

## Your Sony Program Connection

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DATE: OCTOBER 1, 2011 11-0007 **UPDATE**

TO: ALL BPSD RESELLERS

FROM: SHARI SENTLOWITZ

PROMOTION: **EXTRA CREDIT- 2% EDUCATION REBATE PROGRAM FOR RESELLERS-CANCELLED**

TYPE: RESELLER REBATE

**Effective October 1, 2011 the Extra Credit 2% Education Rebate Program for Resellers has been cancelled for the remainder of FY11. Eligible sales through September 30, 2011 may still be claimed through October 31, 2011.**

Sony is pleased to announce the Extra Credit Education Rebate Program program for FY 2011. Resellers can receive a 2% rebate of their net sales price of eligible products sold to education customers. Please see the attached product schedule for eligible models.

To help highlight this Program, Sony will continue an advertising campaign to Educators. Along with conveying Sony's commitment to the Education market, this advertising will help direct sales leads to you. We encourage you to help promote this program to your customers through your own sales and marketing communications. Collateral for print and web will be made available to you in the Sony Adkit located in the Dealer Source website under Ad & Promo Assets ([www.sony.com/dealersource](http://www.sony.com/dealersource)).

### Here's how the Program Works:

Program:	<ol style="list-style-type: none"> <li>1. Educator becomes aware of Sony's Extra Credit Education Program through various Sony Advertising Vehicles. Resellers are also encouraged to promote the program directly to Educator.</li> <li>2. Educator will be directed to <a href="http://www.sony.com/extracredit">www.sony.com/extracredit</a> where they can:             <ul style="list-style-type: none"> <li>■ Register for the program</li> <li>■ View list of authorized Sony Resellers through dealer locator</li> </ul> </li> <li>3. Each request from an educator will become a sales lead.</li> <li>4. Leads will be forwarded to the applicable Sony regional offices for distribution to resellers.</li> <li>5. Resellers claim the rebate after sale through <a href="#">Your Sony Program Connection</a> claim website.</li> </ol>
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TERMS AND CONDITIONS:

Promotion Period:	March 27, 2011 through Sept 30, 2011
Promotion Description:	Resellers will receive a 2% rebate (see attached Product Schedule ) on their net sales price of eligible Sony products they sell, ship and invoice to K-12 institutions, colleges, universities, and film schools during the program period, subject to backorders of products ordered by Resellers from Sony.
Eligible Models:	Eligible Broadcast and Professional Products listed on attached addendum are eligible for this promotion. Please refer to <a href="http://www.sony.com/yourprogramconnection">www.sony.com/yourprogramconnection</a> for current list of eligible models throughout the program period.
Backorder/Future Order:	Only orders shipped and invoiced during the promotion period qualify for this promotion.
Inventory:	"A" or "B" stock inventory is eligible.
Product Substitution:	No product substitutions are allowed.
Claim Process:	<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 "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 one of the following methods:           <ul style="list-style-type: none"> <li>• <u>Upload</u> the documentation to the Program Connection website.</li> <li>• <u>Fax</u> to: 1.888.437.1923</li> <li>• <u>Mail</u> to:               <p style="text-align: center;"><a href="http://www.sony.com/yourprogramconnection">Your Sony Program Connection</a>                  Reward Headquarters                  PO BOX 42012                  Hazelwood, MO, 63042-2012</p> </li> </ul> </li> </ol>
Submission Deadlines:	<p>All claims for this promotion must be submitted by the Reseller on-line @ <a href="http://www.sony.com/yourprogramconnection">www.sony.com/yourprogramconnection</a> within 30 days of the end of each quarter in the promotion period. The bulletin will appear with a quarter designator suffix on YPC to indicate which bulletin to claim under for the applicable invoice period.</p> <p>1<sup>st</sup> Quarter- Invoice dates between 03/27/11 &amp; 06/25/11 due on 07/25/11          2<sup>nd</sup> Quarter- Invoice dates between 06/26/11 &amp; 09/30/11 due on 10/31/11</p>
Paperwork Deadline:	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

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Terms and Conditions Continued

<b>Product and enduser Eligibility:</b>	<p>Resellers may only sell eligible products they are authorized to resell under their current Sony Reseller Agreement. Resellers may only sell to end-users to be eligible for this promotion which include:</p> <ul style="list-style-type: none"> <li>• Departments of Education           <ul style="list-style-type: none"> <li>○ US Department of Education</li> <li>○ State departments of Education</li> </ul> </li> <li>• K-12 Elementary and Secondary Schools           <ul style="list-style-type: none"> <li>○ Public Schools K-12</li> <li>○ Private and Parochial Schools K-12</li> </ul> </li> <li>• Post Secondary Education           <ul style="list-style-type: none"> <li>○ Junior/Community/Technical Colleges</li> <li>○ 4 Year Colleges/Universities</li> <li>○ Career and Trade Schools</li> </ul> </li> <li>• Graduate and Specialty Schools           <ul style="list-style-type: none"> <li>○ Law Schools</li> <li>○ Medical/Chiropractic/Dentistry Schools</li> <li>○ Optometry Schools</li> <li>○ Osteopathic</li> <li>○ Vet Schools</li> <li>○ Business Schools</li> <li>○ Theological Seminary School</li> </ul> </li> <li>• Technology and Media Centers</li> </ul>
<b>Claim Dispute:</b>	<p>Any claims that are denied that the reseller wants to dispute must be resolved no longer 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>Payment will be in the form of a credit to the Reseller's account. Please allow 30-45 days for payment from the date Sony Your Program Connection Reward Headquarters receives the mailed, faxed or uploaded claim form and the back up paperwork.</p>
<b>Mixing of Promotions:</b>	<p>This promotion may be mixed with other promotions.</p>
<b>Change/Cancellation:</b>	<p>Sony may change or cancel this promotion at any time.</p>

Please contact your Sony account manager with any questions that you may have about this promotion.

Good Selling!

Shari Sentlowitz  
 Government and Education Marketing Manager  
 Professional Solutions of America  
 Sony Electronics, Inc.

Eligible Model	Short Description
ACCV1BP	BASIC POWER ACCESSORY KIT
AWSG500E	ANYCAST STATION LIVE CONTENT PRODUCER
BKMFW50	NETWORK MEDIA CARD FOR DIGITAL SIGNAGE
BRC300	3CCD P/T/Z ROBOTIC COLOR VIDEO CAMERA
BRCH700	HD 3CCD ROBOTIC CAMERA
BRCZ330	1CMOS HD/SD PTZ CAMERA
BRCZ700	HD 3CMOS COLOR VIDEO CAMERA
BRS200	SONY REMOTE CAMERA OPERATING SWITCHER
BVML170	TRIMASTER LCD BROADCAST MONITOR
BVML231	CRITICAL EVALUATION MONITOR
C38B	STUDIO CONDENSER MIC
CSM100B	108 SLOT PETASITE TAPE LIBRARY
CSM200B	216 SLOT PETASITE TAPE LIBRARY
CSM200C	STORAGE MANAGEMENT SYS CATRIDGE CONSOLE
CSM200D	STORAGE MANAGEMENT SYS DRIVE CONSOLE
CSM60B	60 SLOT PETASITE TAPE LIBRARY
DMXP01	PORTABLE DIGITAL MIXER
ECM680S	STEREO SHOTGUN MICROPHONE
ECMCG50BP	SHOTGUN MICROPHONE
ECMVG1	SHOTGUN MICROPHONE
F112	INTERVIEW MIC
FWDS42E1	PRO LCD ECO DISPLAY
FWDS42H1	42INCH FULL HD THIN BEZEL LCD
FWDS47H1	47INCH FULL HD THIN BEZEL LCD
GXDL52H1	52" RUGGEDIZED LCD DISPLAY
GXDL65H1	65" RUGGEDIZED LCD DISPLAY
HDC1400R	HD CAMERA
HDC1450R	HD PORTABLE STUDIO COLOR CAMERA
HDC1500R	STUDIO HD 60P PORTABLE CAMERA
HDC1550R	MULTI FORMAT HD CAMERA WITH WIDE BAND TRIAX INTERFACE
HDCP1	2/3" FULL MULTI PURPOSE COMPACT CAMERA
HDCU1500L	HD CAMERA CONTROL UNIT FOR HDC1500
HDW1800	HD DIGITAL VIDEO CASSETTE RECORDER
HDW650F	HD CAMCORDER
HDWD1800	HDCAM STUDIO EDITING RECORDER WITH DIGITAL BETACAM AND MPEG IMX PLAYBACK
HDWF900R	CINEALTA 24P HDCAM W/O VF
HSC300K	MULTIFORMAT CAMERA SYSTEM
HSCU300K	CAMERA CONTROL UNIT
HVR1500A	DIGITAL HD VIDEOCASSETTE RECORDER
HVRA1U	C-MOS 1080I HDV CAMCORDER

Eligible Model	Short Description
HVRHD1000U	CMOS HDV SHOULDER MOUNT CAMCORDER
HVRM15AU	HDV/DVCAM VTR
HVRM25AU	HDV/DVCAM VTR
HVRM35U	HDV DECK WITH 24P RECORDING/PLAYBACK
HVRMRC1K	MEMORY RECORDING UNIT
HVRS270U	HDV SHOULDER-MOUNT CAMCORDER WITH MEMORY RECORDING UNIT
HVRV1U	3CMOS 1080P HDV CAMCORDER
HVRZ5U	HDV HIGH DEFINITION HANDHELD CAMCORDER
HVRZ7U	HDV CAMCORDER WITH MEMORY RECORDING UNIT
HXC100K	MULTIFORMAT CAMERA SYSTEM
HXCU100K	CAMERA CONTROL UNIT
HXRFMU128	FLASH MEMORY UNIT
HXRMC1/ACC	DIGITAL HD POV CAMERA RECORDER WITH ACCESSORY KIT
HXRMC2000U	SHOULDER MOUNT AVCHD CAMCORDER
HXRMC50U	ULTRA-COMPACT PROFESSIONAL AVCHD CAMCORDER
HXRNX5U	PROFESSIONAL AVCHD HAND-HELD CAMCORDER
KDL32EX400/H	32" PROFESSIONAL TV
KDL40EX400/H	40" PROFESSIONAL TV
KDL46EX400/H	46" PROFESSIONAL TV
KDL55EX500/H	55" PROFESSIONAL TV
LMD1530W	15-INCH WXGA ENTRY LEVEL HD MONITOR WITH HDMI
LMD1541W	15-INCH WIDE SCREEN HIGH GRADE LCD MONITOR
LMD1751W	17-INCH LUMA MONITOR 17" WXGA (1366X768) WIDESCREEN LCD MONITOR
LMD1751WCC	17" WXGA (1366X768) WIDESCREEN LCD MONITOR W/ BKM-244CC HDSDI CLOSED CAPTION BOARD
LMD1751WHD	17" WXGA (1366X768) WIDESCREEN LCD MONITOR W/ BKM-243HS HDSDI BOARD
LMD1751WQS	17" WXGA (1368X768) WIDESCREEN LCD MONITOR W/ QS-100HD QUAD SPLIT BOARD
LMD2051W	20" WSXGA LCD MONITOR
LMD2051WHD	20" WSXGA LCD MONITOR W/ BKM243HS BOARD
LMD2110W	21.5" MULTIFORMAT PROFESSIONAL MONITOR
LMD2341W	23-INCH WIDE SCREEN HIGH GRADE LCD MONITOR
LMD2451W	24" WUXGA WIDESCREEN LCD MONITOR
LMD2451WHD	24" WUXGA WIDESCREEN LCD MONITOR
LMD4250W	42-INCH WUXGA HIGH GRADE LUMA MONITOR
LMD4250WHD	42-INCH FULL HD (1920 X 1080) HIGH GRADE LUMA MONITOR W/ BKM-243HS HDSDI BOARD
LMD940W	9-INCH WIDE WVGA ENG/EFM LCD MONITOR WITH 3G SDI CAPABILITY
MBX6	TUNER BASE UNIT
MDR7502	MONITOR HEADPHONE
MDR7505	MONITOR HEADPHONE
MDR7506	MONITOR HEADPHONE
MDR7509HD	STUDIO HEADPHONE

Eligible Model	Short Description
MDR7510	STUDIO HEADPHONE
MDR7520	STUDIO HEADPHONE
MDR7550	IN-EAR MONITORING (IEM) HEADPHONE
MVS6000	MULTI FORMAT PRODUCTION SWITCHER
MVS8000G	MULTI-FORMAT PRODUCTION SWITCHER
MVS8000GSF	MULTI-FORMAT PRODUCTION SWITCHER (SMALL FRAME)
PCMD1	DIGITAL FIELD RECORDER
PCMD50	PORTABLE DIGITAL FIELD RECORDER
PCMM10/B	LINEAR PCM RECORDER
PCMM10/R	LINEAR PCM RECORDER
PDW700	XDCAM HD422 CAMCORDER
PDWF335L	PROFESSIONAL DISC CAMCORDER
PDWF355L	PROFESSIONAL DISC CAMCORDER
PDWF75	PROFESSIONAL DISC RECORDER
PDWF800	XDCAM HD422 CAMCORDER
PDWHD1500	XDCAM HD422 RECORDING DECK
PMW320K	XDCAM EX 1/2"-TYPE SHOULDER-MOUNT CAMCORDER WITH LENS PACKAGE
PMW320KCE	PMW-320K WITH THE CBK-CE01 50PIN INTERFACE PRE-INSTALLED
PMW320L - added to program effective 6/1/11	XDCAM EX 1/2"-TYPE SHOULDER-MOUNT CAMCORDER NO LENS
PMW320LCE	PMW-320L WITH THE CBK-CE01 50PIN INTERFACE PRE-INSTALLED
PMW350K	XDCAM EX 2/3"-TYPE SHOULDER-MOUNT CAMCORDER WITH LENS PACKAGE
PMW350KCE	PMW-350K WITH THE CBK-CE01 50PIN INTERFACE PRE-INSTALLED
PMW350L	XDCAM EX 2/3"-TYPE SHOULDER-MOUNT CAMCORDER WITHOUT LENS
PMW350LCE	PMW-350L WITH THE CBK-CE01 50PIN INTERFACE PRE-INSTALLED
PMW500	XDCAM HD422 2/3" CCD SHOULDER-MOUNT MEMORY CAMCORDER (CAMERA BODY ONLY)
PMWEX1R	XDCAM EX FULL HD MEMORY CAMCORDER
PMWEX3	XDCAM EX SEMI-SHOULDER MOUNT CAMCORDER
PMWEX30	XDCAM EX MEMORY RECORDER
PVM740	7.4" OLED MONITOR
PVML1700	23-INCH LCD PICTURE MONITOR
PVML2300	17-INCH LCD PICTURE MONITOR
PVML3200	31-INCH LCD PICTURE MONITOR
RMBR300	REMOTE CONTROL UNIT FOR THE BRC-300
SRPX100	RACK MOUNT AUDIO MIXER
SRPX500P	DIGITAL POWER MIXER
SRPX700P	DIGITAL POWERED MIXER
SRXT110	SXRD 4K PROJECTOR 10K LUMEN W/HDCP
SRXT420	SXRD 4K PROJECTOR 21K LUMEN W/HDCP

Eligible Model	Short Description
UWPV1/3032	WIRELESS MIC (LAV) CAMERA PACK
UWPV1/4244	WIRELESS MIC (LAV) CAMERA PACK
UWPV2/3032	WIRELESS MIC (HAND) CAMERA PACK
UWPV2/4244	WIRELESS MIC (HAND) CAMERA PACK
UWPV6/3032	WIRELESS MIC (ENG) CAMERA PACK
UWPV6/4244	WIRELESS MIC (ENG) CAMERA PACK
UWPX7/3032	WIRELESS MIC (LAV) MOD PACK
UWPX7/4244	WIRELESS MIC (LAV) MOD PACK
UWPX8/3032	WIRELESS MIC (HAND) MOD PACK
UWPX8/4244	WIRELESS MIC (HAND) MOD PACK
VPLCW125	3000 LM WXGA ECONOMY PROJECTOR
VPLDX11	3000 LM XGA MOBILE PROJECTOR
VPLDX15	3000 LM XGA MOBILE PROJECTOR
VPLEW7	2000 LM WXGA
VPLEX100	2300 LM XGA PORTABLE PROJECTOR
VPLEX120	2600 LM XGA PORTABLE PROJECTOR
VPLEX145	3100 LM XGA PORTABLE PROJECTOR
VPLEX175	3600 LM XGA PORTABLE PROJECTOR
VPLFE40	4000 LM SXGA + LCD PROJECTOR WITH STANDARD LENS SUPPLIED
VPLFH30	4,300 LUMENS COLOUR LIGHT OUTPUT WUXGA PROJECTOR FOR HIGH END DISPLAY APPLICATIONS
VPLFH500L	7,000 LUMENS COLOUR LIGHT OUTPUT WUXGA PROJECTOR FOR HIGH END DISPLAY APPLICATIONS
VPLFX30	4200 LM XGA INSTALLATION PROJECTOR
VPLFX35	5000 LM XGA INSTALLATION PROJECTOR
VPLFX500L	7000 LM XGA INSTALLATION PROJECTOR
VPLMX20	2500 LM XGA
VPLMX25	2500 LM XGA
VSPAD7	VSPNS7 MANAGEMENT SOFTWARE W 5
VSPNS7	HD STORAGE PLAYER FOR D SIGNAGE