



## Media Advisory

8<sup>th</sup> November, 2017

### **Sony grows Imaging PRO Support Programme in Europe**

Sony today announced the expansion of its Imaging Pro Support Programme which now covers seven European countries, responding to the increasing number of professional photographers, who are switching to Sony. From January 2018, professional photographers from Denmark, Sweden, Finland and Norway will be able to apply for membership to make use of the Pro Support services offered, with a further expansion of the programme to France, Italy and Belgium scheduled for April 2018.

The Imaging Pro Support Programme offers support and advice on Sony equipment, including a special telephone helpdesk to assist professional photographers in the use of their  $\alpha$ -camera equipment. Professionals also benefit from free collection and return services and complimentary replacement units while their equipment is repaired. Additionally, members are entitled to free image sensor cleaning and a firmware check-up, twice a year.

For eligible applicants<sup>i</sup>, membership of the European Imaging PRO Support Program is currently free. It is accessible to professional photographers who have at least two Sony  $\alpha$  camera bodies and three Sony  $\alpha$  lenses from the list of valid devices. For a list of eligible products, please consult [this list](#).

Imaging PRO Support is currently available in Japan, South Korea, Hong Kong, Taiwan, India, China, Russia, Canada, Germany, Switzerland, Austria, the Netherlands, the United Kingdom, Australia, Mexico, and the United States.

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<sup>i</sup> The program is intended for professional photographers. Anyone interested in becoming a member must therefore provide proof of income from photography work. Sony reserves the right to review individual cases.