

## Your Program Connection

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**DATE:** FEBRUARY 19, 2015 **14-0003 UPDATE**

**TO:** SOLUTION INTEGRATORS

**FROM:** MAUREEN HALL

**PROMOTION:** 2014 PREMIER CINEALTA 4K XL RESELLER PROGRAM

**TYPE:** XL PROGRAM/REBATE

The PMW-F5 2K for 4K Instant Rebate Promotion was introduced February 10, 2015 (14-0366). End Users who purchase an eligible PMW-F5 package together with the CBKZ-55FX between February 10, 2015 and March 31, 2015 are eligible to receive an Instant Rebate of \$2,000.00 from participating Sony Authorized Resellers.

Premier CineAlta 4K XL Resellers who advertise the PMW-F5 2K for 4K Instant Rebate Promotion (14-0366) are allowed to create a bundle/kit name for these promotional bundles. Each promotional bundle/kit must: (a) list the components for the promotional bundle/kit, (b) must show a bundle price that is no less than the sum of the Program Selling Prices of the individual bundle components (PMW-F5 package and CBK-Z55FX), and (c) the Instant Rebate must be shown separately from the bundle price (e.g.: "PMW-F5KCLCD2 Bundle" \$20,298.00, Instant Rebate \$2,000.00, Price after Instant Rebate: \$18,289.00).

Effective December 15, 2014, the following models have been added to the 2014 Premier CineAlta 4K XL Program:

- **CBK-Z55FX** PMW-F5 4K Upgrade License. An introduction bulletin with information on how to install the CBK-Z55FX will be issued in December 2014.
- **PMW-F5KCLCD2** Kickstarter package. Package consists of: **PMW-F5** camera head, **DVF-L350** LCD viewfinder, **CPLImark2** Sony FZ to EF adaptor mount, **BCL-90** battery charger, **BP-FL75** Olivine V Mount Battery, **SBACUS30** USB 3.0 SxS Memory Card Reader, **VCT-FSA5** shoulder mount, & **LC-F55CZ** hard case.
- **PMW-F5KCEL2** Kickstarter package. Package consists of: **PMW-F5** camera head, **DVF-EL100** OLED viewfinder, **CPLImark2** Sony FZ to EF adaptor mount, **BCL-90** battery charger, **BP-FL75** Olivine V Mount Battery, **SBACUS30** USB 3.0 SxS Memory Card Reader, **VCT-FSA5** shoulder mount, & **LC-F55CZ** hard case.

The PMW-F5KCLCD, PMW-F5KCEL, PMWF5DEL, and PMWF5DLCD packages have been discontinued effective December 15, 2014, however, these models will continue to remain on the 2014 Premier CineAlta 4K XL Reseller Program, and all XL Resellers must adhere to all XL Program requirements for these models.

The new **CBK-55PD** Additional Codec Board and **CBK55BK** EFP Style Buildup Kit have been added to the 2014 Premier CineAlta 4K XL Reseller Program. Please see page four for pricing. The CBK-55PD and CBK-55BK are eligible for the 6% Point of Sale (POS) rebate. Please see page seven for rebate details.

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XL Resellers can purchase demo units of CBK-55PD at 6% off Dealer 1 Pricing and demo units of CBK-55BK at 15% off Dealer 1 Pricing between November 1, 2014 and February 28, 2015.

Premier CineAlta 4K XL Resellers can purchase demo units of F55DEMOPAC at a special price of 6% off Reseller 1 pricing between October 1, 2014 and November 30, 2014. XL Resellers are allowed to purchase a quantity of demo units up to the number of Product Specialists it has registered with Sony, not in excess of five (5).

Sony is pleased to announce the continuation of the Premier CineAlta 4K XL Program (the "Program") for the **PMW-F5** CineAlta Camcorder, **PMW-F55** CineAlta Camcorder, **AXS-R5** 2K/4K RAW Recorder, **AXS-CR1** Card Reader, **AXS-A512S24**, **AXS-A1TS24**, and **AXS-A256S24** Memory Cards, **DVF-EL100** OLED viewfinder, **DVF-L350** LCD viewfinder, **HXR-IFR5** recording interface unit, **PMWF5KCLCD** package, **PMWF5KCEL** package, **PMW-F5DCLCD** package, **PMW-F5DEL** package, **CBK-55PD** Additional Codec Board, **CBK55BK** EFP Style Buildup Kit, **CBK-Z55FX** PMW-F5 4K Upgrade License, **PMW-F5KCLCD2** Kickstarter package, and **PMW-F5KCEL2** Kickstarter package. Effective March 27, 2014, the **AXS-512S24** has been removed from the Premier CineAlta 4K XL Program.

The Premier CineAlta 4K XL Program is designed to foster the participating Reseller's (hereafter Premier CineAlta 4K XL Reseller) ability to provide a deep and thorough explanation of the technology and workflow of the Premier CineAlta 4K products. The Program will enable the Premier CineAlta 4K XL Resellers to promote the technology both competitively and competently.

All Solution Integrators are eligible to participate, if they choose, in this program for Premier CineAlta 4K Products and accessories (Premier CineAlta 4K XL models listed on PAGES THREE AND FOUR). In order to participate, Resellers need to complete and return the Program Product Specialist form (attached) and purchase a demo unit of the **F55DEMOPAC**.

Resellers who have previously participated in the Premier CineAlta 4K XL Program can purchase demo units between April 1, 2014 and May 30, 2014 and do not need to resubmit a Program Product Specialist form unless their list of Specialists needs to be updated (please forward to your Sony Account Manager).

**PROGRAM BENEFITS TO PREMIER CINEALTA 4K XL RESELLERS:**

1. Sony will provide Premier CineAlta 4K Product Training to XL Reseller assigned Specialist(s). Up to five (5) Premier CineAlta 4K Product Specialists can be assigned by any Premier CineAlta 4K XL Reseller.
2. XL Resellers can purchase demo packages of **F55DEMOPAC** at a special demo price.
3. A Point of Sale (POS) rebate of 6% of applicable Published Dealer 1 price per unit will be offered to XL Resellers providing POS information for Premier CineAlta 4K XL Product, which includes serial number, end user contact information, and invoice number.
4. Potential end users at shows and events hosted by Sony will be directed to [www.sony.com/35mm](http://www.sony.com/35mm). And ads, mailers, and eblast newsletters from Sony will direct end users to [www.sony.com/35mm](http://www.sony.com/35mm), where XL Reseller names and contact information will appear.

**KEY REQUIREMENTS OF PREMIER CINEALTA 4K XL RESELLERS:**

1. Premier CineAlta 4K XL Resellers must have qualified in-house specialists to perform pre-sale product demonstrations and be able to proficiently explain the benefits of the PMW-F5/F55 camera system and its file-based workflows.
2. Premier CineAlta 4K XL Resellers must be experienced in selling accessories for 35mm imager digital cinema cameras. This includes, but is not limited to 35mm DSLR and PL mount lenses, lens adapters, grip equipment, filters, matte box, follow focus, lighting, and solid state memory.

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**KEY REQUIREMENTS OF PREMIER CINEALTA 4K XL RESELLERS (continued):**

3. Premier CineAlta 4K XL Resellers must provide post-sale operator instruction and training on the PMW-F5/F55 camera system and editing workflow, when requested from the end user. These functions must be performed by a registered Premier CineAlta 4K Product Specialist and cannot be outsourced to a Third Party or to Sony, unless approved by Sony. Sony will provide certification training to Premier CineAlta 4K Product Specialists, at no additional cost, for their initial training via Webinar. Sony will inform new Premier CineAlta 4K XL Reseller of the dates that certification training will take place. All Premier CineAlta 4K XL Resellers must submit a copy of the Sony certificate of successful completion of training to their Sony Account Manager. Certification qualifies the reseller for subsequent training sessions that may be offered by Sony on a fee basis at a rate determined by Sony. This training may be held at the Digital Motion Picture Center or at the Reseller's primary selling location at the discretion of Sony.
4. Premier CineAlta 4K XL Resellers are required to maintain a comprehensive web site and social media presence with content and activities including:
  - a. Reviews, product information, testimonials, and training videos on the Premier CineAlta 4K products
  - b. Consistent outreach on Twitter and Facebook promoting Premier CineAlta 4K products
  - c. Retransmission of information regarding new programs, promotions, software and new product announcements for Premier CineAlta 4K products.
5. Premier CineAlta 4K XL Resellers must plan and host a minimum of one (1) comprehensive end user event per quarter between March 27, 2014 and March 31, 2015. Qualifying events are dedicated to the explanation and or instruction of the Sony CineAlta cameras and workflow. These are intended to be focused events. Simply showing of the F5 series cameras at an open house or as part of an industry trade show are not considered qualifying events. Qualifying events include screening and explanation of CineAlta images from a recognized industry professional for more than ten (10) customers, or operational training for groups of more than five (5) customers at a time, a workflow event hosted by a recognized CineAlta workflow 3<sup>rd</sup> party company, and/or an event agreed to with Sony PSA Marketing and Sales. **These events must be approved in advance by the Peter Crithary of Sony CineAlta Marketing HQ (Peter.Crithary@am.sony.com).**

**KEY REQUIREMENTS OF PREMIER CINEALTA 4K XL PROGRAM:**

- A. Premier CineAlta 4K XL Resellers must purchase Premier CineAlta 4K XL Products only from Sony Electronics Inc. (US).
- B. Premier CineAlta 4K XL Resellers must own a demo unit of the F55DEMOPAC, PMW-F5DLCD or PMW-F5DEL package and have it available for demo from the Program's inception. Product demo and presentations for sales activities must always be performed by the Specialist and cannot be outsourced to a Third Party or to Sony unless approved by Sony.
- C. Premier CineAlta 4K XL Resellers are required to purchase at least one Sony PMW-F55, PMW-F5, and/or PMW-F5 camera packages (demo units are excluded) every 90 days, commencing November 1, 2013. Failure to do so will result in violation of the Premier CineAlta 4K XL Reseller Program.
- D. Premier CineAlta 4K XL Resellers can assign up to five (5), but must assign at least one (1) Certified Premier CineAlta 4K Product Specialist in their organization. Premier CineAlta 4K XL Resellers must provide post-sale operator instruction and training on the Premier CineAlta 4K systems, editing and workflow when requested from the end user. These functions must be performed by a registered Premier CineAlta 4K Product Specialist and cannot be outsourced to a Third Party or to Sony, unless approved by Sony. Sony will be providing a contact list of approved "Super Users" to facilitate additional training or workflow assistance.
- E. Premier CineAlta 4K XL Resellers who choose to participate in this program may advertise, sell and invoice Premier CineAlta 4K XL Products only at the "Program Selling Price" or higher. Premier CineAlta 4K XL Resellers **MUST NOT** solicit customers to contact them for pricing. Luring customers to "contact for pricing" implies a willingness to offer something other than the Program Selling Price. Anything other than providing the Program Selling Price is in violation of the program. This includes, but is not limited to email, phone call, direct mail and websites. For example, XL Resellers may not invite online customers to "check here for pricing" because this implies a willingness to offer something other than the Program Selling Price.

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**KEY REQUIREMENTS OF PREMIER CINEALTA 4K XL PROGRAM (continued):**

- F. Program Selling Price for each advertised Premier CineAlta 4K XL Product must be clearly listed in any XL product advertisement, including but not limited to, email blasts, web advertisements (e.g., Reseller eCommerce sites, Google ads, direct mail, catalogs, banner ads, etc.) Failure to properly display Program Selling Price shall constitute a violation of the Premier CineAlta 4K XL Reseller Program.
- G. Premier CineAlta 4K XL Resellers must itemize XL Products in advertisements, when offered for sale, and for invoicing. Special bundling or packaged pricing is prohibited. The XL Products must only be advertised, offered for sale, and invoiced as standalone items. Selling or advertising products at prices below their normal retail prices when purchased in conjunction with an XL product (even if separately itemized) will be considered special bundled/package pricing and therefore a violation of the XL Program. Hiding the XL Products price by bundling or packaging other products is prohibited. The only exception is when Sony is running special promotional packages which include XL Products.
- H. Sales or advertisements on eBay or other “auction” sites is not prohibited as long as the XL Product is being advertised at the Program Selling Price and there is no way for a buyer to purchase the XL Product at a price below the Program Selling Price. For example, eBay’s “Buy It Now” feature that does not include an auction process.
- I. Premier CineAlta 4K XL Resellers must plan and host a minimum of one (1) comprehensive end user events per quarter between March 27, 2014 and March 31, 2015. Qualifying events are dedicated to the explanation and or instruction of the Sony CineAlta cameras and workflow: These are intended to be focused events. Simply showing the F5 series cameras at an open house or as part of an industry trade show are not considered qualifying events. Qualifying events include screening and explanation of CineAlta images from a recognized industry professional for more than ten (10) customers, or operational training for groups of more than five (5) customers at a time, a workflow event hosted by a recognized CineAlta workflow 3<sup>rd</sup> party company, and/or an event agreed to with Sony PSA Marketing and Sales. **These events must be approved in advance by the Peter Crithary of Sony CineAlta Marketing HQ (Peter.Crithary@am.sony.com).**
- J. Premier CineAlta 4K XL Resellers may only sell Premier CineAlta 4K XL Products to end users in the continental United States and Alaska, excluding Hawaii and U.S. territories.
- K. Premier CineAlta 4K XL Products may, as they go through firmware upgrades, add a suffix to its model name such as “/1”, “/2”. Premier CineAlta 4K XL Resellers must follow the Premier CineAlta 4K XL Reseller Program requirements on Premier CineAlta 4K XL Products with these suffix changes.

**PREMIER CINEALTA 4K XL PRODUCTS AND PRICING:**

Type of Program:		2014 Premier CineAlta 4K XL Reseller Program			
Program Period:		March 27, 2014 through March 31, 2015			
Eligible Product	FET	Suggested List Price per unit	Reseller Price	Program Selling Price	DEMO PRICE
AXS-A256S24	A	\$1,410.00	\$1,036.35	\$1,199.99	N/A
AXS-A256S24.B	B	\$1,410.00	\$932.72	\$1,079.99	N/A
F52F55UPGKIT	A	\$19,000.00	\$13,965.00	\$15,799.99 (06/07/14 - 09/30/14) \$16,999.99	N/A
PMW-F5	A	\$19,400.00	\$14,259.00	\$16,490.00	N/A
PMW-F5.B	B	\$19,400.00	\$12,833.10	\$14,841.00	N/A
PMW-F55	A	\$34,927.71	\$25,671.87	\$28,990.00	N/A
PMW-F55.B	B	\$34,927.71	\$23,104.68	\$26,091.00	N/A
PMWF5KCLCD*	A	\$22,941.18	\$16,861.76	\$19,500.00	N/A
PMWF5KCLCD.B*	B	\$22,941.18,	\$15,175.58	\$17,550.00	N/A

\*Discontinued as of December 15, 2014.

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PREMIER CINEALTA 4K XL PRODUCTS AND PRICING (continued):

Type of Program:		2014 Premier CineAlta 4K XL Reseller Program			
Program Period:		March 27, 2014 through March 31, 2015			
Eligible Product	FET	Suggested List Price per unit	Reseller Price	Program Selling Price	DEMO PRICE
PMWF5KCEL*	A	\$24,200.00 (as of 03/27/14) \$22,941.18 (04/01/13 - 03/26/14)	\$17,787.00 (as of 03/27/14) \$16,861.76 (04/01/13 - 03/26/14)	\$20,500.00 (as of 03/27/14) \$19,500.00 (04/01/13 - 03/26/14)	N/A
PMWF5KCEL.B*	B	\$24,200.00	\$16,008.30	\$18,450.00	N/A
PMWF5DLCD*	A	\$30,000.00	\$22,050.00	\$25,500.00	N/A
PMWF5DLCD.B*	B	\$30,000.00	\$19,845.00	\$22,950.00	N/A
PMWF5DEL*	A	\$31,529.41	\$23,174.12	\$26,800.00	N/A
PMWF5DEL.B*	B	\$31,529.41	\$20,856.71	\$24,120.00	N/A
PMWF5KCEL2	A	\$23,990.00	\$17,632.65	\$20,300.00	N/A
PMWF5KCEL2.B	B	\$23,990.00	\$15,869.38	\$18,270.00	N/A
PMWF5KCLCD2	A	\$22,700.00	\$16,684.50	\$19,300.00	N/A
PMWF5KCLCD2.B	B	\$22,700.00	\$15,016.05	\$17,370.00	N/A
AXS-A512S24	A	\$2,120.00	\$1,558.20	\$1,800.00	N/A
AXS-A512S24.B	B	\$2,120.00	\$1,402.38	\$1,620.00	N/A
AXS-A1TS24	A	\$4,280.00	\$3,145.80	\$3,600.00	N/A
AXS-A1TS24.B	B	\$4,280.00	\$2,831.22	\$3,240.00	N/A
AXS-CR1	A	\$662.65	\$487.05	\$550.00	N/A
AXS-CR1.B	B	\$662.65	\$438.34	\$495.00	N/A
AXS-R5	A	\$6,294.12	\$4,626.18	\$5,350.00	N/A
AXS-R5.B	B	\$6,294.12	\$4,163.56	\$4,815.00	N/A
CBK-55PD	A	\$2,250.00	\$1,755.00	\$2,000.00	\$1,649.70
CBK-55PD.B	B	\$2,250.00	\$1,579.00	\$1,800.00	N/A
CBK-55BK	A	\$8,850.00	\$6,903.00	\$8,000.00	\$5,867.55
CBK-55BK.B	B	\$8,850.00	\$6,212.70	\$7,200.00	N/A
CBK-Z55FX	A	\$1,100.00	\$808.50	\$998.00	N/A
DVF-EL100	A	\$5,800.00	\$4,263.00	\$4,930.00	N/A
DVF-EL100.B	B	\$5,800.00	\$3,836.70	\$4,437.00	N/A
DVF-L350	A	\$3,800.00	\$2,793.00	\$3,230.00	N/A
DVF-L350.B	B	\$3,800.00	\$2,513.70	\$2,907.00	N/A
HXR-IFR5	A	\$2,500.00	\$1,837.50	\$2,200.00	N/A
HXR-IFR5.B	B	\$2,500.00	\$1,653.75	\$1,980.00	N/A

\*Discontinued as of December 15, 2014.

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**XL Reseller Program Integrity Policy:**

The integrity of the Premier CineAlta 4K XL Reseller Program is of utmost importance to Sony and a Premier CineAlta 4K XL Reseller's ability to offer and sell Premier CineAlta 4K XL Products competitively in the marketplace.

Sony will closely monitor XL Resellers' conduct in connection with the Premier CineAlta 4K XL Reseller Program requirements by taking the following actions, if needed.

- A. Sony may audit XL Reseller's sales activity, to review both the selling price of Premier CineAlta 4K XL Reseller charges and the level of pre and post-sales support Premier CineAlta 4K XL Reseller has performed.
- B. Sony may audit and contact end users.
- C. Sony has impartial XL Reseller Program Integrity reviewer personnel who will handle all audits, complaints, and information concerning the Premier CineAlta 4K XL Reseller Program Integrity Policy. Any deviations from the Program Requirements that the Premier CineAlta 4K XL Reseller is aware of can be forwarded directly to [XLintegrity@am.sony.com](mailto:XLintegrity@am.sony.com). Sony Account Managers and Marketing Managers have no authority to accept these reports or to report them to the XL Reseller Program Integrity reviewer.

*Violation of Program Integrity Policy will lead to expulsion of the Premier CineAlta 4K XL Reseller from the Premier CineAlta 4K XL Reseller Program, in which event the XL Reseller shall not be permitted to submit any new purchase order(s) for Premier CineAlta 4K XL Products during the expulsion period and all existing backorders of Premier CineAlta 4K XL Products will be cancelled by Sony. Also, Sony may offer to buy back existing inventory of Premier CineAlta 4K XL Products from the Reseller. All decisions made by the XL Program Integrity reviewer are final, and non-negotiable.*

**SALE(S) OF 'USED EQUIPMENT'; DEMO UNITS:**

Sony defines used equipment as product obtained by the reseller through customer return, customer trade in, or other means. 'Used equipment' is not refurbished by Sony, is not considered Sony B Stock and does not carry a manufacturer's warranty. **Please make special note that B stock equipment purchased by the XL Reseller from Sony does not fall under the definition of used equipment.** XL Resellers must adhere to all Premier CineAlta 4K program requirements for B stock product including advertising and selling price. Demo units that are purchased under the Premier CineAlta 4K XL Reseller Demo Program and sold to an end user at or above the B-stock Program Selling Price will be eligible for the 6% POS rebate, warranty, etc. If demo units are sold to an end user below the B-stock Program Selling Price, the requirements stated under the "Used Equipment" policy will apply.

**Premier CineAlta 4K XL Program Policy for Used Equipment:**

1. Used equipment may be advertised and sold at less than Premier CineAlta 4K XL Program selling price, however used equipment **must be** advertised in store, online, in print, and in other media as **"used equipment" with "no manufacturer's warranty"**. Failure to properly advertise used Premier CineAlta 4K XL Program equipment shall be considered a violation of the XL Reseller Program and grounds for expulsion from Premier CineAlta 4K XL Reseller Program.
2. Used equipment purchases or sales **do not** qualify for any programs or promotions, including the 6% POS rebate and/or any end user incentives offered by Sony. Sony will not accept any claims under the 6% POS rebate program where the product claimed was invoiced under Premier CineAlta 4K XL Program Selling Price.

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**PREMIER CINEALTA 4K XL DEMO PROGRAM:**

<b>Demo Program Period:</b>	October 1, 2014 through November 30, 2014 (November 1, 2014 through February 28, 2015 for CBK-55PD and CBK-55BK)
<b>Type of Promotion:</b>	Discount for product used for demonstration
<b>Eligible Resellers:</b>	Reseller must be a currently participating Premier CineAlta 4K XL Reseller
<b>Eligible Models:</b>	A-stock models only, F55DEMOPAC, CBK-55PD, CBK-55BK
<b>Quantity/Demo Pricing:</b>	<ul style="list-style-type: none"> <li>• XL Resellers are allowed to purchase the number of demo units up to the number of Product Specialists it has registered with Sony, not in excess of five (5) for each model.</li> <li>• Premier CineAlta 4K XL Resellers are required to own a demo unit of F55DEMOPAC or PMW-F5DEL or PMW-F5DLCD.</li> <li>• 6% off Dealer 1 Pricing for F55DEMOPAC, CBK-55PD</li> <li>• 15% off Dealer 1 Pricing for CBK-55BK</li> <li>• XL Resellers are strongly encouraged to have a BVM Series OLED demo unit or the PVM-X300 4K monitor for proper demonstration of the PMW-F series products and related workflows. If you do not currently have a BVM series monitor or wish to purchase a demo PVM-X300 monitor please contact your Sony account manager.</li> </ul>
<b>Backorder/Future Order:</b>	Orders must be placed, credit cleared and shipped during the applicable purchase period subject to backorder. Sony will make every reasonable effort to quickly fill the orders. Orders will be filled and shipped on a first come, first served basis. All backorders will be filled with no time limit. No future orders will be accepted.
<b>Requirements:</b>	<ul style="list-style-type: none"> <li>• Reseller must be a currently participating Premier CineAlta 4K XL Reseller to participate in the 2014 Premier CineAlta 4K XL Demo Program</li> <li>• The attached Demo Program form should be completed &amp; submitted to the XL Reseller's Sony Account Manager.</li> <li>• Purchase orders should be for Premier CineAlta 4K XL demo product <b>only</b> and should clearly identify the order as being part of the "2014 Premier CineAlta 4K XL Reseller Demo Program."</li> <li>• Orders for the demo product(s) must be placed from April 1, 2014 through May 30, 2014. <b>Demo product must remain on display and be demonstrated for a minimum of five (5) months.</b></li> </ul> <p>Orders cannot be entered through the Sony ExpressNet™ system; they must be entered by Reseller's Customer Service Support Representative.</p>

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**POINT OF SALE REBATE:**

Type of Promotion:	POS REBATE		
Promotion Period:	March 27, 2014 through March 31, 2015		
Eligible Models	Inventory Class	Qty	Reseller Rebate per unit % of applicable Published Dealer 1 Price
PMW-F55	A & B stock	1	6%
PMW-F5			
PMWF5KCLCD			
PMWF5KCEL			
PMWF5DLCD			
PMWF5DEL			
PMWF5KCLCD2			
PMWF5KCEL2			
AXS-R5			
AXS-CR1			
AXS-A512S24			
AXS-A1TS24			
AXS-A256S24			
CBK-55PD			
CBK-55BK			
CBK-Z55FX			
DVF-EL100			
DVF-L350			
HXR-IFR5			

**POS REBATE TERMS AND CONDITIONS:**

Promotion Period:	March 27, 2014 through March 31, 2015
Models/Pricing:	Models are listed on page SEVEN of this bulletin
Backorder/Future Order:	Only orders shipped and invoiced by 4K XL Reseller during the promotion period qualify.
Eligible Sales:	Only sales to end user customers are eligible. Sales/purchases from reseller to reseller, distributors to reseller or to non-end-users are not eligible. Sales to business units affiliated with the reseller's company are not eligible. Sony reserves the right to reject claims regarding sales that it deems are sales other than to end user customers.
Quantity:	There is no minimum quantity requirement to participate in this rebate program



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**POS REBATE TERMS AND CONDITIONS (CONTINUED):**

<b>Claim Process:</b>	<p>To enter a claim, the Reseller must follow these steps:</p> <ol style="list-style-type: none"> <li>1. Go to <a href="http://www.sony.com/yourprogramconnection">www.sony.com/yourprogramconnection</a>.</li> <li>2. Find this Bulletin name under “Claim” then click on the program link</li> <li>3. Complete the online claim form and hit the “Submit” button to process the submission. The processed claim should now have a claim number and will appear on the home page in the claim summary. If the claim has been rejected, refer to “<b>Claim Dispute</b>” below.</li> <li>4. Print a copy of the Claim Confirmation Page and send it with a copy of the original sales invoice. Backup paperwork must be submitted via one of the following methods:           <ul style="list-style-type: none"> <li>• <b>Upload</b> the documentation to the Program Connection website.</li> <li>• <b>Fax</b> to: 1.888.437.1923</li> <li>• <b>Mail</b> to:               <p style="text-align: center;"><a href="#">Your Sony Program Connection</a>                Reward Headquarters                PO BOX 42012                Hazelwood, MO, 63042-2012</p> </li> </ul> </li> </ol>
<b>Submission Deadlines:</b>	<p>All claims for the selected promotion must be submitted by the Reseller online @ <a href="http://www.sony.com/yourprogramconnection">www.sony.com/yourprogramconnection</a> within 30 days of the end of the promotion period.</p>
<b>Paperwork Deadline:</b>	<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>
<b>Audit</b>	<p>Sony has the right to audit all claims. Sony may require Premier CineAlta 4K XL Reseller to provide invoices and proof that services were rendered. Failure to provide requested information upon request will result in a debit to the reseller’s account.</p>
<b>Claim Dispute:</b>	<p>Any claims that are denied that Premier CineAlta 4K XL Reseller may want to dispute must be resolved no later 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>
<b>Claim Payment:</b>	<p>The payment will be in the form of a credit to the Reseller’s account. The Reseller should allow 30-45 days for payment from the date that <a href="#">Your Sony Program Connection</a> HQ receives the claim online.</p>
<b>Mixing of Promotions:</b>	<p>This promotion may be mixed with other promotions, except for other XL Reseller Programs/Promotions.</p>

Sony may change or cancel this program at any time.

Thank you for your continued support, and Good Selling!

Maureen Hall  
 Channel Development/Marketing Program Manager  
 Sales - Professional Solutions of America  
 Sony Electronics, Inc.



2014 Premier CineAlta 4K XL Program Product Specialist/Demo form  
(Bulletin # 14-0003)

TO BE COMPLETED BY RESELLER (SUBMIT TO SONY ACCOUNT MANAGER)

Please provide no more than five (5) Premier CineAlta 4K Product Specialists:

	<u>XL Product Specialist Name</u>	<u>Daytime Phone #</u>	<u>Email Address</u>
1			
2			
3			
4			
5			

Please indicate below the XL Demo Model(s) and quantities being purchased under the Premier CineAlta 4K XL Demo Program. XL Resellers are allowed to purchase that number of demo units up to the number of XL Product Specialists it has registered with Sony, not in excess of five (5) for each model.

<u>Premier CineAlta 4K XL Demo Model</u>	<u>Qty</u>	<u>DEMO PRICE</u>	<u>Premier CineAlta 4K XL Demo Model</u>	<u>Qty</u>	<u>DEMO PRICE</u>
F55DEMOPAC		\$33,357.24	CBK-55PD		\$1,649.70
			CBK-55BK		\$5,867.55

\_\_\_\_\_  
Reseller Principal Signature Print Name

\_\_\_\_\_  
Reseller Name Address Phone#

TO BE SIGNED BY SONY REGIONAL MANAGER FOR PROGRAM ENROLLMENT TO BE VALID

\_\_\_\_\_  
Sony Regional Manager Signature / Date  
cc: Maureen Hall

**\*\*SONY ACCOUNT MANAGER MUST REVIEW THIS FORM FOR ACCURACY AND FORWARD A COMPLETED COPY TO MAUREEN HALL\*\***

**\*CSS ORDER PROCESSING INSTRUCTIONS: Do not override pricing. Pricing is programmed. Contact DIG for any pricing issues. Please use the following code: DP-Demo Program.**