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**TO:** GENERAL RESELLERS

**FROM:** JO ANN VOZEH

**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:

	<u>VCL-716BXEA</u>	<u>VCL-717BXEA (new)</u>
<b>Key Features</b>		
Zoom Ratio	7mm-112mm	7mm-119mm
Weight	1.8 Kg	1.7 Kg
<b>Pricing</b>		
Suggested List Price	\$5255	\$2950
Dealer Price	\$4175	\$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,

Jo Ann Vozeh  
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