



DATE: MAY 15, 2004 **04-0183**
TO: ALL BPSD RESELLERS & DISTRIBUTORS
FROM: MINA ENOKIDA
SUBJECT: INTRODUCTION: PLASMA DISPLAY EXTENDED WARRANTY (RESELLER)

In order to meet the growing needs of our corporate customers, Sony Plasma Display is pleased to announce a new Extended Service Program.

Program Overview:

- Sony will offer a variety of extended service plans allowing end users the flexibility to tailor the needs of their hardware requirements with their budgets by providing them with the option to extend the length of their limited warranty coverage.

The extended service program will offer the following options which can be purchased as additional coverage to the standard limited warranty currently in effect for Display products.

INTRODUCTION: PLASMA DISPLAY EXTENDED WARRANTY (RESELLER)

BULLETIN #04-0183

Page Two

PLASMA DISPLAY

Extended Service Options	Coverage/Benefits
Standard Limited Warranty	<ul style="list-style-type: none">➤ 2 years for parts/labor➤ 1 year for panel➤ Customer pays shipping back to manufacturer
Depot extended service: 3 year limited warranty coverage (1 year depot service extension on parts and labor, 2 year extension on panel)	<ul style="list-style-type: none">➤ 3 year limited warranty (parts/labor and panel)➤ Includes coverage for all shipping materials and costs to depot if shipped from within the United States
On site extended service: 2, 3, 4 or 5 year limited warranty coverage	<ul style="list-style-type: none">➤ 2, 3, 4 or 5 year limited warranty (parts/labor and panel).➤ On site service within 50 miles of an authorized service center➤ Coverage outside of service area includes coverage for all shipping materials and costs to depot if shipped from within the United States

Program Guidelines:

- Eligible Products: All "A" stock and "B" stock plasma displays purchased through Sony's authorized distribution channel or reseller channel within the United States.
- End user must order the extended service pack within 11 months from the end user's purchase of the eligible Sony display product. Upon receipt of the extended service pack, the customer (end user) will have 30 days from the date of invoice of the service pack to register the extended service plan with Sony. Incomplete or delayed registrations may cause delays in providing service.
- Registration can be done through a phone call or internet. Details are noted in the package.
- Resellers can process the registration on behalf of the end user to help the sale.
- For large quantity opportunities please contact your Sony representative for explanation on how to register all units at one time.

If end users should encounter any service issues within the warranty time period, they should first call the Sony Customer Service Information Center at 877-350-3477.

INTRODUCTION: PLASMA DISPLAY EXTENDED WARRANTY (RESELLER)

BULLETIN #04-0183

Page Three

EXTENDED WARRANTY COSTS: (Based on single unit cost for each model purchased)			MODEL #
3 year total depot service ➤ End User Purchase Price \$0-\$5,000.00 ➤ End User Purchase Price \$5,000.01-\$10,000.00			PFM3EW5K PFM3EW10K
2 year total on site service. ➤ End User Purchase Price \$0-\$5,000.00 ➤ End User Purchase Price \$5,000.01-\$10,000.00			PFM2OS5K PFM2OS10K
3 year total on site service. ➤ End User Purchase Price \$0-\$5,000.00 ➤ End User Purchase Price \$5,000.01-\$10,000.00			PFM3OS5K PFM3OS10K
4 year total on site service. ➤ End User Purchase Price \$0-\$5,000.00 ➤ End User Purchase Price \$5,000.01-\$10,000.00			PFM4OS5K PFM4OS10K
5 year total on site service. ➤ End User Purchase Price \$0-\$5,000.00 ➤ End User Purchase Price \$5,000.01-\$10,000.00			PFM5OS5K PFM5OS10K

Program Terms and Conditions:

1. On site service period will begin on the date of invoice of the eligible plasma display to customer (end user) regardless of registration date.
2. Depot service period will begin upon expiration of the standard manufacturer's limited warranty.
3. Only "A" stock and "B" stock models purchased by end users through authorized distribution and reseller accounts within the Continental USA may be eligible for the extended service program. If products are purchased within the continental USA but utilized overseas, end user must ship applicable products back to USA at their own expense for service.
4. The same terms and conditions under Sony's standard manufacturer's limited warranty supplied with each product will apply during the extended service period. See product warranty card and Extended Service Plan terms and conditions for details.
5. Sony may at any time during the program, and at its sole discretion, discontinue the Extended Service Program upon immediate written notice to the approved accounts. All extended service plans purchased and registered prior to discontinuation of the program will be honored through the life of the warranty extension.

**INTRODUCTION: PLASMA DISPLAY EXTENDED WARRANTY (RESELLER)
BULLETIN #04-0183
Page Four**

Program Terms and Conditions: (continued)

6. The product must be in full working condition at time of purchase of the extended service plan.

Please contact your Sony Account Manager with any questions.

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