

# With the biggest sensor in its class you get brighter, more natural pictures.

The NEX-5 may be light and compact, but it contains the powerful APS C-Sized Sensor – the biggest sensor in its class. It's the same size sensor you'd find in a DSLR camera. Which means you get professional quality pictures, full 1080i HD video recording, in one small and stylish package.

As well as great photos, you'll also get a great deal on the NEX-5. Just fill in the Claim Form opposite, send us your original receipt, and we'll send you £50 cashback





# £50 cashback on the amazing NEX-5

Claim £50 back on: NEX - 5AS, NEX-5KS, NEX-5DS,  
NEX-5AB, NEX-5KB, NEX-5DB.

# £50 cashback on the amazing NEX-5\*

Performs like a pro,  
feels like a compact.



The award-winning NEX-5,  
now even better value.



January 2011



November 2010



\*Terms and conditional apply. For further details, see inside.  
Offer available 16th June - 31st August 2011

**NEX-5**

## Claim form

To claim your cashback, simply fill in your details below then post it to the address below by **30 September 2011**.

You'll also need to include the name of who the cheque should be made payable to, your **original sales receipt** and the **European Guarantee Information Document**, which we'll return when we send your cheque.

Send to: Sony NEX-5 Cashback promotion, PO Box 100, Diss, Norfolk IP98 1SY.

For any questions please call our hotline: 01379 649 499

Name

---

Address

---

---

Postcode

---

Phone/mobile

---

Date of purchase (DD/MM/YY)

---

Store name and location

---

**Please tick the model code for the Sony NEX-5 purchased:**

- |   |   |
|---|---|
| <input type="checkbox"/> NEX-5AS £50 cashback | <input type="checkbox"/> NEX-5KS £50 cashback |
| <input type="checkbox"/> NEX-5DS £50 cashback | <input type="checkbox"/> NEX-5AB £50 cashback |
| <input type="checkbox"/> NEX-5KB £50 cashback | <input type="checkbox"/> NEX-5DB £50 cashback |

**Tick to show you've remembered to include:**

- Original sales receipt
- European Guarantee Information Document
- Name of who the cheque should be made payable to

Signature

---

Email Address

---

\*This agreement to use personal data is between you and Sony e-Solutions Europe B.V. in The Netherlands, which ("Personal Data") may be used by Sony e-Solutions Europe B.V. and other Sony group companies worldwide for additional purposes described in the terms of sale and/or use relating to your transaction (if any). This Personal Data may be processed by Sony e-Solutions Europe B.V. your Personal Data stored will be provided, corrected, amended or deleted (as required by law). CHILDREN UNDER THE AGE OF 14 MUST OBTAIN PARENTAL OR GUARDIAN CONSENT BEFORE PROVIDING ANY PERSONAL DATA. For more information on the privacy statement, visit: [http://www.sony.co.uk/pages/privacy/Privacy\\_statement](http://www.sony.co.uk/pages/privacy/Privacy_statement)

The rest of our questions are optional. Thank you in advance if you have time to answer.

What was the ONE main reason for choosing to buy a Sony  $\alpha$  product?

- |                                      |   |
|--------------------------------------|---|
| <input type="checkbox"/> Ease of use | <input type="checkbox"/> Design         |
| <input type="checkbox"/> Sony brand  | <input type="checkbox"/> Cashback offer |
| <input type="checkbox"/> Other       |   |

Which, if any, of the following sources did you use when deciding which Sony  $\alpha$  product to buy?

- |  |  |
|--|--|
| <input type="checkbox"/> Store staff           | <input type="checkbox"/> Product brochures |
| <input type="checkbox"/> Family and friends    | <input type="checkbox"/> Magazines         |
| <input type="checkbox"/> Manufacturer websites | <input type="checkbox"/> Other websites    |

Which age group are you in?

- |                                |                                |
|--------------------------------|--------------------------------|
| <input type="checkbox"/> 16-24 | <input type="checkbox"/> 25-34 |
| <input type="checkbox"/> 35-44 | <input type="checkbox"/> 45-54 |
| <input type="checkbox"/> 55+   |                                |

How many children are there in your household?

- |                            |                             |
|----------------------------|-----------------------------|
| <input type="checkbox"/> 0 | <input type="checkbox"/> 1  |
| <input type="checkbox"/> 2 | <input type="checkbox"/> 3+ |

Which of the following products do you intend to purchase in the future?

- |                |                                |                                 |                                  |
|----------------|--------------------------------|---------------------------------|----------------------------------|
| BRAVIA TV      | <input type="checkbox"/> 6mths | <input type="checkbox"/> 12mths | <input type="checkbox"/> 18mths+ |
|                | <input type="checkbox"/> Never |                                 |                                  |
| VAIO laptop    | <input type="checkbox"/> 6mths | <input type="checkbox"/> 12mths | <input type="checkbox"/> 18mths+ |
|                | <input type="checkbox"/> Never |                                 |                                  |
| DVD recorder   | <input type="checkbox"/> 6mths | <input type="checkbox"/> 12mths | <input type="checkbox"/> 18mths+ |
|                | <input type="checkbox"/> Never |                                 |                                  |
| Digital camera | <input type="checkbox"/> 6mths | <input type="checkbox"/> 12mths | <input type="checkbox"/> 18mths+ |
|                | <input type="checkbox"/> Never |                                 |                                  |
| Handycam       | <input type="checkbox"/> 6mths | <input type="checkbox"/> 12mths | <input type="checkbox"/> 18mths+ |
|                | <input type="checkbox"/> Never |                                 |                                  |

Register here for the My Sony newsletter and receive all the latest news and offers from the world of Sony Electronics. Please read the following information carefully and tick the box if you agree to the terms below\*

Sony administers personal data collected by Sony group companies in Europe. The personal data provided (together, "Sony") to advise of, offer and supply goods and services for other marketing purposes, and for Data will assist Sony in its efforts to further improve products and services. On your request to Sony e-Solutions For questions, email us at: [privacy@eu.sony.com](mailto:privacy@eu.sony.com) or call the Sony Customer Helpline on 08705 111 999. PERSONAL DATA.

nt\_en\_GB

## Terms and Conditions

1. Customers purchasing a selected Sony product at participating stores between 16 June 2011 and 31 August 2011 inclusive may claim cashback (in the form of a cheque). All purchases and mailing addresses must be within the UK.
2. Products included in this promotion are: NEX-5AS, NEX-5KS, NEX-5DS, NEX-5AB, NEX-5KB, NEX-5DB.
3. To claim your cashback (in the form of a cheque) please send your completed claim form, clearly stating who the cheque should be made payable to, together with your original sales receipt and European Guarantee Information Document to: Sony NEX-5 cashback promotion, PO Box 100, Diss, Norfolk IP98 1SY.
4. All claim forms should be received no later than 30 September 2011. No claim forms will be accepted after this date. (If the purchase was via a credit agreement, please supply a copy of the agreement as well as the sales receipt).
5. The cashback is not available on a product which has not been supplied and distributed by Sony Europe Limited within the UK and Republic of Ireland. Please check with your dealer to ensure your product is eligible before purchasing to avoid disappointment.
6. Your original sales receipt and European Guarantee Information Document will be returned to you with your cheque.
8. Only original claim forms will be accepted. We suggest you make copies of all documents before posting them and send claims via signed for post.
9. 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.
10. Illegible or altered claim forms will be deemed void, as will claim forms not completed in accordance with these Terms and Conditions.
11. Please allow 28 days for receipt of your cheque. Should your cheque not arrive, or should there be a problem with your cheque on receipt please call the hotline on: 01379 649499.
12. There is no credit alternative to this offer.
13. All instructions given within this leaflet and claim form are part of these Terms and Conditions.
14. By claiming cashback, applicants will be deemed to have read and accepted these Terms and Conditions.

Promoter: Sony Europe Limited, The Heights, Brooklands, Weybridge, Surrey KT13 0XW. (Please do not send claim forms to this address)

\*Sony', 'make.believe', 'Handycam', and their logos are trademarks or registered trademarks of Sony Corporation.  
\*On selected models only, for further details please see inside.