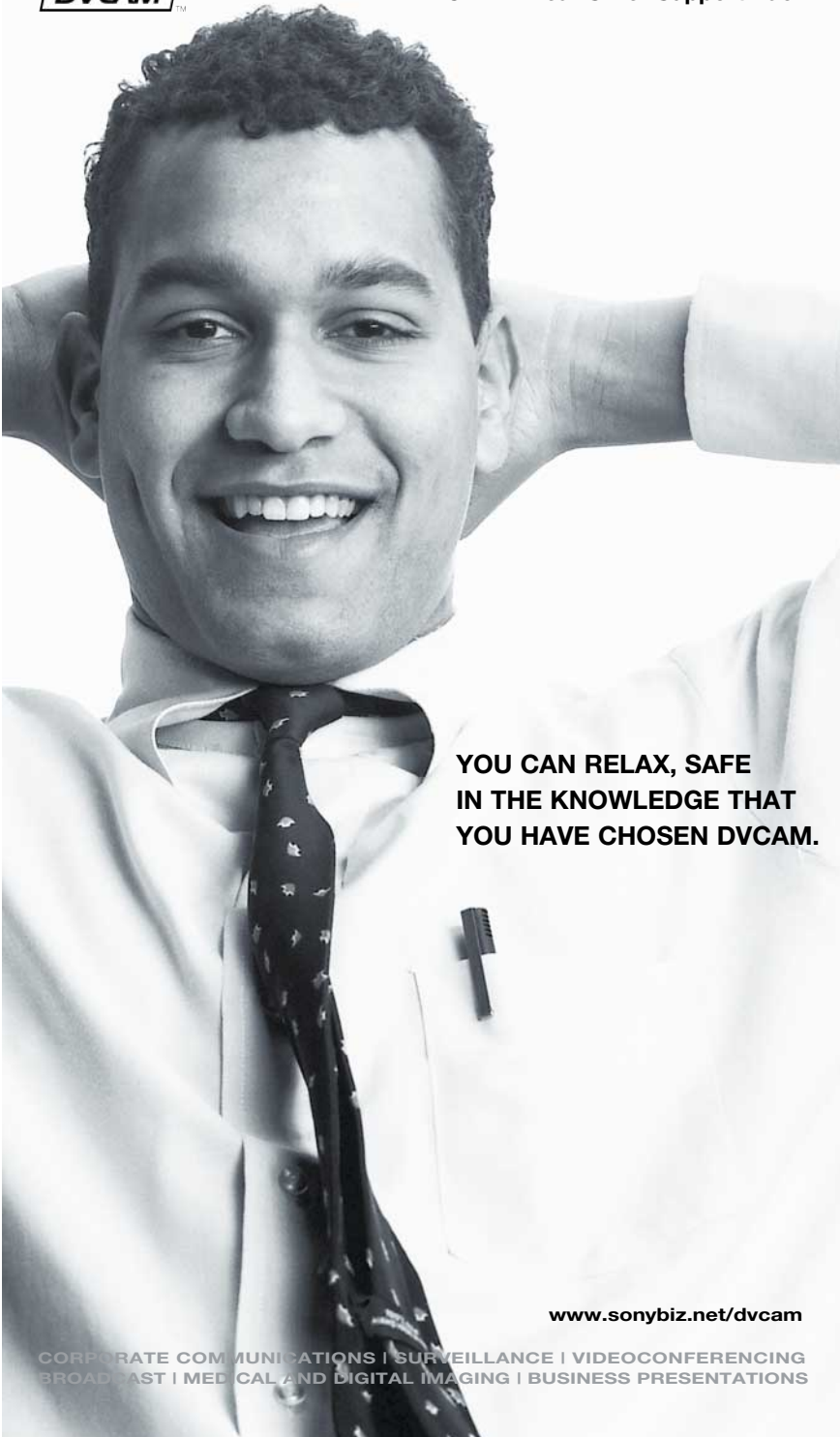




DVCAM 2-Year Silver Support Pack



**YOU CAN RELAX, SAFE
IN THE KNOWLEDGE THAT
YOU HAVE CHOSEN DVCAM.**

CHANGING

THE WAY

BUSINESS

COMMUNICATES

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SONY

DVCAM SILVER SUPPORT PACK

Sony understand that in today's fast-changing environment, the need is for both equipment and a level of service that meet the crucial demands for higher productivity in professional video production.

Setting new standards in innovation, quality and reliability

Keywords associated with the Sony DVCAM line-up are versatility and flexibility. From state-of-the-art technology to sophisticated functionality, the DVCAM line-up addresses a broad range of professional video applications from electronic news gathering to corporate video productions.

As soon as equipment is switched on, it becomes absolutely mission critical. Any fault or inability to use it to its full potential will have an immediate impact on bottom-line effectiveness. Now, with the launch of a customer-focused operational and technical support pack, which has significant advantages and benefits, Sony has underscored another keyword-reliability.

Quite simply more

Because professional customers need professional service and support, Sony is offering enhanced support services for DVCAM products*. From the 1st of July 2002, DVCAM products will be supplied with a 2-year Silver Support Pack, in addition to warranty, as standard. That means unique extra services, for twice as long.

Registering for the Sony DVCAM Silver Support Pack

From the 1st July 2002, the Silver Support Pack is supplied as standard with Sony DVCAM products* and it couldn't be easier to register.

1. On the web-simple and quick.
2. At the time of sale: complete the registration card with the assistance of the dealer or complete and fax back the registration form included in the pack.
3. Forgotten to register? Don't worry! Just supply Sony with proof and date of purchase, product reference and serial number.

* See list of supported DVCAM products on back page.

5 additional reasons to choose Sony DVCAM



2 Years Support

The Silver Support Pack extends the support period from the standard 1-year warranty to two years. Not only that, but extra features and services are also included.



Operational Phone Call Centre

Operational phone support is provided to give advice and help so that the user can get the most out of their DVCAM equipment and maximise its performance. Our telephone support is available from Monday to Friday and in 5 languages- English, French, German, Italian and Spanish.



Collection Anywhere

In the event of equipment failure, Sony will arrange collection of the faulty unit directly from, and delivery of the repaired unit directly to the customer's location - anywhere in mainland EU, Norway or Switzerland. That makes it simpler, quicker and even more convenient for the customer.



Repair within 7 days

Sony will collect, repair and return the unit to the customer's preferred location within 7 working days. So, minimum downtime, increased confidence and the ability to plan your business are guaranteed.



Loan

If the faulty equipment cannot be repaired in time, the DVCAM hotline will contact the customer and arrange to have a loan unit delivered. Arrangements will be made to collect the loan unit as soon as confirmation is received that the repair has been carried out satisfactorily.

The Sony DVCAM advantage

System downtime means lost opportunities, even with the world's most reliable products. In today's competitive world that means time, hassle, increased cost and lost revenue. Why risk it? Technical support needs are an important consideration. With the Sony Silver Support Pack for DVCAM products, you are free to concentrate on the creative aspects of your job.






Remember: Professional customers need professional support!

SUPPORTED DVCAM PRODUCTS

Digital Camcorders

DSR-570WSP	One-piece Camcorder	
DSR-370P	One-piece Camcorder	
DSR-250P	One-piece Camcorder	
DSR-1P	Dockable Recorder	
DSR-PD150P	Compact Camcorder	
DSR-PDX10P	Handycam-style Camcorder	(Available Autumn 2002)

Digital VTRs

DSR-2000P	Editing Recorder	
DSR-1800P	Editing Recorder	
DSR-1600P	Editing Player	
DSR-1500AP	Editing Recorder	
DSR-85P	High-speed Editing Recorder	
DSR-45P	Recorder	
DSR-30P	Recorder	
DSR-25	Recorder	
DSR-11	Recorder	
DSR-70AP	Portable Editing Recorder	
DSR-50P	Portable Recorder	
DSR-V10P	DVCAM Video Walkman® Recorder	

Hard Disk Units

DSR-DU1	Video Disk Unit	(Available Summer 2002)
DSR-DR1000P	Video Disk Recorder	(Available Autumn 2002)

Sony address/contact details/dealer stamp

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