



DATE: APRIL 1, 1999 99-0097

TO: GENERAL RESELLERS

FROM: ARMANDO DIANA

SUBJECT: SUGGESTED LIST PRICE REDUCTION ON DIGITAL MEETING SYSTEM

Sony Videoconferencing is pleased to announce that as of April 1, 1999, pricing on the Digital Meeting System videoconferencing products will be reduced.

The Digital Meeting System presents a whole new approach to videoconferencing. It is a compact computer peripheral that easily attaches to a laptop or PC enabling simultaneous video and data conferencing in minutes.

The Digital Meeting System offers you huge sales opportunities in the fast growing desktop market. The products are a perfect offering to your embedded customer base as well as new customer potentials.

Price Change Analysis

Product	Description	Old SRP	New SRP
VMU1100SU	Digital Meeting System, stationary camera, headset, and software	\$2,995.	\$2,695
VMU1100SD	Digital Meeting System, stationary camera, headset conference phone, and software	\$3,295	\$2,995
VMU1100SG	Digital Meeting System, TrakCam camera, and software	\$4,495	\$4,195

Videoconferencing Products Added to General Price List
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Key Features and Benefits

Plug & Play Design	Easy Set Up
Compact Size	Rests Under Display Monitor
H.320 Standard Based	Can Talk To Any Other Manufacturer's Videoconferencing System that adheres to H.320
Affordable	Allows Customers Who Have Not Been Able To Afford Videoconferencing Equipment In The Past To Reap The Benefits.
Detached Camera	Camera Can Be Strategically Positioned In An Office Environment
H.253 Standard Algorithm	Increased Video Performance

Pricing & Availability

Product	Description	Suggested List	1-3 Qty Pricing	4-24 Qty Pricing	25 + Qty Pricing	Availability
VMU1100SU	Digital Meeting System, stationary camera, headset and software	\$2,695.00	\$2,021.25	N/A	N/A	Now
VMU1100SD	Digital Meeting System, stationary camera, headset conference phone, and software	\$2,995.00	\$2,246.25	N/A	N/A	Now
VMU1100SG	Digital Meeting System, TrakCam camera, and software	\$3,995.00	\$3,146.25	N/A	N/A	Now

If you have any questions or would like additional information, please contact your local Distribution Account Manager.

Good Selling!

Armando Diana
 Marketing Manager, Videoconferencing
 Broadcast and Professional Company