



Sony Professional Services for Digital Cinema

With the advent of Digital Cinema, theater infrastructure is undergoing a fundamental change. The heart of the operation, the projector, moves from mechanical "sprockets and wheels" to a Digital Projection System. In this kind of significant business technology shift, Sony Professional Services can help ease the transition. Our comprehensive services help Sony Digital Cinema customers achieve optimal performance of their systems in the demanding theatre business environment.

As a Sony Professional Services customer, you will be in the capable hands of our award-winning service engineering team, supported by our comprehensive remote monitoring and diagnostic services. Whether you manage one or multiple theater locations, you can expect consistent service delivery from our Professional Services team.

Our sales professionals can design a comprehensive service and support program for you based on a combination of the following components appropriate to your theater requirements.

Site Survey

The purpose of the site survey is to identify, document and communicate environmental, structural, service issues and other requirements in order to ensure a successful installation. Sony Professional Services will use a standard venue survey form and review with the customer prior to the start of the survey function. The pre-installation site survey will be performed at agreed times prior to installation. Items in the survey may include, but are not limited to:

- Review of any potential union issues and/or compliance requirements
- Review of receiving / unloading area and any maneuvering restrictions such as truck length of deck height
- List of special shipping / receiving instructions
- Requirement of delivery truck with lift gate
- Availability of pallet jack at the customer location
- Verification of clearances and location for the Digital Projection System and site requirements
- Review of wiring paths and electrical requirements that route to the Sony system
- List of assembly site contact names
- Identification of compatibility issues that may need to be resolved (audio interface and cable type)

(Note: Connection of the Sony system to an existing auditorium sound system will be performed during system installation, assuming the auditorium audio system is equipped with the appropriate digital audio interface. Analog or otherwise incompatible audio systems will be integrated on a time and materials basis.)

Installation

Installation services provided by Sony Professional Services allow for rapid and effective installation of the Digital Cinema System with minimal disruption to end-users. Sony's Project Manager coordinates all Sony installation activities outlined below with the customer. We perform the following prior to shipment:

- Adequately pack the Digital Projection System in preparation for shipment to the installation site
- Include copies of packing slips for the Digital Projection System provided to customer representative for receipt of shipments
- Verify with customer that action identified during site survey has been corrected

After confirmation of installation schedule, site readiness, and Digital Projection System receipt, Sony Field Service Engineers:

- Inventory, install and test the Digital Projection System including audio interface, automation, fire safety systems and LAN
- Provide operational demonstration/series of system tests, showing it performs to designed specifications
- Obtain system acceptance

Training

Training for the Digital Projection System has been developed by the Sony Training Institute (STI). Online training is available. In addition, Sony Field Service Engineers (FSE) are trained and qualified in system installation, operations, remote diagnostics, maintenance and end user training. The FSE shall provide operations and basic maintenance training for each site as purchased by the customer.

The FSE will utilize end user curriculum for consistent delivery of the end user training. End user systems training typically include:

- Systems Documentation
- System Explanation
- Focus and Alignment
- Audio System Integration
- Operation, Software and Menus
- System Monitoring
- How to Request Support

CineWatchSM Service

Sony's CineWatch service includes remote monitoring of equipment performance, status and other service event parameters established by Sony via network connection. The monitoring provides automatic alerts and escalations based on event parameters for the purpose of failure prevention and correction.

SupportNETSM Service

Sony's SupportNET service agreement programs provide customers with fast and reliable service for their Sony products. The following SupportNET programs are available for digital cinema:

- **SupportNET24** provides Telephone Support, Onsite Support, Remedial and Preventive Maintenance on a 24x7x365 day a year basis. Sony shall also provide Preventive Maintenance at scheduled intervals, as required based on product usage and as determined by Sony.
 - **SupportNET Onsite** provides comprehensive coverage with repair services performed on-site at the customer's location by a Sony qualified field engineer. Sony shall also provide Remedial and Periodic Maintenance, Core Exchange, Software and Toll Free Telephone Technical Support.
 - **MAXSM Program** is a cost-effective, rapid-response alternative to full on-site labor and parts support programs for those customers that have their own in-theater technical staff. It gives you 24/7/365 access to trained engineers and phone support. It also ships the projector modules and parts you need with overnight priority, to maximize your uptime. The Sony MAX Program provides all these advantages:
 - Low cost alternative to a full SupportNET OnsitePLUS[®] agreement
 - Dedicated inventory of modules reserved for MAX customers
 - System monitoring* to assist with pinpointing the cause of the problem
- * requires CineWatch system monitoring at an additional charge



Sony Professional Services is a Five Time Winner of the Omega NorthFace ScoreBoardSM Award for Service Excellence.

For more information:

 [click: sony.com/professionalservices/digitalcinema](http://sony.com/professionalservices/digitalcinema)