

DATE: FEBRUARY 1, 1999 **98-0733**

TO: GENERAL RESELLERS

FROM: CLINT HOFFMAN

SUBJECT: PRICE REDUCTION: VPL-SC50U
INTRODUCTION: LMP600 LAMP & VLC-SC50Z CASE

PRICE REDUCTION: VPL-SC50U

Effective February 1, 1999, Sony is **reducing the Reseller price for the VPL-SC50U Ultra Personal™ LCD projector**. The VPL-SC50U reseller price is reduced from \$3,400.00 to **\$2,700.00**. The suggested list price is reduced from \$5,490.00 to **\$3,990.00**.

MODEL	OLD PRICE VPL-SC50U	NEW PRICE VPL-SC50U
Description	Ultra Personal LCD Projector	Ultra Personal LCD Projector
Suggested List Price	\$5,490.00	\$3,990.00
Reseller Price 1	\$3,400.00	\$2,700.00
Reseller Price 4+	\$3,350.00	\$2,650.00
Reseller Price 25+	\$3,100.00	\$2,400.00

PRICE PROTECTION

Reseller inventories of the VPL-SC50U will be handled according to standard price protection policy. Please contact Your Sony LCD Account Manager for more details about standard price protection.

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VLC-SC50Z CARRYING CASE

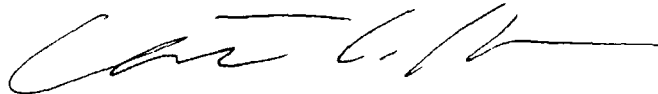
The VLC-SC50Z is a soft carrying case with a removable strap and a handle for transporting the VPL-SC50U Ultra Personal™ LCD Projector. The VLC-SC50Z can also accommodate additional accessories such as the Operating Instructions, the Remote Commander® Unit and cables necessary for operation of the projector.

SPECIFICATIONS – VLC-SC50Z

Color	Black
Supplied Accessory	Removable Shoulder Strap

For further information about the **VPL-SC50U Price Reduction and introduction of the LMP600 lamp and VLC-SC50Z case accessories for the VPL-SC50U**, please contact your Sony Account Manager.

Good Selling,



Clint Hoffman
Marketing Manager, Display Products
Broadcast and Professional Company