

Promotion

DATE: FEBRUARY 1, 2012 11-0377
TO: DIRECT SALES, LARGE SENSOR IMAGER RESELLER
FROM: PETER CRITHARY
PROMOTION: PMW-F3 OWNER CBK-RGB01 SLOG RGB444 SPECIAL PRICE PROMOTION
TYPE: PRICING PROMOTION

Sony Electronics Inc. is pleased to announce CBK-RGB01 Slog RGB444 promotion. Effective February 1, 2012 through March 31, 2012, Sony is offering a special purchase program to the end user who owns a PMW-F3 camcorder and has not already purchased the [CBK-RGB01 option](#). The program offers an end user purchase price of **\$899.00** for the CBK-RGB01 S-Log RGB444 option, **while supplies last**. Customers can only purchase the CBK-RGB01 at \$899.00 **directly from Sony** at one of the Service Centers listed below. **This is a limited time, first come first serve promotion, the SxS media card is not included in this special price.**

This special purchase program is a great opportunity for existing owners of the PMW-F3 camcorder to purchase a Sony product that significantly increases the camcorder's performance at a **substantial discount**.

Customers interested in purchasing the CBK-RGB01 should call one of the Sony Service Centers listed below to qualify, purchase and arrange for their camcorder to be shipped to Sony for updating.

Eastern Service Center - Teaneck, NJ
Phone: 201-833-5300; FAX: 201-833-5312
E-mail: TeaneckService@am.sony.com

Western Service Center - Los Angeles, CA
Voice: 323-352-5000; FAX: 323-352-5039
E-mail: LAservice@am.sony.com

In order to qualify, end user owners must have purchased a PMW-F3 camera in the United States, and must provide and FAX all pertinent information listed below, including proof of purchase:

- Camera serial number
- Date of purchase
- Purchase location
- Your Company
- Company Address
- Contact Name
- Phone number
- E-mail address

Once the camcorder is qualified and the information is received, the Service Center Coordinator will contact the Customer and provide shipping information. Once the Customer ships their unit and the service is complete, the Sony Service Center will charge the Customer for the upgrade.

- Customers are responsible for the cost to ship their camcorder to the Service Center; Sony pays return shipping.
- No loaner units will be provided while the camcorder is being serviced with the update.

PMW-F3 OWNER CBK-RGB01 SLOG RGB444 SPECIAL PRICE PROMOTION
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PROMOTION PERIOD:		FEBRUARY 1, 2012 - MARCH 31, 2012	
Product(s) Involved:			
PRODUCT	INVENTORY CLASS	SUGGESTED LIST PRICE	PROMOTIONAL SUGGESTED LIST PRICE
CBK-RGB01	A	\$4440.00	\$899.00

TERMS AND CONDITIONS

Promotion Period:	FEBRUARY 1, 2012 - MARCH 31, 2012
Models	CBK-RGB01
Backorder/Future Order:	Orders must be placed, credit cleared and shipped during the applicable purchase period subject to backorder. Sony will make every reasonable effort to quickly fill the orders. Orders will be filled and shipped on a first come, first served basis. All backorders will be filled with no time limit. No future orders will be accepted.
Mixing of Promotions:	This promotion may be mixed with other promotions from Sony with the exception of 11-0376 PMWF3 CBK-RGB01 SLOG RGB444 Loyalty Rebate announced on Feb 1, 2012.
Quantity:	ONE CBK-RGB01 PER CAMCORDER OWNED
Product Substitution.	No Product Substitution
Requirements:	See instructions on page 1
Change/Cancellation:	Sony may change or cancel this promotion at any time

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

Good Selling!

Peter Crithary
 XDCAMEX Product Marketing Manager
 Professional Solutions of America
 Sony Electronics, Inc.

ALL Unleashed promotions expire March 31st 2012

<http://www.sony.com/XDCAMEXUnleashed>

Promotion Qualifier

Current owner of F3L/K, and
CBK-RGB01 (S-Log RGB444)

Qualifying customer can purchase either an
SR-R1 SRMemory recorder, or the
SCL-Z18X140 and receive a \$2500.00 rebate
via mail-in rebate [Bulletin - 11-0376](#)

SR-R1

SR-R1 SRMemory recorder, SR Codec and
Uncompressed recording and play back

SCL-Z18X140

SCL-Z18X140 \$1200.00 Loyalty rebate
program, receive a total of \$3700.00
(\$2500+\$1200) if PMW-F3K/L was purchased
prior to 11/30/2011 [Bulletin - 11-0269](#)

SCL-Z18X140 \$500.00 Loyalty rebate
program, receive a total of \$3000.00
(\$2500+\$500.00) if PMW-F3K/L was
purchased 12/1/2011 to 03/31/2012
[Bulletin - 11-0269](#)

Also qualify for select, existing Promotions

If PMW-F3L/K was purchased between 10/15/2011 - 3/31/2012
you are also eligible for the \$800.00 camcorder mail in rebate.
[Bulletin - 11-0229](#)

Eligible for the external recorder rebate program, between
10/15/2011 - 03/31/2012 up to \$450.00 [Bulletin - 11-0231](#)

[Bulletin - 11-0376](#) and [Bulletin 11-0377](#)
cannot be combined

Current owner of PMW-F3L/K only

Purchase CBK-RGB01 directly from Sony for \$899.00, limited time, limited quantities,
first come first served until 3/31/2012 or while supplies last [Bulletin - 11-0377](#)

If PMW-F3L/K was purchased between 10/15/2011 - 3/31/2012 you are also eligible for the
\$800.00 camcorder mail in rebate [Bulletin - 11-0229](#)

Between 10/15/2011 - 3/31/2012, eligible for the external recorder rebate program via mail-in
rebate, up to \$450.00 [Bulletin - 11-0231](#)

SCL-Z18X140 \$1200.00 Loyalty rebate program, if PMW-F3K/L was purchased prior to 11/30/2011, or
\$500.00 Loyalty rebate program, if PMW-F3K/L was purchased 12/1/2011 to 03/31/2012 [Bulletin -
11-0269](#)

Looking to purchase
PMW-F3L/K

PMW-F3L/K \$800.00 camcorder
mail in cash rebate, between
10/15/2011 - 3/31/2012 [Bulletin -
11-0229](#)

Between 10/15/2011 - 3/31/2012, external recorder rebate of
up to \$450.00 [Bulletin - 11-0231](#)

SCL-Z18X140 \$500.00 Loyalty rebate program,
if PMW-F3K/L is purchased from 12/1/2011 to
03/31/2012 [Bulletin - 11-0269](#)