

Your Sony Program Connection

Welcome to your one-stop access point to programs, claims, SPIFFs, statements and more.



DATE: JANUARY 15, 2010

09-0064 UPDATE

TO: ALL BPSD RESELLERS
DIGITAL PHOTOGRAPHY PRODUCTS RESELLER
SECURITY SYSTEMS PLATINUM NATIONAL VALUE ADDED RESELLER
SECURITY SYSTEMS GOLD REGIONAL VALUE ADDED RESELLER
LCD PROJECTOR AND PUBLIC DISPLAY RESELLER

FROM: SHARI SENTLOWITZ

PROMOTION: EXTRA CREDIT- 2% EDUCATION REBATE PROGRAM FOR RESELLERS- UPDATE

TYPE: DEALER REBATE

Effective 01/15/2010: The schedule of eligible models has been changed. Please see the eligible model table on pages 4-8 for model additions and removals.

Effective 10/1/09: The claiming cycle for this promotion has been changed. All claims will become due quarterly for the remainder of the promotion period.

Claims for invoices dates between 03/27/2009 & 09/25/2009 are due on 10/25/2009. Claim under bulletin number 09-0064.

Claims for invoices dates between 09/26/2009 & 12/26/2009 are due on 01/25/2010. Claim under bulletin number 09-0064Q3

Claims for invoices dates between 12/27/2009 & 03/26/2010 are due on 04/25/2010. Claim under bulletin number 09-0064Q4

Sony is pleased to announce that the 2% Extra Credit Rebate Program for Resellers has been continued for the FY09. Resellers can receive a 2% rebate for net sales of eligible products sold to the following Education customers:

Please see the attached product schedule for eligible models, and suggested education pricing.

To help highlight this Program, Sony will continue an advertising campaign to Educators. Along with conveying Sony's commitment to the Education market, this advertising will help direct sales leads to you. We encourage you to help promote this program to your customers through your own sales and marketing communications. Collateral for print and web will be made available to you in the Sony Adkit.

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Here's how the Program Works:

Program:	<ol style="list-style-type: none"> 1. Educator becomes aware of Sony's Extra Credit Education Program through various Sony Advertising Vehicles. Resellers are also encouraged to promote the program directly to Educator. 2. Educator will be directed to www.sony.com/extracredit where they can: <ul style="list-style-type: none"> ■ Register for the program ■ Review Suggested Education Pricing for eligible models and request to be contacted. ■ View list of authorized Sony Resellers through dealer locator 3. Each request from an educator will become a sales lead. 4. Leads will be forwarded to the applicable Sony regional offices for distribution to resellers. 5. Resellers are not required to quote at Suggested Education Price, for example, at bid situations. 6. Resellers claim the rebate after sale through Your Sony Program Connection claim website.
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TERMS AND CONDITIONS:

Promotion Period:	March 27, 2009 through March 26, 2010
Promotion Description:	Resellers will receive a 2% rebate (see attached Product Schedule) on their net sales price of eligible Sony products they sell, ship and invoice to K-12 institutions, colleges, universities, and film schools during the program period, subject to backorders of products ordered by Resellers from Sony.
Eligible Models:	Eligible Broadcast and Professional Products listed on attached addendum are eligible for this promotion. Please refer to www.sony.com/yourprogramconnection for current list of eligible models throughout the program period.
Backorder/Future Order:	Only orders shipped and invoiced during the promotion period qualify for this promotion.
Inventory:	"A" or "B" stock inventory is eligible.
Product Substitution:	No product substitutions are allowed.
Claim Process:	<p>To enter a claim, the Reseller must follow these steps:</p> <ol style="list-style-type: none"> 1. Go to www.sony.com/yourprogramconnection. 2. Find this Bulletin name under "Bulletins." Click on "Claim." 3. Complete the online claim form and hit the "Submit" button to process the submission. The processed claim should now have a claim number. If the claim has been rejected, refer to "Claim Dispute" below. 4. Print a copy of the Claim Confirmation Page and send it with a copy of the original sales invoice. <ul style="list-style-type: none"> • Fax to: 1.888.437.1923 or • Mail to: <p style="text-align: center;">Your Sony Program Connection Reward Headquarters PO BOX 42012 Hazelwood, MO, 63042-2012</p> <p style="text-align: center;">or</p> <ul style="list-style-type: none"> • Upload the documentation from the Program Connection website. • Environmentally responsible backup submission: To reduce the time it takes to receive the rebate and help save the environment, take advantage of the paperless upload process. Simply upload backup paperwork when prompted after submitting a claim. Backup paperwork can be added at the time of claim or at a later date.

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TERMS AND CONDITIONS CONTINUED:

Product Eligibility:	<p>Resellers may only sell eligible products they are authorized to resell under their current Sony Reseller Agreement. Resellers may only sell to end-users to be eligible for this promotion which include:</p> <ul style="list-style-type: none"> • Departments of Education <ul style="list-style-type: none"> ○ US Department of Education ○ State departments of Education • K-12 Elementary and Secondary Schools <ul style="list-style-type: none"> ○ Public Schools K-12 ○ Private and Parochial Schools K-12 • Post Secondary Education <ul style="list-style-type: none"> ○ Junior/Community/Technical Colleges ○ 4 Year Colleges/Universities ○ Career and Trade Schools • Graduate and Specialty Schools <ul style="list-style-type: none"> ○ Law Schools ○ Medical/Chiropractic/Dentistry Schools ○ Optometry Schools ○ Osteopathic ○ Vet Schools ○ Business Schools ○ Theological Seminary School • Technology and Media Centers
Submission Deadlines:	<p>All claims for this promotion must be submitted by the Reseller on-line @ www.sony.com/yourprogramconnection within 30 days of the end of each quarter within the promotion period. 1H claims are due on 10/25/2009.</p>
Paperwork Deadline:	<p>All backup paperwork for claims must be received by the Sony Your Program Connection Reward Headquarters no later than 30 days after the online claim submission deadline. If backup for a claim is not received by Program Headquarters by this date, the claim will be rejected and no Rebate will be awarded</p>
Claim Dispute:	<p>Any claims that are denied that the reseller wants to dispute must be resolved no longer than 60 days beyond the submission deadline. To dispute a claim, the Reseller should call the toll free number provided on the website of 1-866-562-0806. In the event of any questions or interpretation of the terms and conditions of this promotion, the decision of Sony will be final.</p>
Claim Payment:	<p>Payment will be in the form of a credit to the Reseller's account. Please allow 30-45 days for payment from the date Sony Your Program Connection Reward Headquarters receives the mailed, faxed or uploaded claim form and the back up paperwork.</p>
Mixing of Promotions:	<p>This promotion may be mixed with other promotions.</p>
Change/Cancellation:	<p>Sony may change or cancel this promotion at any time.</p>

Please contact your Sony account manager with any questions that you may have about this promotion.

Good Selling!

Shari Sentlowitz
 Government and Education Marketing Manager
 Broadcast and Business Solutions Company

Eligible Models:

Model	Description
AWSG500 - removed from program effective 01/15/2010	ANYCAST STATION LIVE CONTENT PRODUCER
AWSG500E- added to the program effective 1/15/2010	ANYCAST STATION LIVE CONTENT PRODUCER
AWSG500HD - removed from program effective 01/15/2010	HD ANYCAST STATION
BKMFW50	SONY NETWORK MANAGEMENT ADAPTOR
BRC300	3CCD P/T/Z ROBOTIC COLOR VIDEO CAMERA
BRC300P	3CCD P/T/Z ROBOTIC COLOR CAMERA-PAL
BRCH700	HD 3CCD ROBOTIC CAMERA
BRCZ330- added to the program effective 1/15/2010	1CMOS HD/SD PTZ CAMERA
BRCZ700	HD 3CMOS COLOR VIDEO CAMERA
BRS200 -Added to the program effective 07/01/09	SONY REMOTE CAMERA OPERATING SWITCHER
BVML1700 - added to the program effective 1/15/2010	TRIMASTER LCD BROADCAST MONITOR
BVML231 - added to the program effective 1/15/2010	CRITICAL EVALUATION MONITOR
C38B	STUDIO CONDENSER MIC
CSM100B	108 SLOT PETASITE TAPE LIBRARY
CSM200B	216 SLOT PETASITE TAPE LIBRARY
CSM200C	STORAGE MANAGEMENT SYS CATRIDGE CONSOLE
CSM200D	STORAGE MANAGEMENT SYS DRIVE CONSOLE
CSM60B	60 SLOT PETASITE TAPE LIBRARY
DMXP01	PORTABLE DIGITAL MIXER
ECM673	SHORT SHOTGUN MIC
ECM674	SHOT GUN MIC
ECM678	ELECTRET CONDENSER MIC
ECM680S	ELECTRET CONDENSER MIC
F112	INTERVIEW MIC
FWD32LX2F/B - removed from program effective 01/15/2010	SONY 32" BLACK LCD - NON-CRYSTAL BEZEL
FWD32LX2F/S - removed from program effective 01/15/2010	SONY 32" SILVER LCD - NON-CRYSTAL BEZEL
FWD40LX2F/B - removed from program effective 01/15/2010	SONY 40" BLACK LCD - NON-CRYSTAL BEZEL
FWD40LX2F/S - removed from program effective 01/15/2010	SONY 40" SILVER LCD - NON-CRYSTAL BEZEL
FWDS42H1 -Added to the program effective 07/01/09	42INCH FULL HD THIN BEZEL LCD
FWDS47H1 -Added to the program effective 07/01/09	47INCH FULL HD THIN BEZEL LCD
GXDL52H1	52INCH FULL HD RUGGEDIZED LCD
GXDL65H1- Added to the program effective 04/25/09	65" RUGGEDIZED LCD DISPLAY
HDC1400 -Removed from the program effective 07/01/09	HD CAMERA
HDC1400R -Added to the program effective 07/01/09	HD CAMERA
HDC1450 -Removed from the program effective 07/01/09	HD PORTABLE STUDIO COLOR CAMERA
HDC1450R -Added to the program effective 07/01/09	HD PORTABLE STUDIO COLOR CAMERA
HDC1500L -Removed from the program effective 07/01/09	STUDIO HD 60P PORTABLE CAMERA
HDC1500R -Added to the program effective 07/01/09	STUDIO HD 60P PORTABLE CAMERA
HDC1550R -Added to the program effective 07/01/09	MULTI FORMAT HD CAMERA WITH WIDE BAND TRIAX INTERFACE
HDCP1 - Added to the program effective 01/15/2010	HD MULTIFORMAT STUDIO CAMERA
HDCU1500L	HD CAMERA CONTROL UNIT FOR HDC1500
HDW1800	HD DIGITAL VIDEO CASSETTE RECORDER
HDW650F	HD CAMCORDER

HDW790	HD CAMCORDER
HDWD1800	HD DIGITAL VIDEO CASSETTE RECORDER
HDWF900R	CINEALTA 24P HDCAM W/O VF
HSC300K -Added to the program effective 07/01/09	MULTIFORMAT CAMERA SYSTEM
HSCU300K -Added to the program effective 07/01/09	CAMERA CONTROL UNIT
HVR1500A	DIGITAL HD VIDEOCASSETTE RECORDER
HVRA1U	HDV CAMCORDER
HVRDR60	HDV HARD DISK RECORDING UNIT
HVRHD1000U	CMOS HDV SHOULDER MOUNT CAMCORDER
HVRM15AU	HD VTR
HVRM25AU	HD VTR
HVRM35U	HDV DECK WITH 24P RECORDING/PLAYBACK
HVRMRC1K	MEMORY RECORDING UNIT
HVRS270U	SHOULDER-MOUNT HDV CAMCORDER
HVRV1U	3CMOS 1080P HDV CAMCORDER
HVRZ1U - removed from program effective 01/15/2010	3CCD 1080I HDV CAMCORDER
HVRZ5U	CAMCORDER
HVRZ7U	HANDHELD HDV CAMCORDER
HXC100K -Added to the program effective 07/01/09	MULTIFORMAT CAMERA SYSTEM
HXCU100K -Added to the program effective 07/01/09	CAMERA CONTROL UNIT
ICSFW40D -Removed from the program effective 07/01/09	HD NETWORK CARD W/ 60GB HDD
KLH40X1 - removed from program effective 01/15/2010	40" LCD WITH INTEGRATED SPEAKERS
KLHW26- Removed from the program effective 04/15/09	26" HD LCD DISPLAY FOR HOSPITALITY
KLHW32 - removed from program effective 01/15/2010	32" HD LCD DISPLAY FOR HOSPITALITY
LMD1410	14 INCH LCD VIDEO MONITOR
LMD1420 - removed from program effective 01/15/2010	14 INCH LCD VIDEO MONITOR
LMD1530W - added to the program effective 1/15/2010	15-INCH WXGA ENTRY LEVEL HD MONITOR WITH HDMI
LMD1750W	17 INCH WIDE WXGA LCD VIDEO MONITOR
LMD1750WHD	LMD1750W + BKM243HS
LMD2030W	20 INCH WIDE WSXGA+ LCD MONITOR HDMI
LMD2050W	20 INCH WIDE WSXGA+ LCD VIDEO MONITOR
LMD2050WHD	LMD2050W + BKM243HS
LMD2450W - removed from program effective 01/15/2010	24 INCH WIDE WUXGA LCD VIDEO MONITOR
LMD2450WHD - removed from program effective 01/15/2010	LMD2450W + BKM243HS
LMD2451W added to the program effective 1/15/2010	24" WUXGA WIDESCREEN LCD MONITOR
LMD2451WHD - added to the program effective 1/15/2010	24" WUXGA WIDESCREEN LCD MONITOR
LMD4250W - added to the program effective 1/15/2010	42-INCH WUXGA HIGH GRADE LUMA MONITOR
LMD4250WHD - added to the program effective 1/15/2010	42-INCH FULL HD HIGH GRADE LUMA MONITOR W/ BKM-243HS HSDSI BOARD
LMD4420 - removed from program effective 01/15/2010	4 X 4 INCH LCD VIDEO MONITOR
LMD5320 - removed from program effective 01/15/2010	3 X 56 INCH LCD MONITOR
LMD7220W - removed from program effective 01/15/2010	2 X 7 INCH LCD VIDEO MONITOR
LMD9020	9" VGA LCD VIDEO MONITOR
LMD9030	9" VGA LCD VIDEO MONITOR W/SDI
LMD9050	9 INCH LCD VIDEO MONITOR

LMD940W - added to the program effective 1/15/2010	9-INCH WIDE WVGA ENG/EFP LCD MONITOR WITH 3G SDI CAPABILITY
MBX6	TUNER RACK
MDR7502	MONITOR HEADPHONE
MDR7505	MONITOR HEADPHONE
MDR7506	MONITOR HEADPHONE
MDR7509HD	STUDIO HEADPHONE
MVS6000 -Added to the program effective 07/01/09	MULTI FORMAT PRODUCTION SWITCHER
MVS8000G -Added to the program effective 07/01/09	MULTI-FORMAT PRODUCTION SWITCHER
MVS8000GSF -Added to the program effective 07/01/09	MULTI-FORMAT PRODUCTION SWITCHER (SMALL FRAME)
MZM200	PORTABLE HIMD RECORDER
NSR100	NETWORK SURVEILLANCE RECORDER 1TB
NSR1050H	NEXT GEN NETWORK SURVEILLANCE RECORDER
NSR1100	NEXT GEN NETWORK SURVEILLANCE RECORDER
NSR1200	NEXT GEN NETWORK SURVEILLANCE RECORDER
NSR25	NETWORK SURVEILLANCE RECORDER 250GB
NSR50	NETWORK SURVEILLANCE RECORDER 500GB
PCMD1	DIGITAL FIELD RECORDER
PCMD50	PORTABLE DIGITAL FIELD RECORDER
PDWF335L	PROFESSIONAL DISC CAMCORDER
PDWF355L	PROFESSIONAL DISC CAMCORDER
PDWF75	PROFESSIONAL DISC RECORDER
PMW350K- added to program effective 01/15/2010	XDCAM EX SHOULDER MOUNT CAMCORDER W/LENS
PMW350L- added to program effective 01/15/2010	XDCAM EX SHOULDER MOUNT CAMCORDER (W/O LENS)
PMWEX1 - removed from program effective 01/15/2010	XDCAM EX CAMCORDER
PMWEX1R - added to program effective 01/15/2010	XDCAM EX CAMCORDER
PMWEX3	XDCAMEX SEMI SHOULDER CAMCORDER
PMWEX30	XDCAMEX DECK
PVML1700 - added to the program effective 1/15/2010	17-INCH LCD PICTURE MONITOR
PVML2300 - added to the program effective 1/15/2010	23-INCH LCD PICTURE MONITOR
RMBR300	REMOTE CONTROL UNIT FOR THE BRC-300
SIMPLESIGN26- Removed from the program effective 04/15/09	KLHW26+BKMF50READY2GOSIMPLESIGNAGE
SIMPLESIGN26S- Removed from the program effective 04/15/09	KLHW26+BKMF50 SIMPLESIGNWITHOUTSOFTWARE
SIMPLESIGN32 - removed from program effective 01/15/2010	KLHW32+BKMF50READY2GOSIMPLESIGNAGE
SNCCS10	CS MOUNT JPEG/MPEG4 CAMERA W/O LENS
SNCCS11	CS MOUNT JPEG/MPEG4 CAMERA W/LENS POE
SNCCS20	MEGAPIXEL NETWORK CAMERA
SNCCS50N	MULTI CODEC FIXED CAMERA
SNCDF40N	NETWORK INDOOR MINIDOME VIDEO CAMERA
SNCDF50N	NORMAL IP MINIDOME WIDED
SNCDF70N	RUGGED MINIDOME NETWORK CAMERA
SNCDF80N	RUGGED IP MINIDOME JPEG/MPEG4/H264
SNCDF85N	NEXT GEN IP MINIDOME
SNCDS10	NETWORK CAMERA
SNCDS60	NETWORK CAMERA
SNCP5	MPEG 4/JPEG NETWORK PAN/TILT/ZOOM CAMERA

SNCRX530N/B	NEXT GENERATION IP PTZ CAMERA BLACK
SNCRX530N/W	NEXT GEN IP PTZ CAMERA WHITE
SNCRX550N/B	MULTI CODEC 360 PTZ NETWORK CAM (BLACK)
SNCRX550N/W	MULTI CODEC 360 PTZ NETWORK CAM (WHITE)
SNCRX570N/B	NEXT GEN IP PTZ NETWORK CAMERA BLACK
SNCRZ25N	MPEG4/JPEG P/T/ZOOM NETWORK CAMERA
SNCRZ30N	NETWORK COLOR CAMERA NTSC
SNCRZ50N	MULTI CODEC PTZ NETWORK CAM
SNTV704 - removed from program effective 01/15/2010	NETWORK VIDEO SERVER
SRPX100	RACK MOUNT AUDIO MIXER
SRPX500P	DIGITAL POWER MIXER
SRPX700P	DIGITAL POWERED MIXER
SRXR105	SXRD 4K PROJECTOR: 5,000 LUMEN
SRXR110	SXRD 4K PROJECTOR: 10,000 LUMEN
SRXS105	SXRD 4K PROJECTOR 5K LUMEN W/DVI
SRXS110	SXRD 4K PROJECTOR 10K LUMEN W/DVI
SRXT105	SXRD 4K PROJECTOR 5K LUMEN W/HDCP
SRXT110	SXRD 4K PROJECTOR 10K LUMEN W/HDCP
SSCCD45	NORMAL MINIDOME 540 LINES
SSCCD49	NORMAL MINIDOME WIDED
SSCCD73V	COLOR RUGGEDIZED MINIDOME II CAMERA
SSCCD75	RUGGED MINIDOME 540 LINES
SSCCD77	RUGGED MINIDOME 540 LINES DAY/NIGHT
SSCCD79	NEXT GENERATION MINIDOME ANALOG CAMERA
SSCDC174 - removed from program effective 01/15/2010	1/3" SUPERHAD CCD COLOR CAMERA
SSCDC374	HIGH RESOLUTION COLOR CCD CAMERA
SSCDC593	COLOR CAMERA W/WIDE DYNAMIC RANGE
SSCDC80 - removed from program effective 01/15/2010	1/2" CCD ANALOG COLOR CAMERA
SSCDC83	1/2" CCD ANALOG COLOR CAMERA
SSCE453	1/3" SUPEREXWAVE COLOR VIDEO CAMERA
SSCE473	1/3" SUPEREXWAVE COLOR VIDEO CAMERA
SSCM383	B&W COLOR VIDEO CAMERA
UPCR10L	SNAP LAB PRINTER
UWPV1/3032	WIRELESS MIC (LAV) CAMERA PACK
UWPV1/4244	WIRELESS MIC (LAV) CAMERA PACK
UWPV2/3032	WIRELESS MIC (HAND) CAMERA PACK
UWPV2/4244	WIRELESS MIC (HAND) CAMERA PACK
UWPV6/3032	WIRELESS MIC (ENG) CAMERA PACK
UWPV6/4244	WIRELESS MIC (ENG) CAMERA PACK
UWPX7/3032	WIRELESS MIC (LAV) MOD PACK
UWPX7/4244	WIRELESS MIC (LAV) MOD PACK
UWPX8/3032	WIRELESS MIC (HAND) MOD PACK
UWPX8/4244	WIRELESS MIC (HAND) MOD PACK
VPLCS21 - Removed from the program effective 04/15/09	2100 LM 3LCD PROJECTOR, ROAD WARRIOR
VPLCX100 - Removed from the program effective 04/15/09	2700 LM XGA PROJECTOR, PORTABLE
VPLCX120 - Removed from the program effective 04/15/09	3000 LM XGA PROJECTOR, PORTABLE

VPLCX125 - Removed from the program effective 04/15/09	3000LMXGA PROJECTOR,PORTABLEW/NW
VPLCX150 - Removed from the program effective 04/15/09	3500 LM XGA PROJECTOR, PORTABLE
VPLCX155 - Removed from the program effective 04/15/09	3500 LM XGA PROJECTOR, PORTABLE W/NW
VPLCX21 - Removed from the program effective 04/15/09	2100 LM 3LCD PROJECTOR, ROAD WARRIOR
VPLES5 - Removed from the program effective 04/15/09	2000 LM SVGA ENTRY LEVEL PROJECTOR
VPLES7 - Added to the program effective 03/27/09	2000 1m SVGA Entry Level Projector
VPLEW5 - Added to the program effective 03/27/09	2000 1m WXGA Entry Level Projector
VPLEX5 - Removed from the program effective 04/15/09	2000 LM, XGA ENTRY LEVEL PROJECTOR
VPLEX50 - Added to the program effective 03/27/09	2500 1m XGA Entry Level Projector
VPLEX7 - Added to the program effective 03/27/09	2000 1m XGA Entry Level Projector
VPLEX70 - Added to the program effective 03/27/09	2600 1m XGA Entry Level Projector
VPLFE40 - Removed from the program effective 04/15/09	4000 LM SXGA + LCD PROJECTOR
VPLFE40L - Removed from the program effective 04/15/09	4000 LM SXGA + LCD PROJECTOR W/O LENS
VPLFH300L - Removed from the program effective 04/15/09	6000 LUMEN FULL 2K HD NETWORK PROJECTOR
VPLFW300L - Removed from the program effective 04/15/09	7000 LUMEN WXGA NETWORK PROJECTOR
VPLFX40 - Removed from the program effective 04/15/09	4000 LM XGA LCD PROJECTOR
VPLFX40L - Removed from the program effective 04/15/09	4000 LM SXGA + LCD PROJECTOR W/O LENS
VPLFX41 - Removed from the program effective 04/15/09	5200 LM XGA NETWORK PROJECTOR
VPLFX41L - Removed from the program effective 04/15/09	5200 LM XGA NETWORK PROJECTOR W/O LENS
VPLFX52 - Removed from the program effective 04/15/09	INSTALL NETWORK PROJECTOR W/LENS
VPLFX52L - Removed from the program effective 04/15/09	INSTALL NETWORK PROJECTOR (W/O LENS)
VPLTX7 - Added to the program effective 03/27/09	2000 1m XGA Networked Entry Projector
VPLTX70 - Added to the program effective 03/27/09	2600 1m XGA Networked Entry Projector
VSPAD7 - Added to the program effective 03/27/09	VSPNS7 Management Software W 5
VSPNS7	HD STORAGE PLAYER FOR D SIGNAGE