

# Sony Imaging

# PRO

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## Sony Bring Imaging PRO Support Programme to the UK

*Offers Premium Support and Service to Professional Photographers in the UK*

Sony today announced the expansion of its [Imaging PRO Support](#) programme to include the UK. The programme is scheduled to start in the UK in September 2016 and continues to gain momentum as an increasing amount of professional photographers are switching to Sony cameras.

Imaging PRO Support offers advice and help to members including a dedicated telephone help desk offering professional photographers support in using their ☒ camera equipment. There's a free collection and return

service for units requiring repairs, plus a free back-up loan unit to keep professional photographers up and running. In addition, members can benefit from a free twice-yearly image sensor cleaning service and firmware check-up to keep their cameras in top condition.

There's no membership fee for the service that's offered to professional photographers [\[i\]](#) who own at least two Sony  camera bodies and three Sony  lenses from the qualifying list detailed beneath.

The Sony Imaging PRO support programme is now live in Japan, South Korea, Hong Kong, Taiwan, Germany, Switzerland, Austria and the United States. Rollout in other European countries is currently under consideration.

## **Qualifying Camera's and Lenses**

### Camera Bodies Group 'A'

*A: SLT-A99(V)*

*SLT-A77(V)*

*ILCA-77M2*

*ILCE-7R*

*ILCE-7RM2*

*ILCE-7S*

*ILCE-7SM2*

*DSC-RX1*

*DSC-RX1R*

*DSC-RX1RM2*

Camera Bodies Group 'B'

B: ILCE-7

ILCE-7M2

NEX-7

☒ A-mount lenses:

SAL100M28

SAL135F18Z

SAL135F28

SAL1635Z

SAL1635Z2

SAL1680Z

SAL16F28

SAL2470Z

SAL2470Z2

SAL24F20Z

SAL300F28G

SAL300F28G2

SAL35F14G

*SAL500F40G*

*SAL50F14Z*

*SAL70200G*

*SAL70200G2*

*SAL70300G*

*SAL70300G2*

*SAL70400G*

*SAL70400G2*

*SAL85F14Z*

E-mount

*SEL1670Z*

*SEL2470Z*

*SEL24F18Z*

*SEL35F28Z*

*SEL55F18Z*

*SEL70200G*

*SELP18105G*

*SEL1635Z*

*SELP28135G*

*SEL35F14Z*

*SEL90F28G*

*SEL85F14GM*

SEL2470GM

SEL70200GM

SEL70300G

For more information, please contact your local PR manager or:

David Edwards, Corporate Communications, Sony Europe

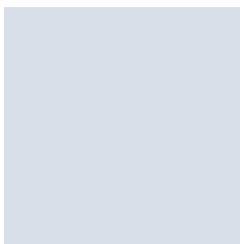
+44 (0)1932 817022 / david.edwards@eu.sony.com

[\[i\]](#) The programme is designed for professional photographers and as such, applicants will need to provide proof of their revenue stream generated from their photography work. Sony reserves the right to judge individual cases on their merits.

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Sony Corporation is a leading manufacturer of audio, video, imaging, game, communications, key device and information technology products for the consumer and professional markets. With its music, pictures, computer entertainment and online businesses, Sony is uniquely positioned to be the leading electronics and entertainment company in the world. Sony recorded consolidated annual sales of approximately \$68 billion for the fiscal year ended March 31, 2015. Sony Global Web Site: <http://www.sony.net/>

## Contacts



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