

Introducing Smart Offers with Sony

This Christmas, we've created a whole host of fabulous offers on a huge range of products – perfect for all your gifting and home entertainment needs over the festive season.

You'll find everything you need to know about Smart Offers included in this guide.

What can I get?

First, there's **Christmas cashback** from €35 to as much as €180, spanning cameras, camcorders, Smart TVs and Personal Video Recorders.

We've also teamed up with Harry Potter™ so you can get your hands on an incredible **Harry Potter™ 3D Experience** with selected 3D Blu-ray Disc™ and 3D VAIO products.

In addition to all this, there's a brilliant **PlayStation®3 and Uncharted 3 in 3D** giveaway offer with the extraordinary, top-of-the-range HX923 3D TV.

How do I claim?

Simply fill in the claim form included at the back of this guide. There's just the one, no matter which Smart Offer you're claiming. Detach your completed form and return it to us, together with your proof of purchase and European Guarantee Information Document. You'll find full instructions on the form and throughout this guide.

Smart Offers with Sony are available from 20th October to 24th December 2011. Terms and conditions apply.

Terms and Conditions

1. The promoter of the Smart Offers with Sony Promotion (the "Promotion") is Sony UK and Ireland, a division of Sony Europe Limited ("Sony") based at The Heights, Brooklands, Weybridge, Surrey KT13 0XW. Please do not send claim forms to this address.

How to Claim

2. Customers that purchased certain eligible Sony products from an authorised Sony dealer located in the UK and Republic of Ireland between 20 October 2011 and 24 December 2011 (inclusive) are entitled to submit a claim for their Cashback, free PS3 & Uncharted 3 game and/or free Harry Potter 3D Blu-rays – see below for further details. Note that successful claimants will have their Cashback provided on a Smart Shopping Prepaid Card from Sony. Claims for Cashback, PS3 & Uncharted 3 game and/or Harry Potter 3D Blu-rays on purchases made outside this timeframe will be rejected. Cashback will be paid in sterling or euro only, please indicate your choice on the claim form.

3. To claim your Cashback, PS3 & Uncharted 3 game and/or Harry Potter 3D Blu-ray discs™ please send your completed claim form, together with your original printed sales receipt and European Guarantee Information Document (where supplied with your Sony product) to: Smart Offers with Sony Promotion, Sony Ireland, 4-6 Riverwalk, Citywest Business Campus, Dublin 24, Ireland.

4. All claim forms should be received by midnight on 31 January 2012. No claim forms will be accepted after this date.

5. Sony products included in the Promotion for Cashback are

TV's KDL32CX520BU, KDL40CX520BU, KDL32CX523BU, KDL40CX523BU, KDL32EX523BU, KDL40EX523BU, KDL32EX524BU, KDL37EX524BU, KDL40EX524BU, KDL46EX524BU, KDL32EX723BU, KDL37EX723BU, KDL40EX723BU, KDL46EX723BU, KDL55EX723BU, KDL32EX724BU, KDL46EX724BU, KDL40EX724BU, KDL40NX723BTNYG, KDL40NX723BU, KDL46NX723BU, KDL46HX823BU, KDL55HX823BU, KDL46HX923BU, KDL55HX923BU, KDL46HX923BTNYG, KDL55HX923BTNYG, KDL65HX923BU

PVR's - SVRHDT500B.CEK, SVRHDT1000B.CEK.

DIGITAL IMAGING - DSCHX100V.CEH, DSCHX9VB.CEH, DSCHX7VB.CEH, DSCWX10B.CEH, DSCWX10N.CEH, DSCWX7B.CEH, DSCWX7S.CEH, DSCWX7W.CEH, HDRX130EB.CEH, HDRXR160EB.CEH, HDRPJ10EB.CEH, HDRCX360VE.CEH, HDRPJ30VEB.DI.YG, HDRCX700VEB.DI.YG, HDRCX115EB.CEH, NEXC3YB.CEH, NEXC3DB.CEH, NEXC3DS.CEH, NEXC3KB.CEH, NEXC3KS.CEH, SLTA55V.CEH, SLTA55V.CEH, SLTA35.CEH, SLTA35V.CEH, SLTA35K.CEH

LENSES - SAL30M28.AE, SAL35F18.AE, SAL50F18.AE, SAL85F28.AE, SAL75300.AE, HVLF43AM.CEA, SAL1635Z.AE, SAL2470Z.AE, SAL70400G.AE, SAL70200G.AE, SEL55210.AE

6. Sony Products included in the Promotion for free PS3 & Uncharted 3 game are TV's - KDL46HX923BU, KDL55HX923BU, KDL46HX923BTNYG, KDL55HX923BTNYG, KDL65HX923BU.

7. Sony Products included in the Promotion for [free Harry Potter 3D Blu-rays] are **BLU-RAY PRODUCTS** - BDPS480, BDPS580, BDPS780, BDVEF200, BDVE280, BDVE380, BDVE780, BDVE880, BDVL600, BDVL800
VAIO's L22Z, F23Z

8. All Sony products are subject to availability.

9. The Cashback, PS3® & Uncharted 3 game and/or Harry Potter 3D Blu-ray discs™ are only available on Sony products which have been supplied and distributed by Sony to its authorised dealers within the UK and Republic of Ireland. Please check with your dealer to ensure your Sony product is eligible and that the retailer is an authorised dealer before purchasing to avoid disappointment.

10. A claim for Cashback, PS3® & Uncharted 3 game and/or Harry Potter 3D Blu-ray discs™ cannot be validly made in respect of a Sony product where a customer returns it to the retailer and receives a full refund.

11. Only claim forms accompanied by original printed sales receipts will be accepted. Handwritten receipts or photocopies of original sales receipts will not be accepted. **We suggest you make copies of all documents before posting them and send claims via 'recorded signed for' or 'registered' post.**

12. Proof of posting will not be accepted as proof of receipt. No responsibility can be accepted for claim forms lost, damaged or delayed in transit.

13. Illegible or altered claim forms will be deemed void, as will claim forms not completed in accordance with these Terms and Conditions.

14. The Harry Potter 3D Blu-ray discs™ are not released until 2nd December 2011 – valid claims processed before then will be dispatched on the release date. Claims for Harry Potter 3D Blu-rays must be received by 12th December 2011 to stand the best chance of delivery in time for Christmas. Otherwise please allow 28 days for receipt of your Smart Shopping Prepaid Card from Sony, PS3® & Uncharted 3 game and/or Harry Potter 3D Blu-ray discs™, where we are unable to meet this deadline then we will do so as quickly as possible thereafter - your original printed sales receipt and European Guarantee Information Document (where supplied with your product) will be returned to you at the same time. Should your Smart Shopping Prepaid Card from Sony, PS3® & Uncharted 3 game and/or Harry Potter 3D Blu-rays not arrive or should there be a problem with your Smart Shopping Prepaid Card from Sony, PS3® & Uncharted 3 game and/or Harry Potter 3D Blu-ray discs™ on receipt please call the hotline on **1890 928979**

15. It is the responsibility of the claimant to take good care of Smart Shopping Prepaid Card from Sony and use it whilst it is still valid. No replacement will be issued. The documents which accompany your Smart Shopping Prepaid Card from Sony contain further details.

General

16. We reserve the right to withhold and/or refuse payment of the Cashback or to issue a PS3 & Uncharted 3 game and/or Harry Potter 3D Blu-ray discs™ where we suspect that any false or fraudulent claim is being made or where a claim has been made which does not comply with these terms.

17. We reserve the right to withdraw the Promotion at any time without notice. All Smart Offers are subject to availability. Sony reserves the right to substitute any of the smart offers for products or services of equivalent status and value as necessary.

18. The Promotion is not available in conjunction with any other promotion.

19. There is no credit, cash or product alternative to the payment of a Cashback or provision of PS3® & Uncharted 3 game and/or Harry Potter 3D Blu-ray Discs™ (as applicable).

20. Should you have any queries in relation to your claim, please phone us on **1890 928979**

21. All instructions given within this claim form are part of these Terms and Conditions.

22. By claiming your Cashback, PS3® & Uncharted 3 game and/or Harry Potter 3D Blu-ray Discs™, claimants will be deemed to have read and accepted these terms and conditions and Sony's privacy policy which is available at http://www.sony.ie/pages/privacy/Privacy_statement_en_IE.html.

Claim form

To claim your offer, simply fill in your details below then post this form to the address below to arrive no later than **31st January 2012**. If you are claiming cashback, you'll also need to include the name of who the pre-paid VISA card should be registered to. For all claims you will need to send your original sales receipt and the European Guarantee Information Document, which we'll return to you. Send to: **Smart Offers with Sony 2011 promotion, Sony Ireland, 4-6 Riverwalk, Citywest Business Campus, Dublin 24, Ireland**. For any questions please call our hotline on **1890 928979**.

Your personal details

Title	First name
_____	_____

Surname

(The pre-paid VISA card can only be registered to the claimant named here)

Address

Postcode

Phone/mobile

Email address

Date of birth	_____
(DD/MM/YYYY)	

About your purchase

Date of purchase	_____
(DD/MM/YYYY)	

Store name and location

Please fill in the boxes below with the full model code(s) and serial number(s) of the product(s) you have purchased, the offer your claims relate to, and whether this purchase was for yourself, or a gift for someone else.

Model code	KDL-55HX923
Serial number	3601211
Was this purchase	<input checked="" type="checkbox"/> For you? <input type="checkbox"/> For someone else?

Please tick relevant promotion for your product(s)

- Cashback
 Harry Potter™
 PS3® & Uncharted 3

Model code	_____
Serial number	_____

Was this purchase For you? For someone else?

Model code	_____
Serial number	_____

Was this purchase For you? For someone else?

Cashback from Sony

If you purchase selected cameras, camcorders, lenses, Smart TVs or Personal Video Recorders from Sony this Christmas, there's a good chance you'll be able to claim cashback. Check the tables carefully on the next couple of pages to see if your product's model number appears, and how much cashback you can claim.

How do I claim my cashback?

Simply fill in the claim form included at the back of this guide, then return it to us before 31st January 2012, together with your proof of purchase and European Guarantee Information Document. You'll find full instructions on the form at the back of this booklet.

How will I receive my cashback?

This year, rather than by cheque or bank transfer, we'll be sending your cashback to you on a special Smart Shopping pre-paid VISA card. Full instructions for immediate use will be included with your card.

Your Smart Shopping card will arrive within 28 days of us receiving your form, pre-loaded with your cashback amount. There's no set up or registration - it's ready to use anywhere that accepts VISA.



TVs with cashback

Product code	Promotion
KDL32CX520BU	€60
KDL40CX520BU	€120
KDL32CX523BU	€60
KDL40CX523BU	€120
KDL32EX523BU	€60
KDL40EX523BU	€120
KDL32EX524BU	€60
KDL37EX524BU	€60
KDL40EX524BU	€120
KDL46EX524BU	€180
KDL32EX723BU	€60
KDL37EX723BU	€60
KDL40EX723BU	€120
KDL46EX723BU	€180
KDL55EX723BU	€180
KDL32EX724BU	€60
KDL40EX724BU	€120
KDL46EX724BU	€180
KDL40NX723BU	€120
KDL46NX723BU	€180
KDL40NX723BTN.YG	€120
KDL46NX723BTN.YG	€180
KDL40HX723BU	€120
KDL46HX823BU	€180
KDL55HX823BU	€180
KDL46HX923BU	€180 (see PS3 [®] also)
KDL55HX923BU	€180 (see PS3 [®] also)
KDL46HX923BTN.YG	€180 (see PS3 [®] also)
KDL55HX923BTN.YG	€180 (see PS3 [®] also)
KDL65HX923BU	€180 (see PS3 [®] also)

Personal Video Recorders with cashback

Product code	Promotion
SVRHDT500B.CEK	€60
SVRHDT1000B.CEK	€60



Camcorders with cashback

Product code	Promotion
HDRCX115EB.CEH	€60
HDRCX130EB.CEH	€60
HDRXR160EB.CEH	€60
HDRPJ10EB.CEH	€60
HDRCX360VE.CEH	€70
HDRPJ30VEBDI.YG	€70
HDRCX700VEBDI.YG	€70



Cameras with cashback

Product code	Promotion
DSCHX100V.CEH	€45
DSCHX9VB.CEH	€45
DSCHX7VB.CEH	€35
DSCWX10B.CEH	€35
DSCWX10N.CEH	€35
DSCWX7B.CEH	€35
DSCWX7S.CEH	€35
DSCWX7W.CEH	€35
NEXC3YB.CEH	€35
NEXC3DB.CEH	€35
NEXC3DS.CEH	€35
NEXC3KB.CEH	€35
NEXC3KS.CEH	€35
SLTA55V.CEH	€60
SLTA55VY.CEH	€60
SLTA55VL.CEH	€60
SLTA35.CEH	€35
SLTA35Y.CEH	€35
SLTA35K.CEH	€35



Lenses with cashback

Product code	Promotion
SEL55210.AE	€35
SAL30M28.AE	€35
SAL35F18.AE	€35
SAL50F18.AE	€35
SAL85F28.AE	€35
SAL75300.AE	€35
HVLF43AM.CEA	€35
SAL1635Z.AE	€80
SAL2470Z.AE	€80
SAL70400G.AE	€80
SAL70200G.AE	€120



Harry Potter™ 3D Experience from Sony

We've teamed up with Harry Potter™ to offer you some real magic this Christmas. With a selection of our 3D Blu-ray Disc™ Players, Home Theatre Systems and 3D VAIO products, you can claim *Harry Potter and the Deathly Hallows™ – Parts 1 and 2* on 2D and 3D Blu-ray Disc™. Check the table on the next page to see if your product is included.

How do I claim my Harry Potter™ 3D Experience?

Simply fill in the claim form included at the back of this guide, then return it to us before 31st January 2012, together with your proof of purchase and European Guarantee Information Document. You'll find full instructions on the form.

When will I receive my Harry Potter™ 3D Experience?

Your Harry Potter™ Blu-ray Discs™ will be dispatched after the *Harry Potter and the Deathly Hallows™ - Part 2* release date on 2nd December 2011. To stand the best chance of delivery before Christmas, we'll need to receive your claim form before 12th December 2011.

Models included in this offer:

Product code	Promotion
BDPS480	<i>Harry Potter and the Deathly Hallows™ - Parts 1 and 2</i> Blu-ray Disc™
BDPS580	
BDPS780	
BDVEF200	
BDVE280	
BDVE380	
BDVE780W	
BDVE880	
BDVL600	
BDVL800	
L22Z	
F23Z	



Free PlayStation®3 and Uncharted 3 in 3D

This Christmas we're pleased to have an incredible Smart Offer for gaming fans. If you choose the HX923 3D Smart TV this Christmas, not only will you receive €180 cashback, you'll also get a free PlayStation® 3 Slim 320GB and the eagerly awaited Uncharted 3 PS3® game. Check the table below for a complete list of model numbers.

How do I claim my free PlayStation®3 and Uncharted 3 in 3D?

Simply fill in the claim form included at the back of this guide, then return it to us before 31st January 2012, together with your proof of purchase. You'll find full instructions on the form.

When will I receive my PlayStation®3 and Uncharted 3 in 3D?

Your PS3® and Uncharted 3 in 3D will be dispatched after the Uncharted 3 in 3D release date on 1st November. Please note, to stand the best chance of delivery before Christmas, we'll need to receive your claim form before 12th December 2011.

How will I receive my cashback?

For full details, turn to the Cashback section on page 3.



Models included in this offer:

Product code	Promotion
KDL46HX923BU	PS3® & Uncharted 3 plus €180 cashback
KDL55HX923BU	
KDL46HX923BTN.YG	
KDL55HX923BTN.YG	
KDL65HX923BU	

FAQs

Is the Smart Shopping pre-paid VISA card a credit card?

No. This is not a credit card. This is a pre-paid card, pre-loaded with your cashback amount only. It cannot be used once your cashback amount is spent.

How and when do I get my Harry Potter™ Blu-ray Discs™?

Complete the claim form that you can find in store or online at sony.ie/smartoffers and send to the address on the form. Claims received before the release date of *Harry Potter and the Deathly Hallows™ – Part 2*, which is 2nd December 2011, will be sent out after the release date. We will endeavour to ensure a pre-Christmas delivery if your claim reaches us by 12th December 2011, but this cannot be guaranteed.

How and when do I get my PS3® and Uncharted 3 game?

Complete the claim form that you can find in store or online at sony.ie/smartoffers and send to the address on the form. Claims received before the release date of Uncharted 3, which is 2nd November 2011, will be sent out after the release date. We will endeavour to ensure a pre-Christmas delivery if your claim reaches us by 12th December 2011, but this cannot be guaranteed.

I have just bought a Sony product and the model is not listed in this booklet, can I still claim the offers?

No. Only those models listed within this booklet are valid for the specified offers during this time.

Who do I contact if I have any questions regarding my claims?

Please call the hotline on **1890 928979** to find out the status of your claim.

What happens if I have lost my receipt?

We will not be able to process your claim without a valid original receipt accompanied with all of the information requested on the claim form.

Is there a limit to the number of products I can buy to take advantage of all of the promotions available?

No there isn't. However, please note all Sony products are subject to availability.

I'm claiming for *Harry Potter and the Deathly Hallows™ – Parts 1 and 2* and/or Playstation®3 & Uncharted 3, can I have cash instead?

No. There is no cash alternative to these offers.

What happens if my claim is lost in the post?

We strongly recommend that you keep a copy and send your claim(s) by Registered Post so the items can be tracked. Proof of posting will not be accepted as proof of receipt. No responsibility can be accepted for claim forms lost, damaged or delayed in transit.