



August 24, 2010

Dear Valued Sony Pro Media Customer:

The purpose of this announcement is to inform you of an important firmware update for your **SxS-1 Memory Card (MODEL: SBS-32G1)**.

This latest firmware update increases the stability of the recording, which prevents from a 'media error' message, which can appear in very rare occasions*. As a result, Sony recommends that you contact us at your earliest convenience to have your SxS-1 memory cards updated with this important firmware.

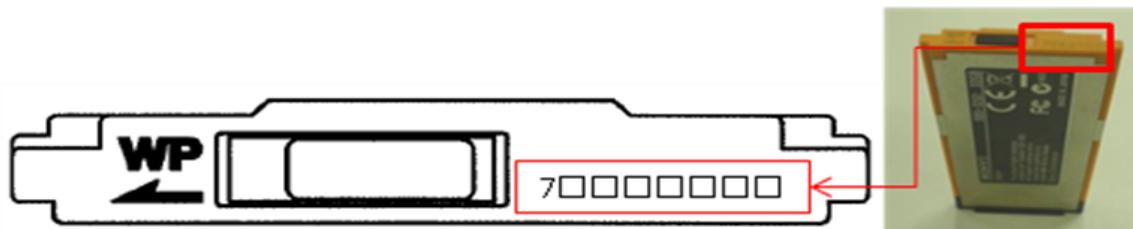
**(While shooting with SxS-1 memory card the camera will stop recording before the card is full and error message will appear)*

NOTE: SxS PRO memory cards (model names SBP-8, SBP-16, SBP-32) are NOT concerned by this announcement.

PRODUCTION LOT NUMBERS CONCERNED BY THE UPDATE:

<u>7CL</u> xxxxx - <u>7DF</u> xxxxx	<u>7DD</u> xxxxx	<u>7DF</u> xxxxx	
7CL 11001 - 7DD P1338	7DD P1341 - 7DD S1036	7DF 81291 - 7DF 81999	7DF 91191 - 7DF 91200
7DD S1050 - 7DE J1060	7DD S1038	7DF 91111 - 7DF 91115	7DF 91202
7DE J1066 - 7DF 81040	7DD S1040 - 7DD S1045	7DF 91161 - 7DF 91170	7DF 91203
		7DF 91176 - 7DF 91185	7DF 91206 - 7DF A1130
			7DF A1136 - 7DF H1105

The production lot numbers are printed alongside the write-protect switch on the SxS-1 memory card, as shown below:



If you find that you are in possession of SxS-1 memory cards with the above lot numbers, we recommend that you first back-up the content on the cards, then delete the content and send them via UPS to the address below (please refer to the shipping instructions below) so we may update the firmware on the cards. Your cards will be returned to you within approximately 4-5 business days.

If the lot number of your SxS-1 card is not listed above, then your card does not require the firmware update.

IMPORTANT: Please note that this firmware update operation erases already recorded data on SxS-1 memory cards; therefore please make sure that data back-up is made “before” the cards are sent to Sony.

Sony shall not be responsible for any damage to, or loss of, recorded data.

SHIPPING INSTRUCTIONS:

1/ Connect on www.ups.com

2/ Go to the shipping section & select ‘Schedule a collection’

3/ Answer NO to the question ‘do you have shipping labels’

4/ Enter your address’ details without entering any account number

5/ Payment information:

- Select ‘Bill to the receiver or a third party’
- Select ‘Receiver’
- Receiver’s UPS Account Number: Enter 3A987A
- Receiver’s Country: Select Belgium
- Receiver’s Postal / Zip Code: Enter 1935

6/ Service and Package Information:

- Select UPS Standard except if you are located in Greece
- Select UPS Express Saver if you are located in Greece

7/ Collection Date & Time: Enter S3200 MPE/ Chris Mattys

8/ In the field “Enter any special Instruction to the UPS Driver” enter the following information:

Delivery Address:

Sony Belgium, , bijkantoor van Sony Europe Limited

F.a.o. S3200 - Chris Mattys

Da Vincilaan 7 D1

B-1935 Zaventem

Belgium

9/ Click on NEXT until the end.

10/ Please include your details (names & exact address) in the package to make sure the card is sent back to you to the correct address.

Best regards,

Kazutaka Hasegawa



Professional Media Europe