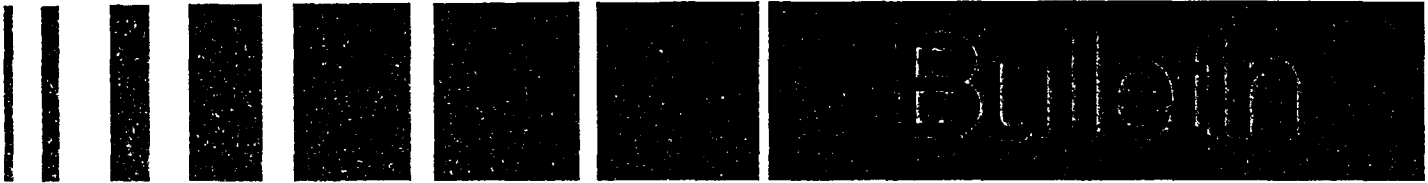


Broadcast and  
Professional Group



**DATE:** APRIL 1, 1999 **99-0101**

**TO:** GENERAL RESELLERS

**FROM:** LORI LAROSE ROY

**SUBJECT:** SUGGESTED LIST PRICE REDUCTION OF THE PCS-5100/4  
INTRODUCTION OF THE PCS-5100R

In response to the needs of today's videoconferencing users, Sony is pleased to announce the suggested list price reduction of the PCS-5100/4, videoconferencing processor/audio unit/remote. The suggested list price, as of April 1, 1999, is \$ 15,650.00. We feel that this reduction will increase the Reseller's sales potential and allow this feature rich product to be effectively positioned in the highly competitive videoconferencing market.

In addition to the suggested list price reduction, Sony is pleased to offer its Resellers the **PCS-5100R**. The **PCS-5100R** is designed to afford the Reseller additional margin or provide promotional items for the Reseller to use. The **PCS-5100R** is NOT a promotion! This is a pack that is offered to the Resellers for the life of the individual products. Please substitute the **PCS-5100R** in place of the PCS-5100/4 on all future purchase orders. Resellers will only be charged for the PCS-5100/4. All other PCS-5100R components will be provided at no additional charge.

The **PCS-5100R** includes:

<b>PCS-5100/4</b>	<b>Videoconferencing Processor &amp; Accessories</b>
<b>PCS-T500</b>	<b>Graphics/Annotation/Control Tablet</b>
<b>PCS-MCI0</b>	<b>Graphics Card and Personal Directory</b>
<b>PCS-G500</b>	<b>Dual Monitor Board</b>

### Pricing

Model Number	Suggested List Price	Reseller Price - PACK	Current Reseller Price	Availability
<b>PCS-5100R</b>		\$ 10,172.50		Now
(PCS-5100/4)	\$ 15,650.00	(\$10,172.50)	\$ 10,172.50	Now
(PCS-T500)	\$ 949.00	Free-Of-Charge	\$ 711.75	Now
(PCS-MCI0)	\$ 549.00	Free-Of-Charge	\$ 411.75	Now
(PCS-G500)	\$ 1,350.00	Free-Of-Charge	\$ 1,012.50	Now
<b>PCS-5100/4</b>	\$ 15,650.00		\$ 10,172.50	Now

Price protection will not be offered on current inventory.

**List Price Reduction  
PCS-5100R Introduction  
Page 2**

**Terms & Conditions**

If components of the PCS-5100R are ordered individually and not as a pack, the Reseller will be invoiced at the current component Reseller price. In the event that a component of the pack becomes discontinued, the PCS-5100R will be discontinued.

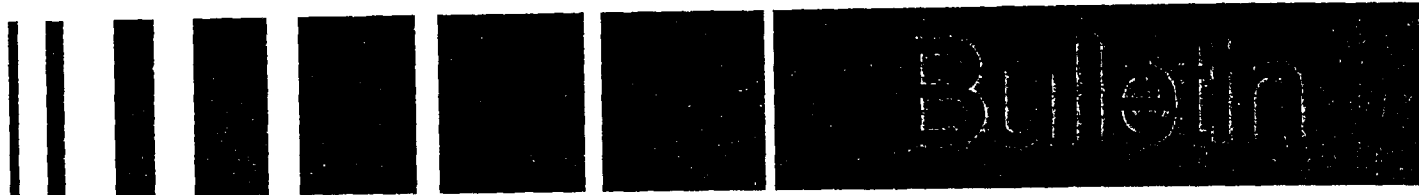
For further information, please contact your local Distribution Account Manager.

Good Selling!

A handwritten signature in cursive script that reads "Lori LaRose Roy".

Lori LaRose Roy  
Marketing Manager, Videoconferencing  
Broadcast and Professional Company

Broadcast and  
Professional Group



**DATE:** APRIL 1, 1999 **99-0104**

**TO:** GENERAL RESELLERS

**FROM:** LORI LAROSE ROY

**SUBJECT:** SUGGESTED LIST PRICE REDUCTION OF THE PCS-3000/3  
INTRODUCTION OF THE PCS-3000R

Sony is pleased to announce the suggested list price reduction of the PCS-3000/3, videoconferencing processor/audio unit/remote. The suggested list price, as of April 1, 1999, is \$ 3,995.00.

Sony understands that in order to keep up with today's fast paced business environment, it is necessary to make immediate face-to-face decisions while lowering travel costs. With this in mind, Sony's Videoconferencing Division is pleased to offer its Resellers the **PCS-3000R**. The **PCS-3000R** is designed to afford the Reseller additional margin or provide promotional items for the Reseller to use. Please substitute the **PCS-3000R** in place of the PCS-3000/3 on all future purchase orders. Resellers will only be charged for the PCS-3000/3. All other components of the **PCS-3000R** will be provided at no additional charge!

The **PCS-3000R** includes:

<p><b>PCS-3000/3</b> <b>PCS-T300</b> <b>PCS-I300</b></p>	<p><b>Videoconferencing Processor &amp; Accessories</b> <b>Control Tablet</b> <b>256Kbps Upgrade Board</b></p>
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### Pricing

Model Number	Suggested List Price	Reseller Price - PACK	Current Reseller Price	Availability
<b>PCS-3000R</b>		\$ 2,996.25		Now
(PCS-3000/3)	\$ 3,995.00	(\$ 2,996.25)	\$ 2,996.25	Now
(PCS-T300)	\$ 500.00	Free-Of-Charge	\$ 375.00	Now
(PCS-I300)	\$ 2,500.00	Free-Of-Charge	\$ 1,875.00	Now
<b>PCS-3000/3</b>	\$ 3,995.00		\$ 2,996.25	Now

Price protection will not be offered on current inventory.

Some of the key features of this system are:

- **Codec With Dual ISDN BRI Network Interface Capable Of Speeds Of Up To 256Kbps**
- **Built-In 4 Point Multipoint**
- **Drop Multipoint Site During Session**
- **Auto Tracking Camera With Six Local Camera Presets**
- **Full Duplex Audio Capability With Echo Cancellation**
- **Single Microphone**
- **Moveable Picture-In-Picture**
- **Annex D Graphics Support**
- **Easy to Use Control Tablet**

#### **Terms & Conditions**

If components of the PCS-3000R are ordered individually and not as a pack, the Reseller will be invoiced at the current Reseller price for each component. In the event that a component of the pack becomes discontinued, the PCS-3000R will be discontinued.

For further information, please contact your local Distribution Account Manager.

Good Selling!



Lori LaRose Roy  
Marketing Manager, Videoconferencing  
Broadcast and Professional Company