

SONY

LCD Television 36M

LIMITED WARRANTY (U.S. ONLY)

SONY ELECTRONICS INC. ("SONY") warrants this product against defects in material or workmanship for the original and any subsequent end user owner(s) ("You" or "Your") for the time periods and as set forth below when purchased directly from Sony or a Sony Retailer. Under this Limited Warranty, SONY will, at its option, (i) repair the product using new or refurbished parts or (ii) replace the product with a new or refurbished product. "Refurbished" means a product or part that has been returned to its original specifications. **These are Your exclusive remedies.** SONY does not warrant that the operation of the product will be uninterrupted or error-free.

Term: Three (3) years from the original date of purchase of the product (or ninety (90) days from original date of purchase for commercial use). This Limited Warranty is transferable. However, any transfer of this product does not extend the term. **A copy of the dated receipt from Sony or a Sony Retailer or bill of sale from the original end user purchase is required to determine coverage. Online auction confirmations are not accepted for warranty verification.**

Product Coverage: Only the hardware components packaged with the Product are covered. Technical assistance for hardware or software usage and any software products are not covered. Any software is provided "AS IS" unless expressly provided for in any enclosed software Limited Warranty. When a product or part is exchanged, the original item becomes SONY's property. Any replacement product provided under this limited warranty may vary in the color and/or cosmetic design from the original product and may not include any original engraving or similar customization.

Instructions: You must contact SONY or an authorized servicer prior to returning any product for warranty service. SONY will not reimburse You for service performed by others. Unless otherwise instructed by SONY or an authorized servicer, You must deliver the product, freight prepaid, in either its original packaging or packaging affording an equal degree of protection to the facility specified by SONY.

For specific instructions on obtaining warranty service for your product,

**Visit SONY's Web Site: www.sony.com/support
Or call the Sony Customer Information Service Center
1-800-222-SONY (7669)**

**For an accessory or part not available from Your authorized dealer, call:
1-800-488-SONY (7669)**

If You purchased an extended service plan, please refer to the service plan for the coverage, duration and terms of service as they are not governed by this Limited Warranty.

Repair/Replacement Warranty: This Limited Warranty shall apply to any repair, replacement part or replacement product for the remainder of the original Limited Warranty period or for ninety (90) days, whichever is longer.

(See reverse for additional terms and conditions.)

Limitations: This Limited Warranty only covers product issues caused by defects in material or workmanship during ordinary consumer use; it does not cover product issues caused by any other reason, including but not limited to, (i) product issues due to acts of God or nature; (ii) misuse; (iii) accidental damage, including contact with liquid, extreme heat or foreign material; (iv) customer installation, set up adjustments or signal reception issues; (v) limitations of technology; (vi) modification of or to any part of the SONY product, including the antenna; (vii) cosmetic damage; (viii) use or installation inconsistent with the owner's manual and other SONY instruction; (ix) use of parts or peripherals not recommended by SONY; damage caused by servicing not authorized by SONY or third-party calibration; or (x) damage caused by computer or internet viruses, bugs, worms or Trojan Horses or products purchased from other than Sony or a Sony Retailer. To determine if a retailer is part of the Sony Retailer Network, please contact Sony's Customer Service Call Center or go to www.sony.com/support. This Limited Warranty does not cover up to .01% pixel outages (small dot picture elements that are dark or incorrectly illuminated). A Display contains hundreds of thousands of individual pixels. Displays typically contain a small number of pixels that do not function normally.

This Limited Warranty does not cover SONY products sold "AS IS", "Open Box", "WITH ALL FAULTS" or similar notations and does not cover consumables (such as fuses or disposable batteries). SONY will not replace missing components from any package purchased "AS IS", "Open Box" or through an online auction. This Limited Warranty is invalid if the factory-applied serial number has been altered or removed from the product. This Limited Warranty is valid only on products purchased and located in the United States (excluding territories) or United States military facilities.

SONY specifically does not represent that it will be able to repair any product under this warranty or make a product exchange without risk to or loss of programs or data.

LIMITATION ON DAMAGES: SONY SHALL NOT BE LIABLE FOR ANY INCIDENTAL OR CONSEQUENTIAL DAMAGES FOR BREACH OF ANY EXPRESS OR IMPLIED WARRANTY ON THIS PRODUCT NOR SHALL RECOVERY OF ANY KIND AGAINST SONY BE GREATER THAN THE PURCHASE PRICE OF THE PRODUCT.

DURATION OF IMPLIED WARRANTIES: EXCEPT TO THE EXTENT PROHIBITED BY APPLICABLE LAW, ANY IMPLIED WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE ON THIS PRODUCT IS LIMITED IN DURATION TO THE DURATION OF THIS WARRANTY. WITH RESPECT TO COMMERCIAL PURCHASERS, ALL IMPLIED WARRANTIES, INCLUDING THE IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE, ARE EXCLUDED AND DISCLAIMED.

Some states do not allow the exclusion or limitation of incidental or consequential damages, or allow limitations on how long an implied warranty lasts, so the above limitations or exclusions may not apply to You. This Limited Warranty gives You specific legal rights and You may have other rights which vary from state to state.

No Sony reseller, agent or employee is authorized to make any modification, extension or addition to this warranty.

