

Your Sony Program Connection

End-user Programs

Sony is pleased to announce the HXC100K end user trade-in rebate program that will allow end users to dispose of their qualified Standard Def cameras while upgrading to the latest HD Multiformat camera technology. Your customers can trade-in their old SD cameras and stay green by sending them to Sony where we will dispose of them properly.

This is a great opportunity for your customers to transition to HD with the new HXC100K Studio Series Camera. The HXC100K is powered by the latest 2/3-inch, full resolution 1920 x 1080 HD Powered HAD FX CCD sensors and incorporate our high-performance 14-bit A/D converter that enables images to be captured by the 2.2 million pixel CCD's. This camera uses our new Digital Triax system that improves transmission quality over greater distance and can utilize existing cabling infrastructure to help save costs. The new Studio Series camera is designed for the new economics of HD, where affordability does not mean a compromise in quality.

End users who purchase an HXC100K and HXCU100K Multiformat camera system between the dates of October 1, 2009 and March 31, 2010 can trade-in a qualified camera for a \$2,000 cash rebate. The list of qualified trade-in cameras is listed below.

Qualified Trade-in Cameras (including all variations of these models)

- DXC-D30
- DXC-D35
- DXC-D50
- DXC-D55
- BVP-E10
- BVP-E30

HXC100K END USER TRADE-IN REBATE			
ELIGIBLE PRODUCTS	Model	Eligibility	End User Rebate Per Qualified Camera Trade-in
	HXC100K and HXCU100K	Must have purchased between October 1, 2009 and March 31, 2010 to qualify for mail-in rebate.	\$2,000

TO RECEIVE THE MAIL IN REBATE:

U. S. based end user customer can receive a mail-in cash rebate on the trade-in of a qualified Camera with the purchase of a HXC100K and HXCU100K during the promotion period from a Sony Authorized Reseller or directly from Sony.

TO RECEIVE THE REBATE BY MAIL:

1. End User must fill out online rebate claim form at www.sony.com/HXCTRADEINPROMO
2. End user must send completed form, entire ORIGINAL UPC product code label(s) from the box (es) of the HXC100K and HXCU100K and copy (ies) of purchase invoice(s) from the same Sony Authorized Reseller or directly from Sony to Sony Award Headquarters at the below address, postmarked no later than April 30, 2010.
3. End user must return a qualified trade-in Camera listed on page one to the below address along with the required paperwork outlined in step two.

Sony Award Headquarters
Offer # 09HXCTRADEIN
4461 White Bear Parkway
White Bear Lake, MN 55110-0478