



DATE: APRIL 1, 1999 99-0005
TO: GENERAL RESELLERS
FROM: THERESA M. GORMAN / CHRIS TSAI
SUBJECT: VHS SERIES - PRICE REDUCTION

Sony's new and improved professional VHS product line was introduced back in February. To compliment this new product line, we're pleased to announce a price reduction on the entire line of professional VHS recorders!

Remember, these new units can now play back VHS and SVHS! The new price of the SVO-1630 (with tuner) is \$125 less than the original SVO-1520 (without tuner)! Plus, we continue to provide the black bezel model.

Whether you're selling into corporate or education, for point-of-purchase or office playback, Sony's professional VHS line-up has what it takes in both pricing and performance.

Price Reduction:				
PRODUCT	INVENTORY CLASS	OLD RESELLER QTY 1 PRICE	NEW RESELLER QTY 1 PRICE	PRICE REDUCTION SAVINGS
SVO-1430	A	\$345.00	\$275.00	\$70/unit
SVO-1430/BZ	A	\$345.00	\$290.00	\$55/unit
SVO-1630	A	\$560.00	\$390.00	\$170/unit

Prices and specifications are subject to change. If you have any questions, please contact your Sony Distribution Account Manager.

Good selling!

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