusive applications in churches, halls, museums, and stadiums. With the VCL-717BXEA, the zoom, focus and iris functions can be remotely controlled by the optional Sony Remote Control Unit, the RM-C950.

For complete specification details on the new VCL-717BXEA 17x zoom lens, please review the attached summary. Features and specifications are subject to change without notice. For further questions, please contact your Sony Account Manager.

Good Selling,

Dealer Price

Jo Ann Vozeh

Marketing Manager, Image Sensing

Jo ann Vozeh

Camera Products Group

Broadcast and Professional Company