



September 21, 2010

RE: SxS-1 Memory Card Firmware Upgrade for MXF Recording Compatibility

Dear Valued Sony Pro Media Customer:

The purpose of this announcement is to inform you of a firmware upgrade for your **SxS-1 Memory Card (MODEL: SBS-32G1)**. This upgrade is required to enable customers who use Sony solid state memory MXF compatible hardware (e.g. PMW-500 or PDBK-MK1) to record in the MXF mode using the older SxS-1 cards, model SBS-32G1. The upgrade is free of charge.

*\*NOTE: The newer SxS-1 cards, models SBS-32G1A/SBS-64G1A (coming October 2010), and all SxS PRO models, are MXF compatible and do not require this upgrade. XDCAM EX hardware\* (e.g. PMW-EX1, PMW-EX3, PMW-EX30, PMW-EX1R, PMW-350, PMW-320, and PXU-MS240), that does not support MXF recording, does not require this upgrade to use the older SxS-1 cards, model SBS-32G1.*

To upgrade your SBS-32G1, please first back-up the content on your cards, then delete the content and send them, via Purolator Toronto Acct# 11939692, Montreal # 1308871, Vancouver # 477453 to one of the locations listed below so we can update the firmware on the cards. Your cards will be returned to you within 3-5 business days.

**SHIPPING ADDRESS**

Sony of Canada, Ltd.	Sony of Canada, Ltd.	Sony of Canada, Ltd.
ATTN: Norbu Tsering	ATTN: Conrad Goff	ATTN: Gilles Hamel
115 Gordon Baker Road,	65 North Bend Street,	7955 Trans-Canada,
Toronto. ON. M2H 3R6	Coquitlam, BC. V3K 6N9	St-Laurent, QC. H4S 1L3
(416) 718-5054	(604) 945-2320	(514) 956-6522

**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.*

**SONY**

If you or any recipient of this notice have any questions or need assistance in connection with this matter, please call Sony's Factory Service Centre support hotline at (416) 499-5500 and one of our customer service representatives will assist you.

Thank you for your cooperation.

Yours truly,

Raj Rawana  
Vice President  
Sales & Marketing B2B Solutions Group.  
Sony of Canada, Ltd.