

SONY



# GET 5 MOVIES IN 4K

WHEN YOU BUY ANY ELIGIBLE SONY 4K ULTRA HD TV



Buy any eligible Sony 4K Ultra HD TV (please see list of models below)\* and get a portable hard drive containing 10 amazing 4K movie titles from Sony. Five of which you can choose to view from the comfort of your own sofa on your stunning new 4K Ultra HD TV!\*\*

[www.sony.co.uk/4Kprivilege](http://www.sony.co.uk/4Kprivilege)

\*Eligible products: KD-55X9005B, KD-65X9005B, KD-79X9005B, KD-65S9005B, KD-75S9005B, KD-85X9505B

\*\*Terms and conditions apply. Promotion applies to selected models only and only whilst promotional stock lasts. 'Sony' and their logos are registered trademarks or trademarks of Sony Corporation. All other logos and trademarks are the property of their respective owners. Visit [www.sony.co.uk/4Kprivilege](http://www.sony.co.uk/4Kprivilege) for full terms and conditions. Offer ends 24th December 2014.

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# 1



## Prior to registration

During the registration process, you will be asked to provide the model name, serial number and Device ID of your Sony TV. Please find the instructions below to retrieve your Device ID:

- 1- Press the "Home" button on the TV remote control
- 2- Select the "?" icon and the "Help" menu will appear
- 3- Select "Customer Support"
- 4- Select "System Information"
- 5- A screen displaying the system information will appear: the Device ID is a 12-character code, made up of 6 pairs of numbers and/or letters e.g. B1:23:45:6D:78:E9.  
The characters can be 0 (zero), 1, 2, 3, 4, 5, 6, 7, 8, 9, A, B, C, D, E, or F.

For further help, a step-by-step guide can be found on our registration page.

Please note we will also require a valid proof of purchase to confirm you are entitled to receive the hard drive.

# 2



## Register online to redeem your hard drive

Please visit [www.sony.co.uk/4Kprivilege](http://www.sony.co.uk/4Kprivilege) and complete the registration form **before 31st January 2015** (registration is mandatory to receive your product).

Once you have completed your online registration, a "Thank you" page will appear on screen, confirming that your details have been well received and informing you of your participation code. You will also receive a confirmation email.

# 3



## To claim your product

You are given two possibilities:

1. Save time and upload your proof of purchase on the redemption website
2. Or send a copy of your proof of purchase by post together with a print out of the "thank you" page or the confirmation email.

All instructions will be given when you receive the confirmation email after completing the registration.

# 4



## Please note

All required documents listed above are mandatory.

If one document is missing, your claim will be rejected.

The HDD must be activated, an account created and movies unlocked by 30th September 2015. Once unlocked, the films will be available to view until 30th September 2016. After 30th September 2016 the films are no longer available to watch.

For Frequently Asked Questions please visit:

[www.sony.co.uk/4Kprivilege](http://www.sony.co.uk/4Kprivilege)

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See full version on [www.sony.co.uk/4Kprivilege](http://www.sony.co.uk/4Kprivilege)

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