

## FY25 PARTNER & CUSTOMER ENHANCED PROGRAMS



Sony delivers value beyond premium products. Our programs offer attractive discounts and incentives across our full range of professional solutions, including projectors, BRAVIA Professional Displays, remote cameras, and audio systems. Plus, access comprehensive sales tools and training to help drive your success. Join our network of successful partners and grow your business with Sony.

### Registration Program

Our RSVP registration program rewards resellers who promote, specify, and lead with Sony. Discounts are available under our Registration Program ranging from 10% to 15% on our Laser Projectors, BRAVIA Professional Displays, Remote Cameras, Edge AI-Based Video Analytics, and Beamforming Microphone.

### FY25 Enhanced B2B Loyalty Program – Bronze, Silver & Gold Levels

Sony's FY25 customer loyalty program rewards qualified end-user customers who have purchased a minimum of \$25,000 in one core PDS qualifying category (i.e., BRAVIA Pro Displays or Network Cameras) with a 3% discount (Bronze level) on all future purchases of eligible PDS product. In addition, when a customer purchases \$25,000 of a 2nd core PDS qualifying category, they move up to Silver level and increase their discount to 4% – and when they purchase an additional \$25,000 of the two eligible product categories, they achieve Gold level for a discount to 5%. All discounts are applied to future purchases of eligible PDS products through March 31, 2026. **Best of all, education end-users, regardless of prior purchase history, automatically qualify for Bronze level (3% discount) as a starting point.** If based upon previous FY24 purchases an education end-user qualified for a higher level than Bronze, then that level and discount would apply.

### SPIFF Program

Sony offers a quarterly SPIFF Program to reseller salespeople and engineers for selling eligible Sony PDS Products. Dollars range from \$5.00 to \$300.00 (paid on each unit – no quantity cap).

### Demo Loan Program

Sony uses Omni Logistics to streamline and expedite the shipment and processing of all loan equipment so you can demo Sony products. Contact your Sony Account Manager to learn how you can obtain loan products to demo to your customers.

### Training & Support

Sony offers solution-focused video training modules on its latest products for partner's LMS sites. We also provide the industry with thought-leadership webinars, whitepapers, and articles. **Check out our AV Solution Webinars.**



#### Industry-Leading Warranties

our professional warranties range from 5-Year Standard, 3-Year Standard, and 2-Year Extended



#### Advanced Replacement Program

for BRAVIA Professional Displays, Professional Laser Projectors and PTZ Cameras coverage for select products still under warranty, securing the longevity of your product



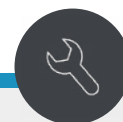
#### White Glove Service

is available for all BRAVIA Professional Displays. Sony will provide a technician to your location to remove a defective display that is under our limited product warranty or extended warranty (if applicable) and mount a replacement unit



#### Product Registration

gives customers information regarding new firmware upgrades, product trade-in programs and general updates to help get the most of their new gear



#### Service Centers

and field service engineers offer post-sales repair and maintenance services