

NEW FINANCE PROMOTION ANNOUNCEMENT

Sony's Financial Services announce the following new finance promotion on Sony PSE XDCAM EX and XDCAM HD Tapeless products available from the 1st May 2010 to 31st July 2010 in Greece.

Customer finance applications to be with your local SFS office by close of business on the 31st July 2010. Thereafter, Customer orders must be placed by the 31st August 2010.

FINANCE OFFERING: 24 months 0% finance

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| TERM: 24 months | PROFILE: 20% deposit followed by 23 monthly payments |
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| PROMOTION CODE: | XDCAM06 |
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QUALIFYING MODELS:

XDCAM EX AND XDCAM HD TAPELESS PRODUCTS AND ACCESSORIES

XDCAM EX:

- PMW-EX1R: Compact solid state camcorder
- PMW-EX3: Semi-shoulder solid state camcorder
- PMW-EX30: Solid-state recorder
- PMW-350L: Shoulder camcorder w/o Lens
- PMW-350K: Shoulder camcorder with Lens

XDCAM HD:

- PDW-F355L: Camcorder
- PDW-F335K/2: Camcorder
- PDW-F335L: Camcorder
- PDW-F75: Deck

XDCAM HD422:

- PDW-700//U: Camcorder
- PDW-F800: Camcorder
- PDW-HD1500/1: Deck
- PDW-F1600: Deck
- PDW-U1: Professional Disc Drive
- PDW-HR1: Field Station

ACCESSORIES:

- BC-U1: Battery Charger
- BC-U2: Dual Battery Charger
- BP-U30: Battery
- BP-U60: Battery
- SBAC-US10: SxS PRO USB drive
- VCL-EX0877: Wide-angle lens adapter
- HDVF-20A: HD Electronic Viewfinder
- HDVF-200: HD Electronic Viewfinder
- HDVF-C35W//U: HD Colour LCD Viewfinder
- CBKZ-MD01: Standard Definition Option for PDW-700
- PDBK-S1500: Standard Definition Option for PDW-HD1500
- PDBK-101: Network Option
- PDBK-102: MPEG TS Option

ACCESSORIES (CONTINUED):

- PDBK-103: Analogue Input Option
- PDBK-104: SD SDI Input Option
- PDBK-201: MPEG TS Board
- PDBK-FC02: 24p Record & Playback Key for PDW-700
- PDBK-F1500: 24p Record & Playback Key for PDW-HD1500
- PDBK-L1500: Linear Edit Key for PDW-HD1500
- HDCA-702: Transport Stream Adaptor
- CBK-SC02: Analogue Composite Input Board
- CBK-HD01: HD/SD-SDI Input Board
- CBK-DV01: DV Option Board
- CBK-SP01: Dynafit Shoulder Pad
- BP-GL95: Rechargeable Lithium-ion Battery Pack
- BP-GL65: Rechargeable Lithium-ion Battery Pack
- BP-GL65A: Rechargeable Lithium-ion Battery Pack
- BP-GL95A: Rechargeable Lithium-ion Battery Pack
- BP-L80S: Rechargeable Lithium-ion Battery Pack
- BP-L60S: Rechargeable Lithium-ion Battery Pack
- BC-L160: Battery Charger
- BC-L70: Lithium-ion Battery Charger
- BC-L500: Lithium-ion Battery Charger
- AC-DN10: AC Adaptor/Charger
- AC-DN2B: AC Adaptor & Lithium-ion Battery Charger
- HDVF-20A B & W Viewfinder for PDW-700/F800
- HDVF-200A B & W Viewfinder for PDW-700/F800
- HDVF-C35W//U Colour Viewfinder for PDW-700/F800
- HDVF-C30WR Colour Viewfinder for PDW-700/F800
- DWR-S01D: Dual Digital Wireless Receiver
- DWT-B01: Digital Wireless Transmitter
- DWT-P01: Digital Wireless Plug-on Transmitter
- DWA-01D: Digital Wireless Adapter
- ECM-680S: Shotgun Microphone
- HDCA-702: Transport Stream Adaptor
- PDW-202: i.Link Transport Stream In/Out Board for PDW-HR1

QUALIFYING TRIMASTER MONITORS PRODUCTS AND ACCESSORIES

MAIN MODELS:

- SRM-L560: 56-inch QFHD Master monitor
- BVM-L231: 23-inch Full HD Master monitor
- BVM-L170: 17-inch Full HD Master monitor
- PVM-L3200: 32-inch Full HD Broadcast monitor
- PVM-L2300: 23-inch Full HD Broadcast monitor

ACCESSORIES – RACK MOUNTS:

- MB-531: Mounting bracket for PVM-740
- MB-532: Mounting panel for PVM-740

ACCESSORIES – OTHERS:

- BKM-16R: Control unit for BVM-L/PVM-L series

- **PVM-L1700:** 17-inch Full HD Broadcast monitor
- **PVM-740:** 7.4-inch OLED Professional monitor

ACCESSORIES – OPTION BOARDS:

- **BKM-250TG:** 3G/HD/SD SDI input adaptor
- **BKM-243HS:** HD/SD SDI input adaptor
- **BKM-220D:** SD SDI input adaptor
- **BKM-229X :** Analogue Component input adaptor
- **BKM-227W:** NTSC/PAL input adaptor

- **BKM-23M:** Protector panel for BVM-L231/L170 and PVM-L2300
- **BKM-37H:** Controller attachment stand with tilt for BVM-L231 and PVM-L2300
- **BKM-38H:** Controller attachment stand for BVM-L231 and PVM-L2300
- **BKM-39H:** Controller attachment stand for BVM-L170 and PVM-L1700
- **SMF-700:** Monitor interface cable for BVM-L/PVM-L series
- **VF-510:** Monitor ENG kit for PVM-740

START DATE:

1st May 2010

END DATE:

31st July 2010

Customer orders must be placed by the 31/08/2010

CONDITIONS OF PROMOTION:

Product Substitution: There will be no model substitution.

Eligibility: For business users only in Greece subject to credit status. For new Sony PSE products only (second-hand or demo equipment does not qualify).

Use by Sony Authorised Dealers: Offer only available for financial onward sale of products purchased by Sony Approved dealers within the EEA and Switzerland under the terms of existing Dealer agreements.

Quantity: There are no quantity limitations.

Change / Cancellation: Sony Financial Services may change or cancel this promotion at any time.

END-CUSTOMER TERMS AND CONDITIONS:

Conditions

- Deposit of 20%
- Personal guarantees, if necessary.
- Leasing duration 2 years.
- Charge of €60 management fees, independently of the financed amount.
- Promotion end date 31st July 2010.
- This promotion is offered by Cyprus Leasing S.A.
- Sony is a registered trademark of the Sony Corporation, Japan.

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