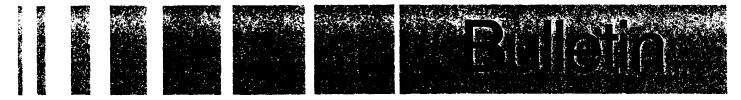
Broadcast and Professional Group



DATE: FEBRUARY 1, 1999

98-0735

TO:

GENERAL RESELLERS

FROM:

CLINT HOFFMAN

SUBJECT: PRICE REDUCTION: VPL-S500U

Effective February 1, 1999, Sony is **reducing the Reseller price for the VPL-S500U** portable LCD multimedia projector. The VPL-S500U reseller price is reduced from \$3,000.00 to **\$2,700.00**. The suggested list price is also reduced from \$4,990.00 to **\$3,990.00**.

Model	OLD PRICE VPL-S500U	NEW PRICE VPL-S500U
Description	SVGA LCD Projector	SVGA LCD Projector
Suggested List Price	\$4,990.00	\$3,990.00
Reseller Price 1	\$3,000.00	\$2,700.00
Reseller Price 4+	\$2,950.00	\$2,650.00
Reseller Price 25+	\$2,800.00	\$2,500.00

PRICE PROTECTION

Existing reseller inventories of the VPL-S500U will be handled according to standard price protection policy. Please contact your Sony Distribution Account Manager for more details.

For further information about the VPL-S500U LCD projector price reduction, please contact your Sony Account Manager.

Good selling,

Clint Hoffman

Marketing Manager, Display Products Broadcast and Professional Company

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