

Sony Imaging

PRO

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Sony Imaging PRO Support launches in Germany

3rd March, 2015

Initially announced at Photokina 2014, Professional photographers in Germany can benefit from valuable help and extra peace of mind with the launch of [Sony Imaging PRO Support](#). This is the first time that Sony have offered this service in Europe, applications for which can be submitted from today with the programme going fully live on 1st April 2015.

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 in this release.

Benefits of the programme include a dedicated telephone help desk offering professional photographers support 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, enrolled Sony Imaging PRO Support customers can benefit from a free twice-yearly image sensor cleaning service and firmware check-up to keep their cameras in top condition.

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

Qualifying Camera's and Lenses[\[ii\]](#)

Camera Bodies Group 'A' Camera Bodies Group 'B'

☒99 ☒7

☒77 ☒7 II

☒77 II NEX-7

☒7R

☒7S

RX1

RX1R

☒ A-mount lenses:☒ E-mount lenses:

SAL100M28 SEL1670Z

SAL135F18Z SEL2470Z

SAL135F28 SEL24F18Z

SAL1635Z SEL35F28Z

SAL1680Z SEL55F18Z

SAL16F28 SEL70200G

SAL2470Z SELP18105G

SAL24F20Z SEL1635Z

SAL300F28G2 SELP28135G

SAL35F14G

SAL500F40G

SAL50F14Z

SAL70200G2

SAL70300G

SAL70300G2

SAL70400G2

SAL85F14Z

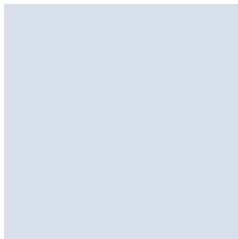
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[i]The programme is designed for professional photographers and as such, applicants will need to provide proof of their revenue stream generated from their photography work.

[ii]At least one of the owned camera's needs to be in 'Group A' of the qualifying list

Sony Corporation is a leading manufacturer of audio, video, 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 \$75 billion for the fiscal year ended March 31, 2014. Sony Global Web Site: <http://www.sony.net/>

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