



# Bulletin

DATE: JUNE 28, 2006 06-0260

TO: BPSD PRODUCT RESELLERS  
CONFERENCING PRODUCTS DISTRIBUTOR  
CONFERENCING PRODUCTS RESELLERS  
DATA SYSTEMS SOLUTIONS PRODUCTS  
DIGITAL PHOTOGRAPHY PRODUCTS RESELLERS  
DIRECT SALES PERSONNEL  
FLAT PANEL PRODUCTS DISTRIBUTOR  
KEY STRATEGIC SYSTEMS INTEGRATOR  
LARGE VENUE RESELLER  
MEDICAL SYSTEMS INTEGRATOR  
MEDICAL SYSTEMS INTEGRATOR NATIONAL ACCOUNT  
MEDICAL SYSTEMS PRODUCTS RESELLER  
MEDICAL SYSTEMS PRODUCTS RESELLER NATIONAL ACCOUNT  
NATIONAL ACCOUNT DEALER  
PROFESSIONAL AUDIO/MI PRODUCT RESELLER  
PROFESSIONAL AUDIO/VIDEO DISTRIBUTOR  
SECURITY MASTER STOCKING DISTRIBUTOR  
SECURITY SYSTEMS RESELLER  
SECURITY SYSTEMS RESELLERS NATIONAL ACCOUNT  
SECURITY SYSTEMS STOCKING DISTRIBUTOR  
STANDARD CONSUMER DEALER  
STANDARD CONSUMER DISTRIBUTOR  
VISUAL IMAGING PRODUCTS DISTRIBUTOR

FROM: MINA ENOKIDA

SUBJECT: WORRY FREE PUBLIC DISPLAYS

Sony is pleased to announce the current Service Policies for all Public Display products to provide **Worry free Displays to our customers.**

**Providing you with another good reason to go with Sony.**

**Please promote this great news to your end user customers!**

Although Sony's displays have very **low failure rates**, we want to make sure customers are satisfied with our service when something does happen.

Now, not only will your end use customers get industry leading quality products from Sony, but they will also get superb service for each unit they purchase.

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**Services include:**

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

SERVICES	DETAIL	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 and FWD Plasma displays and 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 to call 1-877-350-3477</p> <p>-Sony's service group will diagnose the issue on the phone, and if it cannot be resolved on the phone and the defect 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 defect covered by the limited product warranty discovered within the first thirty days following purchase.</p> <p>- Eligible Products: All PFM and FWD Plasma displays and LCD displays sold in the United States.</p>	<p>-End user to call 1-877-350-3477</p> <p>-Sony's service group will diagnose the issue 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. Product defect must be covered by the limited product warranty.</p> <p>-End user customer should not return defective units to reseller at any time.</p>
3. Advanced Exchange Program (AEP)	<p>-Sony provides exchange 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 sold in the United States. <b>Plasma Displays do not apply.</b></p>	<p>-End user to call 1-877-350-3477</p> <p>-Sony's service group will diagnose the issue 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 DOA period, the service center will provide a choice to the customer of either getting the same unit repaired under the onsite service program, or getting a same or similar refurbished product as a replacement unit. Product defect must be covered by the limited product warranty</p> <p>-Product warranty remains same as that of the initial purchased product.</p>

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<b>SERVICES</b>	<b>DETAIL</b>	<b>PROCEDURE</b>
4. Extended Service Options for A-stock and B-stock	<p>-Sony provides Extended Service Options for end users wanting further coverage on PFM and FWD Public Displays. Extended service can be purchased for both A-stock models and B-stock models.</p> <p>- Eligible Products: All PFM and FWD Plasma displays and LCD displays sold in the United States. Including A-stock models and B-stock models.</p> <p>-Extended Service Option details can be located on previous bulletins sent out on April 28<sup>th</sup>, 2006</p>	<p>-End user can purchase one of the following Extended Service Packs from any authorized reseller within the United States.</p> <ul style="list-style-type: none"><li>-PFM2-OS-5K 2 years on site service (including panel)</li><li>-PFM3-OS-5K 3 years on site service (including panel)</li><li>-PFM4-OS-5K 4 years on site service (including panel)</li><li>-PFM5-OS-5K 5 years on site service (including panel)</li></ul> <p>-End user must order the Extended Service Pack within 11 months from the end user purchase of the eligible Sony Display Product.</p> <p>-End user must register the product within 30 days of Sony's invoice for the service pack.</p>

\*1 All services are subject to the terms and conditions of the limited product warranty. See actual limited product warranty for details. Onsite Service will be provided via third-party technician dispatched as needed following phone-based troubleshooting. Some repairs may be affected by Sony providity self-repair kits. Onsite Service may not be available in all locations

**-Warranty Exceptions:**

- Image retention is not covered under warranty. Any product returned to Sony under are service programs with an image retention problem is subject to charge for panel repair or exchange cost.
- Physical damage to the product is not covered by warranty. Physical damage (including but not limited to, concealed damage) should be claimed to the freight forwarder that delivered the product to customer.
- Product located outside of the United States is not eligible.
- Product purchased outside of the Unites States is not eligible.

Service [Information](#) is available at: [Sony.com/Displays](http://Sony.com/Displays)

Good Selling!

Mina Enokida, Marketing Manager  
Displays Marketing, BPSD, Sony

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