



DATE: JANUARY 1, 2008 07-0631

TO: BROADCAST & PRODUCTION PRODUCT RESELLERS
CINE ALTA RESELLER

FROM: MAUREEN HALL

PROMOTION-SPIFF: 4Q FY07 RESELLER SALESPERSON SPIFFS - PROFESSIONAL VIDEO PRODUCTS

Sony is happy to offer the following Reseller Salesperson SPIFF Promotions for the Anycast Station™ HD, BRC/H P/T/Z Cameras & HD cards, LUMA™ LCD Professional Video Monitors, CRT Monitors, the DXC-D55 cameras, and the HVR-V1U HDV™ camcorder. Effective December 27, 2007 through March 26, 2008.

PARTICIPATING PRODUCTS:		
MODEL	MODEL DESCRIPTION	SPIFF AMOUNT
AWS-G500HD	Anycast Station HD	\$1,000.00
BRC-300	SD 3CCD Pan/Tilt/Zoom Camera	\$100.00
BRC-H700	HD 3CCD Pan/Tilt/Zoom Camera	\$500.00
BVM-A14F5U	14" Multi-Format CRT Monitor	\$300.00
BVM-A20F1U	20" Multi-Format CRT Monitor	\$500.00
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
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	\$500.00
LMD-1420	14" LCD Professional Video Monitor	\$50.00
LMD-2030W	20" WSXGA+ Entry Level HD Monitor with HDMI	\$150.00
LMD-2050W	20-inch WSXGA+ High Grade LUMA Monitor	\$150.00
LMD-2050WHD	20" WSXGA+ High Grade LUMA Monitor with BKM-243HS	\$150.00
LMD-2450W	24-inch WUXGA High Grade LUMA Monitor	\$250.00
LMD-2450WHD	24" WUXGA High Grade LUMA Monitor with BKM-243HS	\$250.00
LMD-4250W	42" Wide WUXGA LCD Video Monitor	\$350.00
LMD-4250WHD	42" Wide WUXGA LCD Video Monitor with BKM-243HS	\$350.00
LMD-4420	4x4 Inch Panel LCD Monitor	\$100.00
LMD-5320	Triple Screen 5.6 inch Panel LCD Video Monitor	\$100.00
LMD-7220W	Dual 7" Widescreen LCD Video Monitor	\$100.00
LMD-9020	9" VGA Multi-Format LCD Professional Video Monitor	\$150.00
LMD-9030	9" VGA Multi-Format LCD Professional Video Monitor with SDI	\$200.00
LMD-9050	9" VGA Multi-Format LCD Professional Video Monitor with HDSDI	\$350.00

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

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TERMS AND CONDITIONS:

PROMOTION PERIOD:	December 27, 2007 through March 26, 2008
TYPE OF PROMOTION:	4Q FY07 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-G500HD , BRC-300 , BRC-H700 , BVM-A14F5U , BVM-A20F1U , DXC-D55H , DXC-D55L , DXC-D55WSH , HFBK-HD1 , HFBK-TS1 , HVR-V1U , LMD-1420 , 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>The SPIFF claim procedure is a two step process:</p> <ol style="list-style-type: none"> 1. The reseller salesperson must enter their claim on line at <i>SONYFASTCASH</i> Rewards Headquarters. All required fields on the site must be completed. 2. The reseller salesperson must send in a copy of the completed claim form and a copy of the sales invoice for eligible product to the end user. <p style="text-align: center;">SPIFF CLAIMS WILL NOT BE PROCESSED UNTIL THE PAPERWORK HAS BEEN SUBMITTED TO THE <i>SONYFASTCASH</i> REWARDS HEADQUARTERS.</p>
To Enter a Claim:	<p>The reseller salesperson should go to www.sony.com/fastcash, complete the online claim form and hit the "Submit" button to process the claim. The processed claim should now have a claim number. If the reseller salesperson's claim has been rejected, please refer to "Claim Dispute" below. The salesperson should print out a copy of the completed claim form and send it along with a copy of the original sales invoice. The salesperson can either fax the backup paperwork to 1-800-735-0349 or send by mail to:</p> <p style="text-align: center;">SONYFASTCASH Rewards Headquarters PO Box 42012 Hazelwood, MO 63042-2012</p>
Submission Deadlines:	All claims for SPIFFs must be submitted on line @ www.sony.com/fastcash within 30 days of the end of the promotion period.
Paperwork Deadline:	All backup paperwork for claims must be received by the <i>SONYFASTCASH</i> Rewards Headquarters no later than 30 days after the on line claim submission deadline. All claims that do not have all of the required backup received by the <i>SONYFASTCASH</i> Rewards Headquarters by this date will be rejected.

TERMS AND CONDITIONS CONTINUED:

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 1-800-726-1908. 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 Fast Cash claim payouts will be loaded to the reseller salesperson's Sony Fast Cash VISA Debit Card. Once approved, payment will be made within 30-45 days. The Sony Fast Cash VISA Debit card will be issued in the name of the salesperson on the Sony Fast Cash 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
Program Manager, Demand Creation Group
Broadcast and Business Solutions Company

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