

Your Sony Program Connection

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DATE: JULY 1, 2008 08-0128 - **UPDATE 7.1.08**
 TO: PROFESSIONAL PRODUCT RESELLERS
 FROM: MAUREEN HALL
 PROMOTION: 1H FY08 RESELLER SALESPERSON SPIFFS - PROFESSIONAL VIDEO PRODUCTS-**REVISED**
 TYPE: SPIFF REBATE

Sony is revising its existing SPIFF Program so that the SPIFF amount for HVR-V1U is \$300.00 for sales by Resellers salesperson(s) from and after June 26, 2008. Sony is pleased to offer the following Reseller Salesperson SPIFF Promotions for the Anycast Station™ System, BRC/H P/T/Z Cameras & HD cards, select LUMA® LCD Professional Video Monitors, the DXC-D55 cameras, and the HVR-V1U HDV™ camcorder. Effective March 27, 2008 through September 25, 2008.

PARTICIPATING PRODUCTS:		
MODEL	MODEL DESCRIPTION	SPIFF AMOUNT
AWS-G500	Anycast Station System	\$500
AWS-G500HD	Anycast Station HD System	\$700
BRC-300	SD 3CCD Pan/Tilt/Zoom Camera	\$100
BRC-H700	HD 3CCD Pan/Tilt/Zoom Camera	\$500
DXC-D55H	3x2/3" CCD Camera Head 14 Bit	\$1,000
DXC-D55L	3x2/3" CCD EFP Ready Camera 14 Bit	\$1,000
DXC-D55WSH	16:9/4:3 14 Bit Widescreen Camera	\$1,500
HFBK-HD1	HDSDI I/F Card for BRC-H700, HFU-X310	\$200.00
HFBK-TS1	HDV™ i.LINK® I/F Card for BRC-H700, HFU-X310	\$400.00
HVR-V1U	3CMOS 1080P HDV Camcorder	\$300.00 6/26/08-9/25/08
HVR-V1U	3CMOS 1080P HDV Camcorder	\$500.00 3/27/08-6/25/08
LMD-1420	14" LCD Professional Video Monitor	\$25.00
LMD-1750W	17" Wide WXGA LCD Video Monitor	\$50.00
LMD-1750WHD	17" Wide WXGA LCD Video Monitor + BKM243HS	\$125.00
LMD-2030W	20" WSXGA+ Entry Level HD Monitor with HDMI	\$50.00
LMD-2050W	20-inch WSXGA+ High Grade LUMA Monitor	\$50.00
LMD-2050WHD	20" WSXGA+ High Grade LUMA Monitor with BKM-243HS	\$125.00
LMD-2450W	24-inch WUXGA High Grade LUMA Monitor	\$75.00
LMD-2450WHD	24" WUXGA High Grade LUMA Monitor with BKM-243HS	\$200.00
LMD-4250W	42" Wide WUXGA LCD Video Monitor	\$100.00
LMD-4250WHD	42" Wide WUXGA LCD Video Monitor with BKM-243HS	\$250.00
LMD-4420	4x4 Inch Panel LCD Monitor	\$50.00
LMD-5320	Triple Screen 5.6 inch Panel LCD Video Monitor	\$50.00
LMD-7220W	Dual 7" Widescreen LCD Video Monitor	\$50.00
LMD-9020	9" VGA Multi-Format LCD Professional Video Monitor	\$50.00
LMD-9030	9" VGA Multi-Format LCD Professional Video Monitor with SDI	\$50.00
LMD-9050	9" VGA Multi-Format LCD Professional Video Monitor w/ HDSDI	\$150.00

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

TERMS AND CONDITIONS:

PROMOTION PERIOD:	March 27, 2008 through September 25, 2008
TYPE OF PROMOTION:	1H FY08 RESELLER SALESPERSON SPIFFS - PROFESSIONAL VIDEO PRODUCTS
Promotion Description:	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.
Eligible Products:	AWS-G500, AWS-G500HD, BRC-300, BRC-H700, DXC-D55H, DXC-D55L, DXC-D55WSH, HFBK-HD1, HFBK-TS1, HVR-V1U, LMD-1420, LMD-1750W, LMD-1750WHD, LMD-2030W, LMD-2050W, LMD-2050WHD, LMD-2450W, LMD-2450WHD, LMD-4250W, LMD-4250WHD, LMD-4420, LMD-5320, LMD-7220W, LMD-9020, LMD-9030, LMD-9050
Inventory:	Only "A" stock inventory is eligible unless indicated above.
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. Sony reserves the right to reject claims regarding sales that it deems are sales other than to end-user customers.
SPIFF Claim Process:	<p>There are three steps in the Claim Process:</p> <ol style="list-style-type: none"> 1. The Reseller salesperson must enter their claim online at http://www.sony.com/yourprogramconnection. All required fields on the site must be completed. 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). 3. Sony Reward Headquarters will review each claim against the submitted backup and award the spiff amount to the participant's VISA® card. <p>SPIFF CLAIMS WILL NOT BE PROCESSED UNTIL THE PAPERWORK HAS BEEN SUBMITTED TO <i>Your Sony Program Connection</i> REWARD HEADQUARTERS.</p>
To Enter a Claim:	<p>To enter a claim, the Reseller salesperson must follow these steps:</p> <ol style="list-style-type: none"> 1. Go to www.sony.com/yourprogramconnection.com 2. If not enrolled, complete an Enrollment Form. 3. Find this Bulletin name under "Bulletins." Click on "Claim." 4. 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. 5. 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"> • Fax to: 1.888.437.1923 • Mail to: <p style="text-align: center;"><i>Your Sony Program Connection</i> Reward Headquarters PO BOX 42012 Hazelwood, MO, 63042-2012</p> • Upload the documentation from the Program Connection website.

TERMS AND CONDITIONS CONTINUED:

Submission Deadlines:	All claims for SPIFFs must be submitted online @ www.sony.com/yourprogramconnection within 30 days of the end of the promotion period.
Paperwork Deadline:	All backup paperwork for claims must be received by <i>Your Sony Program Connection</i> 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 www.rewardsdetail.com . 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. *PAYEE WILL BE RESPONSIBLE FOR ALL TAXES
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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