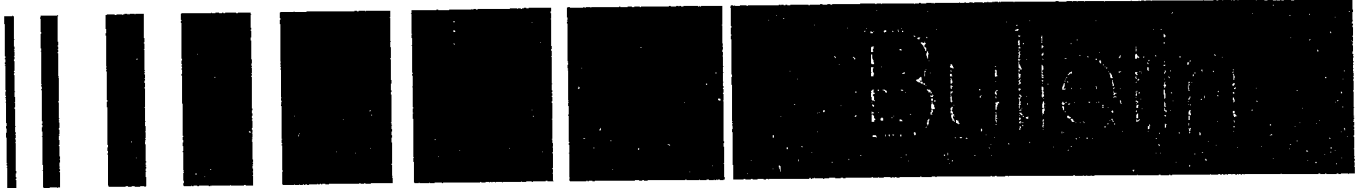


Broadcast and
Professional Group



DATE: APRIL 1, 1999

99-0060

TO: GENERAL RESELLERS

FROM: DAN TOBIN

SUBJECT: INTRODUCING THE PAC1DSR-200A

Package Name	Suggested List Price	Reseller Price Qty 1-3	Reseller Price Qty 4-24	Reseller Price Qty 25+
PAC1DSR-200A (includes DSR-200A camcorder, ACV-900B two position charger, NPF-950/B battery)	\$5,810.00	\$4,725.00	\$4,678.00	\$4,583.00

Sony is pleased to announce the DSR-200A configuration that many of you have asked us to introduce.

Here is a new DVCAM tool for your customers who want to start shooting inexpensively and right out of the box ! This streamlined configuration will make the DVCAM format available to those Shooters who previously thought it was just beyond their budget.

Good selling,

Dan Tobin
Marketing Manager, Acquisition Systems
Broadcast and Professional Company