



SONY

# Bulletin

**DATE:** APRIL 28, 2006 **SM06-0173**

**TO:** FLAT PANEL DISPLAY PRODUCTS RESELLERS  
PROFESSIONAL AUDIO/VIDEO RESELLERS

**FROM:** RICH HOFFMAN

**SUBJECT:** FLAT PANEL DISPLAY EXTENDED SERVICE PLAN

Sony is pleased to inform you that Sony is now offering on site service provided by our local service providers for all FWD & PFM Flat Panel Display products that are within warranty. (2year parts and labor, 1 year panel) We are also providing the following extended service plans as an option.

*Program Overview:*

The extended service program will offer the following options which can be purchased as additional coverage to the standard limited warranty currently in effect for PFM and FWD Plasma and LCD Display products.

Extended Service Options	Coverage/Benefits
Standard Limited Warranty	<ul style="list-style-type: none"><li>➤ 2 years for parts/labor</li><li>➤ 1 year for panel</li><li>➤ On site service provided</li></ul>
On site extended service:	<ul style="list-style-type: none"><li>➤ 2, 3, 4 or 5 year limited warranty (parts/labor and panel).</li><li>➤ On site service within 50 miles of an authorized service center</li><li>➤ Coverage outside of service area includes coverage for all shipping materials and costs to depot if shipped from within the United States</li></ul>

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**Program Guidelines:**

- Eligible Products: All "A" stock and "B" stock PFM, FWD LCD and Plasma displays purchased through Sony's authorized distribution channel or reseller channel within the United States.
- End user must order the extended service pack within 11 months from the end user's purchase of the eligible Sony display product. Upon receipt of the extended service pack, the customer (end user) will have 30 days from the date of invoice of the service pack to register the extended service plan with Sony. Incomplete or delayed registrations may cause delays in providing service.
- Registration can be done through a phone call or internet. Details are noted in the package.
- Resellers can process the registration on behalf of the end user to help the sale.
- For large quantity opportunities please contact your Sony representative for explanation on how to register all units at one time.

If end users should encounter any service issues within the warranty time period, they should first call the Sony Customer Service Information Center at 877-350-3477.

<b>EXTENDED SERVICE COSTS: (BASED ON SINGLE UNIT END USER COST FOR EACH MODEL PURCHASED)</b>	<b>LIST PRICE</b>	<b>RESELLER</b>	<b>MODEL #</b>
2 year total on site service. ➤ End User Purchase Price \$0-\$5,000.00 ➤ End User Purchase Price \$5,000.01-\$10,000.00	\$225.00 \$385.00	Visit <a href="http://sonypro.us">sonypro.us</a>	PFM2-OS-5K PFM2-OS-10K
3 year total on site service. ➤ End User Purchase Price \$0-\$5,000.00 ➤ End User Purchase Price \$5,000.01-\$10,000.00	\$470.00 \$750.00	Visit <a href="http://sonypro.us">sonypro.us</a>	PFM3-OS-5K PFM3-OS-10K
4 year total on site service. ➤ End User Purchase Price \$0-\$5,000.00 ➤ End User Purchase Price \$5,000.01-\$10,000.00	\$650.00 \$1,000.00	Visit <a href="http://sonypro.us">sonypro.us</a>	PFM4-OS-5K PFM4-OS-10K
5 year total on site service. ➤ End User Purchase Price \$0-\$5,000.00 ➤ End User Purchase Price \$5,000.01-\$10,000.00	\$780.00 \$1,250.00	Visit <a href="http://sonypro.us">sonypro.us</a>	PFM5-OS-5K PFM5-OS-10K

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**Program Terms and Conditions:**

1. On site service period will begin on the date of invoice of the eligible display to customer (end user) regardless of registration date.
2. Depot service period will begin upon expiration of the standard manufacturer's limited warranty.
3. Only "A" stock and "B" stock models purchased by end users through authorized distribution and reseller accounts within the Continental USA may be eligible for the extended service program. If products are purchased within the continental USA but utilized overseas, end user must ship applicable products back to USA at their own expense for service.
4. The same terms and conditions under Sony's standard manufacturer's limited warranty supplied with each product will apply during the extended service period. See product warranty card and Extended Service Plan terms and conditions for details.
5. Sony may at any time during the program and at its sole discretion discontinue the Extended Service Program upon immediate written notice to the approved accounts. All extended service plans purchased and registered prior to discontinuation of the program will be honored through the life of the warranty extension.
6. The product must be in full working condition at time of purchase of the extended service plan.