

SONY WORRY FREE PUBLIC DISPLAY PROGRAM

Sony is pleased to announce that to the Public Display Worry Free Service Limited Product Warranty now covers our new KLH Professional LCD BRAVIA™ models. Below is a summary of Sony's impressive Worry Free Limited Product Warranty for Large Format Public Displays. For complete details of the Limited Product Warranty please visit:

http://bssc.sel.sony.com/BroadcastandBusiness/markets/10018/docs/ProdWarranty_TCs.pdf

Although Sony's displays have **very low failure rates**, we want to make sure end users are completely satisfied and worry free!

Now, not only will your end user customers get industry leading quality products from Sony, but they will also get the superb service they deserve...Worry Free Service.

The Worry Free Limited Product Warranty consists of three main elements:

1. Onsite service
2. 30 Day DOA replacement
3. Advanced Exchange Program (AEP)

	SUMMARY	PROCEDURE
1. On Site Service	<p>-Sony provides On Site service for all defects covered by the limited product warranty.</p> <p>- Eligible Products: All PFM, FWD Plasma Displays, FWD LCD Displays and KLH Professional BRAVIA LCD Displays sold in the United States.</p> <p>- Service Period: 2 years parts and labor, 1 year panel onsite service limited warranty. (*1)</p>	<p>-End user calls 1-877-350-3477</p> <p>-Sony's service group will diagnose the problem with the eligible product on the phone, and if it cannot be resolved on the phone and is determined to be covered by the limited product warranty, Sony will locate a local ASC (Authorized Service Provider) to come out for local service. Sony has authorized over 500 ASCs nation wide.</p> <p>-If product is not serviceable on site, the unit will be taken back to the ASC location for repair.</p>
2. 30 Day DOA Replacement	<p>-Sony provides exchange for all defects covered by the limited product warranty discovered within the first 30 days following purchase.</p> <p>- Eligible Products: All PFM, FWD Plasma Displays, FWD LCD Displays and KLH Professional BRAVIA LCD Displays sold in the United States.</p>	<p>-End user calls 1-877-350-3477</p> <p>-Sony's service group will diagnose the problem with the eligible product on the phone, and if it cannot be resolved on the phone and the claim was made within 30 days of when the product was purchased, the service center will provide a replacement unit.</p> <p>-End user customer should not return units to resellers at any time.</p>
3. Advanced Exchange Program (AEP)	<p>-Sony provides exchange for all defects covered by the limited product warranty in advance with a same or similar refurbished product in case of product failure within warranty but outside the 30 day period.</p> <p>- Eligible Products: FWD LCD Displays and KLH Professional Bravia LCD Displays sold in the United States. Plasma Displays do not apply.</p>	<p>-End user calls 1-877-350-3477</p> <p>-Sony's service group will diagnose the problem with the eligible product on the phone, and if it cannot be resolved on the phone and is determined to be covered by the limited product warranty but the claim was made outside the initial 30 day period following purchase, the service center will provide a choice to the end user of either getting the same unit repaired under the onsite service program, or getting a same or similar refurbished product as a replacement unit.</p> <p>-Product warranty for the replacement unit remains the same as that of the initial purchased product.</p>

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Worry Free Limited Product Warranty Exceptions

- Image retention is not covered under warranty. Any product returned to Sony under the Worry Free Limited Product Warranty with an image retention problem is subject to a panel repair charge or exchange cost.
- Physical damage to the product is not covered by warranty. Physical damage should be claimed to the freight forwarder that delivered the product to the customer.
- Product located outside of the United States is not eligible.
- Product purchased outside of the United States is not eligible.

EXTENDED SERVICE OPTIONS FOR BOTH "A"- and "B"-STOCK MODELS

Furthermore, Sony proudly offers Extended Service Plans for end users who want to extend the protection of their Large Format Public Display investment. Extended Service Plans are available via authorized resellers within the United States and all PFM, FWD, and KLH Professional Models sold in the United States qualify.

Sony Extended Service Plans may be sold to end user customers within 11 months of their original purchase of eligible Sony Display product (at least 30 days of standard warranty coverage must be remaining on the panel when the ESP is purchased). Sony Extended Service Plans must be registered within 30 days of the purchase online at www.sony.com/ESPreq.



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