SONY

Broadcast and
Professional Group

Bulletin

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