

Trade WAY Up

Get fair market value (FMV)¹ on pre-owned IT products and a mail-in rebate of up to \$150 when you upgrade to a new Sony projector. Trade in outdated equipment for recycling and, in return, receive a rebate check for its FMV¹ plus an additional rebate bonus, when you purchase a new, high performance 3LCD Sony projector, between October 1, 2008 and March 31, 2009.



What can you trade in?

Any outdated IT products - monitors, notebooks, printers, projectors, displays - could be eligible for trade-in.²

What does your trade-in earn?

Get an additional \$50-\$150 on top of fair market value depending on which projector you purchase.

Eligible Sony Projectors	Total Rebate Amount
VPL-ES5, VPL-EX5, VPL-EX50, VPL-EW5	FMV of Pre-Owned IT Products + \$50.00
VPL-CS21, VPL-CX21, VPL-CX100, VPL-CX120, VPL-CX125, VPL-CX150, VPL-CX155, VPL-CW125	FMV of Pre-Owned IT Products + \$100.00
VPL-FX40, VPL-FX40L, VPL-FX41, VPL-FX41L, VPL-FE40, VPL-FE40L, VPL-FX52, VPL-FX52L, VPL-FW300L, VPL-FH300L	FMV of Pre-Owned IT Products + \$150.00

What do you need to do to receive your mail-in rebate?

1. Purchase a new projector between October 1, 2008 and March 31, 2009.
2. Visit sony.com/tradeWAYup.
3. Scroll down and click to participate in the promotion.
4. Complete the online form to process your claim and receive your shipping label.

All claims must be submitted online, required backup information postmarked and trade-in received, no later than April 30, 2009.

Trade up now at sony.com/tradeWAYup

1. FMV will vary based on trade-in product. 2. See sony.com/TradeUps for product eligibility and a free FMV quote.