

SONY  
CLIE™

# PEG-TJ35 CLIE® Handheld

*Q4 2003 Financial  
Impact Summary*



# Key Features

**SONY**  
**CLiÉ™**  
**PEG-TJ35**

- Fast processor
  - *200MHz Motorola Dragonball*
- Most memory
  - *32MB RAM*
- Expandable
  - *Sony MemoryStick Pro technology*
- Fun
  - *Integrated audio player*



# Competition

SONY  
CLiÉ™  
PEG-TJ35

- Palm

- Tungsten E: *Aggressive pricing relative to feature set*

- Handspring

- Treo series: smartphones, price competitive only to existing cell phone users

- Sony

- *Older model in channel: PEG-SJ22*



# Pricing & Profit

**SONY**  
**CLiÉ™**  
**PEG-TJ35**

## Cost of Goods Sold, Profit Margin

	COGS	Profit Margin
Now	\$128.36	30.6%
By Q1	<\$112	39.4%+

- Suggested retail: \$249.95
  - Drop to \$229.95 in Q2 '04
- Wholesale (bulk): \$185.00
  - Drop to \$173.00 in Q2 '04



# *Sales Forecasts*

**SONY**  
**CLiÉ™**  
**PEG-TJ35**

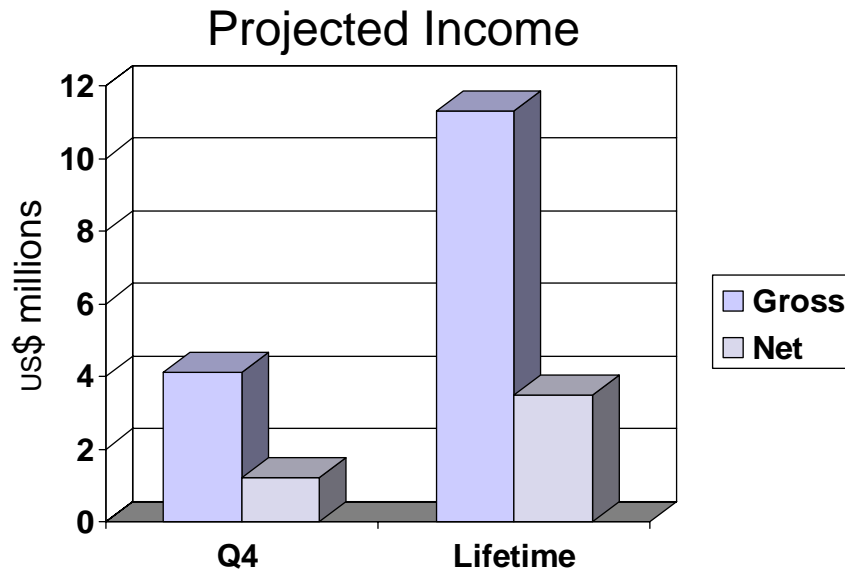
- North America Release: Oct 20
  - *10,000 units in sales channel*
- 6,000 units sold in first 2 weeks
- 22,000 units through Q4
- 60,000 units for SKU lifetime



SKU: Stock-Keeping Unit

# Financial Impact

**SONY**  
**CLiÉ™**  
**PEG-TJ35**



- 22,000 units sold in Q4
- Gross income: \$4,070,000
- Net income: \$1,246,080

