

Broadcast and
Professional Group



DATE: APRIL 1, 1999 99-0043
 TO: GENERAL RESELLERS
 FROM: JO ANN VOZEH
 SUBJECT: PRICE REDUCTION TO DXC-LS1 "LIPSTICK-TYPE" VIDEO CAMERA

We are pleased to announce a price reduction to the **DXC-LS1 1/4" CCD "Lipstick-type" Video Camera**. The popular "lipstick-type" camera, **DXC-LS1**, proves *that good things come in small packages*. Despite its remarkably small size (the camera head is only 35mm long and 12mm in diameter), it comes with a host of advanced features. The DXC-LS1 consists of a camera head and a camera control unit. The camera head features a 1/4" Sony Interline Transfer Hyper HAD® CCD image sensor that packs 380,000 picture elements. The camera control unit incorporates a powerful Digital Signal Processor (DSP) which provides superior picture quality to previous cameras without DSP, and a host of features. The DXC-LS1 offers 470 TV lines, sensitivity is F5.6 at 2,000 lx and the signal-to-noise ratio is 46 dB, for outstanding brightness and excellent all-round performance. Additionally, the DXC-LS1 is the only lipstick-type camera with a built-in 3x digital zoom.

NEW PRICING

MODEL	Description	New Suggested List Price		Previous Reseller Price	New Reseller Price
DXC-LS1	1/4" IT Hyper HAD CCD "Lipstick-type" Video Camera	\$1,250	1-3	\$ 1,250	\$ 945
			4-24	\$ 1,225	\$ 920
			25+	\$ 1,200	\$ 895

APPLICATIONS

DXC-LS1 Camera is designed for installation in space-limited applications. Applications where this camera has found it's popularity are: intelligence/covert surveillance, security/elevators, sports/helmets and race cars, flight training/cockpits, inspection, wire bonding, point of view shots where space is an issue and areas which are hard to reach.

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DEMONSTRATION KIT

As you uncover the exciting sales opportunities for the DXC-LS1, it may be necessary to conduct demonstrations. For your reference, below is a suggested DXC-LS1 demonstration kit product listing:

- **DXC-LS1** (includes camera head, camera control unit and 3m cable—3m cable not normally supplied by other competitors as part of quoted camera/camera control unit kit).
- **AC-E90HG** Camera Adapter or **CMA-D2** Camera Adapter with CCMC12P10, 12-pin multi-cable.
- **VCL-04UVM** 4mm or **VCL-12UVM** 12mm ultra mount lens.

LITERATURE, WEB & ADVERTISING INFORMATION

To reference information on the DXC-LS1, please see Sony's WEB Site:
www.sony.com/professional, select: cameras, industrial, compact color, DXC-LS1 or for the DXC-LS1 brochure, reference #V-10754A.

Features and specifications are subject to change without notice. Please contact your Sony Account Manager for more information.

Good Selling,



Jo Ann Vozech
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