

THE SONY SPECIALTY TOP TEN + 1

- 10. Limited distribution**
Sony ES products are designed for specialty dealers and integrators just like you. Available only to Sony ES resellers who are a part of the Sony Retailer Network, Sony ES products are not sold online.
- 9. MAP policy**
Our MAP policy is designed to help our dealers enjoy profitability over the duration of the product's lifetime.
- 8. 5-year limited warranty**
We are confident about the quality of our products. Which means we can offer the strongest warranty in the industry. Five-year limited warranty on ES components. Three-year limited warranty on ES projectors.
- 7. 90-day advanced exchange**
If something goes wrong after the first 90 days of an install, and it's covered by our ES warranty, we'll ship you a new product within 36 hours.
- 6. Generous product evaluation programs**
We love our products, and want you to love them too. So we've made it easy for you to try them: 50% off ES components, 25% off VW Series front projectors, 180-day terms. One unit per dealer, no strings attached.
- 5. Web-based ordering with real-time inventory**
See what's in stock, in real-time. See your special promotional pricing. Place an order online and have it on your doorstep within days. Our web-based fulfillment system makes ordering Sony simple.
- 4. CEDIA-trained technical support**
As a special Sony dealer, you have a CEDIA-trained Sony technical support team of your very own, ready to help you on the job. 1-866-924-7669. Monday-Friday, 7am-4pm PST.
- 3. Dedicated specialty sales team**
Your number one Sony contact knows your industry—he or she is a Sony employee that has been in the industry for years.
- 2. Partnership with the leading control companies**
We understand that if Sony doesn't work with your control system of choice, you don't work with Sony. All of our core specialty and install products are designed for integration, with drivers already developed by the leading control companies.
- 1. The trusted brand with the products you need**
A full lineup of AV products from a brand your customers know and trust.

PLUS ONE: An army of ES Market Training Specialists