

End User Promotion

END USER MAIL-IN REBATE			
PROMOTION PERIOD:		December 1, 2013- March 31, 2014	
ELIGIBLE PRODUCTS	Model	Quantity	End User Rebate per unit
	NEX-FS700R NEX-FS700RH NEX-FS100U NEX-FS100UK	1	The Metabones EF Lens to Sony NEX Smart Adapter Lens (MARK II), Suggested list price of \$399.99



The Metabones EF Lens to Sony NEX Smart Adapter offers the following features with the NEX-FS700/100 Camera System:

- Use of EF lenses and EF-S lenses compatibility ^{*1}
- True electronic integration of aperture diaphragm - let the NEX- FS700 automatically choose the aperture in “P” or “S” exposure modes. You can also “dial in” the aperture on the camera in A or M modes.
- The Metabones Smart adapter 2 is powered by NEX-FS700 body. No external power source required.
- “Wide open button” (the opposite of depth-of-field preview function) enables easy manual focusing.
- The supplied tripod adapter is detachable
- High performance 32-bit processor and efficient switched-mode power supply

^{*1} For more information on the Metabones EF Lens to NEX Smart Adapter and current lens compatibility charts, please see <http://www.metabones.com/product/sony-nex/mb-ef-e-bm2-detail>

End Users can receive a Metabones EF Lens to Sony NEX Smart Adapter (MARK II), after purchases of a Sony NEX-FS700U, NEX-FS700UK, NEX-FS100U and the NEX-FS100UK series Professional Camcorder during the promotion period from a Sony Authorized Reseller, Reseller of a Sony Authorized Distributor or directly from Sony. Eligible product must be ordered by and shipped to the end user within the promotion period in order to qualify for this rebate.

For a listing of Sony Authorized Resellers or Resellers of a Sony Authorized Distributor, please visit: www.sony.com/professional. Click on "Find a Reseller", search by zip code.

TO RECEIVE THE REBATE BY MAIL:

1. End User must purchase Sony NEX-FS700U, NEX-FS700UK, NEX-FS100U and THE NEX-FS100UK series Professional Camcorder during the promotion period from a Sony Authorized Reseller, Reseller of a Sony Authorized Distributor or Direct from Sony. Eligible product must be ordered by and shipped to the end user within the promotion period in order to qualify for this rebate.
2. End User must fill out online rebate claim form at www.sony.com/prorebates.
 - a. Click on "Get Your Rebate"
 - b. Locate this rebate promotion by searching by Product Manufacturer: Sony Electronics, Inc. or by **Promotion Code 130135B**.
 - c. Complete the online claim form.
 - d. Follow the instructions provided to submit the claim form, invoice and UPC code to the claim submission address.
3. End User must send printout of completed online form, entire **ORIGINAL** UPC product code label from the box of the Sony NEX-FS700U, NEX-FS700UK, NEX-FS100U and THE NEX-FS100UK purchased (**photocopies of UPC not accepted**), and a copy of purchase invoice from the same Sony Authorized Reseller, Reseller of Sony Authorized Distributor or Sony to Sony Award Headquarters at the following address, postmarked no later than April 30, 2014.

**Sony Award Headquarters
Promotion Code 130135B
PO Box 540003
El Paso, TX 88554**

Terms and Conditions:

End Users can receive The Metabones EF Lens to Sony NEX Smart Adapter (MARK II) via mail in-rebate. Offer valid on purchases of eligible product from December 1, 2013 through March 31, 2014. Eligible models must be ordered from a Sony Authorized Reseller or directly from Sony and shipped to end user customer within the promotion period to be eligible for rebate. Please allow 8-10 weeks following postmark of properly completed submission. All claims must be submitted online and all supporting paperwork for claims must be postmarked no later than April 30, 2014. Submission must include serial number and copies of dated purchase receipt/invoice and ORIGINAL UPC/serial number bar code label from the box of the eligible product (photocopies of UPC/serial number barcode label will not be accepted), and must be mailed to provided address. Limit one Metabones Smart Adapter 11 per each eligible product purchased by end-users (not for resale). The Metabones EF Lens to Sony NEX Smart Adapter 11 will not be delivered to P.O. Offer is not transferable. Offer can be combined with other offers from Sony. Sony reserves the right to request additional information to validate a claim, making it subject to U.S. postal regulations. Offer void where prohibited, taxed or restricted by law. Sony is not responsible for claims lost, damaged, or delayed in transit unless Sony has been negligent. Submitted materials become Sony property and will not be returned. Products for which rebate is claimed may not be returned (limited warranty claims excluded). Offer valid only in the continental United States, Alaska and Hawaii and excluding territories. Offer not valid on B stock, refurbished, open-box, returned, or demonstration products. Sony reserves the right to modify or cancel this offer at any time.