



**DATE:** JANUARY 15, 2005 04-0705

**TO:** DIGITAL PASSPORT / EVENT SYSTEM RESELLERS

**FROM:** LYNDA FALBY

**PROMOTION- END USER: \$500 REBATE ON THE UPXC200 DIGITAL PRINTING SYSTEM**

Sony's Digital Photofinishing Group is pleased to announce a \$500 rebate on the UPX-C200 Digital Printing System. Your end user customers now have the opportunity to trade in their old passport camera for a new Sony UPX-C200 Digital Printing System - and save \$500 by mail. Trading up to digital should help your customers increase profits, create additional selling opportunities and satisfy their customers!

The Sony UPX-C200 is a money-making alternative to conventional photography - perfect for passport photos, immigration pictures, and all types of ID photos and mini portraits.

Here are just a few of the valuable benefits of the Sony UPX-C200:

- 4 megapixel digital still camera / 403 dpi photo printer
- Bluetooth™ technology - no docking station or cables are needed!
- Multiple print options - print official US passport photos, plus borderless 4 x6, wallets, and 4, 6, 8 and 12 images per sheet
- Preview all images before printing
- Store up to 200 images in standard memory
- PC utility for saving all images included

Features and specifications subject to change without notice.

<b>END USER REBATE</b>		<b>END USERS CAN RECEIVE A \$500.00 REBATE BY MAIL WITH PURCHASE OF A UPX-C200 DIGITAL PRINTING SYSTEM</b>	
<b>PROMOTION PERIOD:</b> JANUARY 15, 2005 THROUGH MARCH 31, 2005			
<b>Eligible Product(s)</b>			
<b>PRODUCT</b>	<b>INVENTORY CLASS</b>	<b>QUANTITY</b>	<b>REBATE PER UNIT</b>
UPX-C200	A	any	\$500 with trade in

## \$500 REBATE ON THE UPXC200 DIGITAL PRINTING SYSTEM

BULLETIN #04-0705

Page Two

### TO RECEIVE THE \$500.00 REBATE BY MAIL:

1. End user customer must purchase a UPX-C200 from a Reseller during the promotion period.
2. End user customer must fill out online rebate claim form at [www.sony.com/digitalphotography](http://www.sony.com/digitalphotography)
3. End user customer must send printout of completed on-line form, entire ORIGINAL UPC product code label(s) from the box(es) of the model name, and copy(ies) of purchase invoice(s) from Reseller to Sony Award Headquarters at the below address.
4. End user customer must also send to Sony Award Headquarters either:
  - a. Their old passport photo camera
  - b. A letter of verification to Sony with a picture of them destroying their old passport photo camera. The letter of verification must include a manufacturer and model number, unit serial number, date of destruction and method of destruction. The letter should also include: customer name, company name, date of purchase, address, city, state, zip, phone, fax and e-mail address.

### PROMOTION DETAILS:

<b>Promotion Period:</b>	JANUARY 15, 2005 THROUGH MARCH 31, 2005
<b>Eligible Models:</b>	UPX-C200. Only A-stock models are eligible.
<b>Backorder/Future Order:</b>	Eligible models must be ordered from authorized Sony Passport System Reseller and shipped to end user customer within the promotion period to be eligible for rebate.
<b>Mixing of Promotions:</b>	This program may <u>not</u> be combined with other promotions.
<b>Quantity:</b>	Any
<b>Claim Procedure:</b>	<p>The claim procedure is a two step process:</p> <ol style="list-style-type: none"><li>1. End user must complete online claim form no later than 30 days after end of program period at <a href="http://www.sony.com/digitalphotography">www.sony.com/digitalphotography</a></li><li>2. End user customer must send printout of completed on-line form, entire <b>ORIGINAL</b> UPC product code label(s) from the box(es) of the UPX-C200, and copy(ies) of purchase invoice(s) from reseller to Sony Award Headquarters at the following address, postmarked no later than 30 days after end of program period .  Sony Award Headquarters Offer 040705A PO Box 100478 White Bear Lake, MN 55110-0478</li></ol>
<b>Submission Deadline:</b>	<p><b>CLAIMS WILL NOT BE PROCESSED OR CONSIDERED RECEIVED UNTIL THE BACKUP PAPERWORK HAS BEEN SUBMITTED.</b></p> <p>All claims must be submitted online no later than 30 days after end of program period and claim with backup paperwork must be postmarked no later than 30 days after end of program period. All claims that do not have all of the required backup information by this date will be rejected.</p>

**\$500 REBATE ON THE UPXC200 DIGITAL PRINTING SYSTEM**  
**BULLETIN #04-0705**  
**Page Three**

<b>Claim Dispute:</b>	Disputes for rejected claims must be submitted within 30 days of date of claim rejection. Each end user will be limited to one resubmission. To dispute a claim, end users should log on to submission website and email or call customer service at the email address or toll free phone number provided. In the event of any questions or interpretation of the terms and conditions of this promotion, the decision of Sony will be final.
<b>Other Terms and Conditions</b>	Please allow 8-10 weeks following receipt of properly completed rebate claim and backup paperwork for check. Limit one rebate per product purchased by end-user (not for resale). Rebate check will not be delivered to PO Boxes. If rebate check is not cashed within 90 days of issuance, it will be void, and end user will not be entitled to receive any rebate. Rebate checks will be issued in the name of the business or person purchasing the eligible product which, if applicable, must match the accompanying invoice. Offer is not transferable. Sony reserves the right to request additional information to validate a claim, making it subject to U.S. postal regulations. Offer void where prohibited, taxed or restricted by law. Sony is not responsible for claims or rebate checks lost, damaged, or delayed in transit unless Sony has been negligent. Submitted materials become Sony property and will not be returned. Products for which rebate is claimed may not be returned (limited warranty claims excluded). Offer valid only in the continental United States, excluding Alaska, Hawaii, and territories. Offer not valid on refurbished, open-box, or returned products, or demonstration products. Sony reserves the right to modify or cancel this offer at any time.

Please contact your Sony account manager with any questions that you may have about this promotion.

Good Selling!

Lynda Falby  
Marketing Manager, Digital Photofinishing  
Broadcast and Business Solutions Company

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