

July 1, 2007

Dear Valued Customer:

Pioneer wishes to inform you of a change in our Industrial Video product line. After nearly three years as the reference standard for industrial DVD recorders, Pioneer will discontinue sale of the PRV-LX1 and its accessories.

Discontinued models and accessories are:

- PRV-LX1DW
- PRA-BD11
- PRA-BD12
- PRA-DW11

Based on current forecasts, we anticipate, but cannot guarantee, that supply will be available for the next two months. Parts and service for the PRV-LX1 will continue to be available for three years from the date of this announcement. The standard one-year warranty period applies to all new product purchases

Please don't hesitate to call with any questions or concerns at 570-402-2985.

Best regards,



Linda S. Toleno

Vice President-Direct Account Sales

Pioneer Electronics (USA) Inc.