



DATE: JULY 15, 1999 99-0316

TO: GENERAL RESELLERS
CIS A/V CONTRACTORS
CIS A/V SPECIALISTS
CIS PRO GROUP RESELLERS

FROM: DIANNE JACOBS

SUBJECT: DISCONTINUATION: VPH-V20U
INVENTORY BLOWOUT: VPH-V20U, VPH-1001Q & VPH-1044Q
EFFECTIVE: JULY 15, 1999- UNTIL INVENTORY IS DEPLETED

Sony is announcing the discontinuation of the VPH-V20U CRT Projector.

Model	Description
VPH-V20U	CRT Projector

As of this date, there is no remaining "A" stock inventory.

Currently there are **two (2) units of "B" stock inventory remaining**. Until inventory is depleted, Sony would like to extend the availability of these "B" stock units on a first-come, first-serve basis for a **special promotional price of \$1,500.00**. Normal "B" stock pricing is **10% off of dealer one (\$2,990.00) or \$2,691.00**. This promotion offers a saving of **\$1,191.00!!**

There is no direct replacement for the VPH-V20U.

In addition to the VPH-V20U, there are some remaining VPH-1044Qs and VPH-1001Qs available in inventory. Until, inventory is depleted, Sony would like to extend the availability of the following units on a first-come, first service basis.

MODEL	FET	RESELLER PRICE	PROMO PRICE	SAVINGS!!	INVENTORY AVAILABLE
VPH-1044Q	A	\$6,810.00	\$1,500.00	\$5,310.00	3 UNITS
	B	\$6,129.00	\$1,200.00	\$4,929.00	5 UNITS
VPH-1001Q	B	\$3,478.50	\$1,000.00	\$2,478.50	15 UNITS

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TERMS AND CONDITIONS:

Promotion Period	July 15, 1999 until inventory is depleted.
Models	Sale applies to the VPH-V20U, VPH-1044Q, and VPH-1001Q. In the event that the VPH-V20Us, VPH-1044Qs, and VPH-1001Qs are sold out, the promotion will end. There is no model substitution available.
Purchase Terms	All sales are final.
Inventory	Inventory is available on a first-come, first-served basis.
Warranty	Display's standard 3-year parts & labor, 2-year CRT warranty applies for both "A" and "B" inventory. (See actual warranty for details)
Service	Any Service needs should be addressed by a Sony Authorized Service Center in your area.
Cancellation / Modification	Sony may cancel or modify this promotion at any time.

If you have questions about the discontinuation of the VPH-V20U CRT projector, or the VPH-V20U, VPH-1001Q, and VPH-1044Q Inventory Blowout, please contact your local Sony Account Manager.

Good Selling,



Dianne Jacobs
Marketing Manager, Display Systems Division
Broadcast and Professional Company