

# DISTRIBUTOR BULLETIN

**Panasonic**  
**AUTHORIZED**  
**RESELLER PROGRAM**

**Subject:** High Brightness Portable Projector SPIFF Program

**Bulletin Type:**  Product  Marketing  Service

**Bulletin Number:** Visual Systems-2018-MB-53D

**Date:** January 1, 2018

**Product:** PT-VZ580 Series LCD Projectors

SPIFFs will continue to be made available to authorized distributor sales associates for their sales of new PT-VZ580 Series projectors sold and shipped to resellers through March 31, 2018. See below for the Panasonic Distributor SPIFF Program details.

**DIGITAL LINK**<sup>(1)</sup> Single-cable<sup>(2)</sup> LAN Connection  
for Long-distance Video and Control Signal  
Transmission Up to 150 m (492 ft)<sup>(3)</sup>



Model	Distributor Spiff
PT-VW540U	\$15.00
PT-VW545NU	\$15.00
PT-VX610U	\$15.00
PT-VX615NU	\$15.00
PT-VZ470U	\$15.00
PT-VZ580U	\$15.00
PT-VZ585NU	\$15.00

For more information about the PT-VZ580 Series: <https://panasonic.net/cns/projector/products/vz580/>

<sup>(1)</sup> PT-VZ585N/VW545N/VX615N only. <sup>(2)</sup> STP cable CAT 5e or higher required. <sup>(3)</sup> 50 m (492 ft) transmission available only with ET-YFB200G DIGITAL LINK Switcher for signals up to 1080/60p (dot clock frequency 148.5 MHz) in Long Reach Mode.

## Panasonic PT-VZ580 Series Distributor SPIFF Program Terms & Conditions:

- This SPIFF program is in effect from January 1, 2018 through March 31, 2018.
- Products must be shipped to resellers and billed no later than April 15, 2018 to qualify for SPIFFs.
- There are no customer restrictions and only sales of 1st Inventory products qualify for SPIFFs.
- Payment of claims will be based on sales out and will require POS data for your claiming. Claims will be paid in the form of a credit memo.
- Submit POS to Brenda Vigorito; [Brenda.Vigorito@us.panasonic.com](mailto:Brenda.Vigorito@us.panasonic.com) or via USPS:  
Panasonic / Two Riverfront Plaza, 6th Floor / Newark, NJ 07102
- Panasonic must receive all SPIFF claims by April 30, 2018.
- B/O and drop ships (if they meet minimum \$ requirements and we have product available) will be honored. Freight will be charged for orders that do not meet minimum dollar amount requirements.
- Panasonic Media Entertainment Company of North America, Division of Panasonic Corporation of North America, reserves the right to modify or cancel this promotion without prior notice.

The Panasonic projector SPIFF Program provides all authorized Distributors and their sales associates with a great opportunity to increase earnings by selling some of the best-selling projectors in the market.

Thank you for recommending and selling Panasonic projectors!

