

Premium Services

Fun / Learn / Support

We offer you Premium Services of different Sony's products with service schemes include extension of product warranty & purchase of value-added services at discount, which allow you to enjoy a higher quality and more comprehensive services of product support.

My Sony member and subscribe "My Sony Subscription" can enjoy 20% discount

Premium Services

1-Year Plan(HK\$) 20% Discount

Alpha Interchangeable-Lens Cameras (A / E mount) :

| | | |
|---|---------|----------------|
| APS-C models (e.g ILCE-6 series) | \$590 | \$472 |
| Full Frame models (e.g. A7 series) | \$890 | \$712 |
| Full Frame models (e.g. A9 series) | \$1,990 | \$1,592 |
| Full Frame models (e.g. ILME-FX3 & ILME-FX6V) | \$2,990 | \$2,392 |

Lenses (A / E mount) :

| | | |
|--|-------|--------------|
| Lenses (^ listed retail price below \$10,000) | \$490 | \$392 |
| Lenses (^ listed retail price \$10,000 or above) | \$690 | \$552 |

Cyber-shot Digital Cameras :

| | | |
|---|-------|--------------|
| Cyber-shot Digital Cameras (Except RX series) | \$490 | \$392 |
| DSC-RX10 series / DSC-RX100series | \$590 | \$472 |

Walkman® Digital Music Players :

| | | | |
|---|-----------------------------|-------|--------------|
| Signature series (e.g. NW-WM1Z, TA-ZH1ES) | *Not applicable for MDR-Z1R | \$890 | \$712 |
| ZX-series | | \$590 | \$472 |
| Portable Headphone Amplifier | | | |
| A-series (e.g. NW-A50 series) | | \$290 | \$232 |

Handycam :

| | | |
|--|---------|----------------|
| Handycam®4K AX1 series /AX series /FX series | \$1,590 | \$1,272 |
| Handycam®Camcorder | \$590 | \$472 |
| Action Cam | | |

Home Entertainment :

| | | |
|----------------------|--|--------------------------|
| Home Theatre System | | |
| Blu-ray Disc Player | | \$590 \$472 |
| Amplifier | | |
| BRAVIA LCD/**OLED TV | 22" - 39" | \$390 \$312 |
| | 40" - 45" | \$790 \$632 |
| | 46" - 50" | \$990 \$792 |
| | 51" - 60" | \$1,990 \$1,592 |
| | 61" - 75" | \$2,990 \$2,392 |
| | (70" - Only apply to models released at or after 2014) | |
| | 76" - 85" | \$13,990 \$11,192 |

Remarks 1. All prices, models and discounts are subject to system.

**OLED TV's are susceptible to permanent image retention due to the characteristics of the materials used. Image retention may occur if images are displayed in the same location on the screen repeatedly or over extended periods of time. This is not a malfunction of the TV and not covered by warranty.

^ Listed retail price will be subject to the current retail price as suggested by Sony, please visit Sony website for the related information.

Premium Services 1-Year Plan included

Extension of Product
Warranty

Up to 50% discount to enjoy value-
added services

Purchasing Premium Services

PURCHASE ONLINE

You can now easily purchase Premium Services for your favorite products via our online services

Sony Store, Hong Kong & Customer Service Centres

You can contact our Premium Services Specialists in Sony Store, Hong Kong & Customer Service Centres for inquiries & purchase of Premium Services

Customer Service Hotline

You can call our Customer Service Hotline **2833 5129** for inquiries and purchase of Premium Services