

## Your Sony Program Connection

One-stop access to programs, claims, SPIFFs, bulletins, statements and more.



DATE: NOVEMBER 1, 2008 08-0493-**UPDATE**

TO: BROADCAST & PRODUCTION PRODUCT RESELLERS  
CINE ALTA RESELLER  
SOLUTION SYSTEMS RESELLER

FROM: MAUREEN HALL

PROMOTION: 2H FY08 RESELLER SALESPERSON SPIFFS - PROFESSIONAL VIDEO PRODUCTS- **UPDATE**

TYPE: SPIFF REBATE

Sony is updating its existing SPIFF Program to now include the AWS-G500 and AWS-G500HD effective 9/26/2008 - 3/26/2009. Sony is pleased to offer the following Reseller Salesperson SPIFF Promotions for BRC/H/Z P/T/Z Cameras, the DXC-D55 cameras, select CRT Monitors, the BVM-L230 LCD Monitor, and the HVR-V1U HDV™ camcorder, effective September 26, 2008 through March 26, 2009.

PARTICIPATING PRODUCTS:		
MODEL	MODEL DESCRIPTION	SPIFF AMOUNT
<b>AWS-G500</b>	<b>ANYCAST STATION LIVE CONTENT PRODUCER</b>	\$500.00 9/26/2008-3/26/2009
<b>AWS-G500HD</b>	<b>HD ANYCAST STATION</b>	\$700.00 9/26/2008-3/26/2009
BRC-300	SD 3CCD Pan/Tilt/Zoom Camera	\$100.00
BRC-H700	HD 3CCD Pan/Tilt/Zoom Camera	\$300.00
BRC-Z700	3 CMOS High Definition P/T/Z Color Video Camera	\$300.00
BVM-A14F5U	14" Multi-Format CRT Monitor	\$300.00
BVM-A20F1U	20" Multi-Format CRT Monitor	\$500.00
BVM-L230	23-Inch Full HD LCD Master Monitor	\$750.00
DXC-D55H	3x2/3" CCD Camera Head 14 Bit	\$1,000.00
DXC-D55L	3x2/3" CCD EFP Ready Camera 14 Bit	\$1,000.00
DXC-D55WSH	16:9/4:3 14 Bit Widescreen Camera	\$1,500.00
HVR-V1U	3CMOS 1080P HDV Camcorder	\$300.00

**SPIFF REBATE: 2H FY08 RESELLER SALESPERSON SPIFFS - PROFESSIONAL VIDEO PRODUCTS**  
**BULLETIN #08-0493-UPDATE**  
 Page Two

NOTE: ALL PACKAGES THAT CONTAIN THIS MAIN MODEL WILL QUALIFY UNDER THIS PROGRAM. SERIAL NUMBERS OF THE MAIN MODEL MUST BE PROVIDED.

**TERMS AND CONDITIONS:**

<b>PROMOTION PERIOD:</b>	September 26, 2008 through March 26, 2009
<b>TYPE OF PROMOTION:</b>	2H FY08 RESELLER SALESPERSON SPIFFS - PROFESSIONAL VIDEO PRODUCTS
<b>Promotion Description:</b>	Reseller salespeople can receive a SPIFF payment from Sony for selling eligible products that have been invoiced and shipped by the Reseller during the promotion period.
<b>Eligible Products:</b>	<a href="#">AWS-G500</a> , <a href="#">AWS-G500HD</a> , <a href="#">BRC-300</a> , <a href="#">BRC-H700</a> , <a href="#">BRC-Z700</a> , <a href="#">BVM-A14F5U</a> , <a href="#">BVM-A20F1U</a> , <a href="#">BVM-L230</a> , <a href="#">DXC-D55H</a> , <a href="#">DXC-D55L</a> , <a href="#">DXC-D55WSH</a> , <a href="#">HVR-V1U</a> .
<b>Inventory:</b>	Only "A" stock inventory is eligible unless indicated above.
<b>Eligible Sales:</b>	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. Sony reserves the right to reject claims regarding sales that it deems are sales other than to end-user customers.
<b>SPIFF Claim Process:</b>	<p>A Reseller salesperson must be enrolled for SPIFFS in order to claim. The Principal owner must enroll each salesperson by logging onto <a href="http://www.sony.com/yourprogramconnection">www.sony.com/yourprogramconnection</a>, clicking on the "Sales Reps' tab, then selecting from the drop-down "Enroll Rep".</p> <p>Once a Reseller Salesperson is enrolled, there are three steps in the Claim Process:</p> <ol style="list-style-type: none"> <li>1. The Reseller salesperson must enter their claim online at <a href="http://www.sony.com/yourprogramconnection">www.sony.com/yourprogramconnection</a>. All required fields on the site must be completed.</li> <li>2. The salesperson must send a copy of the completed claim form and a copy of the sales invoice (indicating the eligible product was sold to the end-user).</li> <li>3. Sony Reward Headquarters will review each claim against the submitted backup and award the SPIFF amount to the salesperson's Sony VISA® debit card.</li> </ol> <p><b>SPIFF CLAIMS WILL NOT BE PROCESSED UNTIL THE PAPERWORK HAS BEEN SUBMITTED TO <i>Your Sony Program Connection</i> REWARD HEADQUARTERS.</b></p>
<b>To Enter a Claim:</b>	<p>To enter a claim, the Reseller salesperson 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 "Bulletins", Click on "Claim".</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. If the salesperson's claim has been rejected, refer to "Claim Dispute" 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: <ul style="list-style-type: none"> <li>• Fax to: 1.888.437.1923</li> <li>• Mail to: <p style="text-align: center;"><i>Your Sony Program Connection</i> Reward Headquarters                      PO BOX 42012                      Hazelwood, MO, 63042-2012</p> </li> <li>• Upload the documentation from the Program Connection website.</li> </ul> </li> </ol>

SPIFF REBATE: 2H FY08 RESELLER SALESPERSON SPIFFS - PROFESSIONAL VIDEO PRODUCTS  
 BULLETIN #08-0493-**UPDATE**  
 Page Three

TERMS AND CONDITIONS CONTINUED:

Submission Deadlines:	All claims for SPIFFs must be submitted online @ <a href="http://www.sony.com/yourprogramconnection">www.sony.com/yourprogramconnection</a> within <b>45</b> days of the end of the promotion period.
Paperwork Deadline:	All backup paperwork for claims must be received by the Your Sony Program Connection Rewards 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 SPIFF will be applied.
Claim Dispute:	Disputes for rejected claims must be submitted by the Reseller salesperson within 60 days of date of claim rejection. To dispute a claim, the salesperson should call 1.866.562.0806. In the event of any questions or interpretation of the terms and conditions listed in this promotion, the decision of Sony will be final.
Spiff Payment:	All Sony Your Program Connection claim payouts will be loaded to the Reseller Salesperson's Sony VISA Debit Card, AS SOON AS THEY ARE APPROVED at Program Headquarters. The Sony VISA Debit card will be issued in the name of the salesperson on the account. To review all the terms and conditions of the VISA Debit Card and to determine available balances, the salesperson should go to <a href="http://www.rewardsdetail.com">www.rewardsdetail.com</a> . Sony is not responsible for lost VISA Debit Cards or for VISA's actions or failures to act in connection with the use of the card and the administration of the card program.  <b>*PAYEE WILL BE RESPONSIBLE FOR ALL TAXES</b>
Mixing of Promotions and This Promotion:	This promotion may be mixed with other promotions.
Change/Cancellation:	Sony may change or cancel this promotion at any time.

If you have additional questions please contact your account manager. Good Selling!

Maureen Hall  
 Reseller Program Manager, BPSD  
 Broadcast and Business Solutions Company

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