

Premium Services

Fun / Learn / Support

We offer you Premium Services of different Sony's products with service schemes include extension of product warranty & purchase of value-added services at discount, which allow you to enjoy a higher quality and more comprehensive services of product support.

My Sony member and subscribe "My Sony Subscription" can enjoy 20% discount

	Premium Services				
	1-Year Plan(HK\$)	2-Year Plan(HK\$)	20% Discount 1-Year Plan(HK\$)	20% Discount 2-Year Plan(HK\$)	
Alpha Interchangeable-Lens Cameras (E mount) :					
APS-C models (e.g. ILCE-5/6 series, ZV-E10, ILME-FX30)	\$590	\$1,060	\$472	\$848	
Full Frame models (e.g. A7 series)	\$890	\$1,590	\$712	\$1,272	
Full Frame models (e.g. A9 series, A1 series)	\$1,990	\$3,580	\$1,592	\$2,864	
Full Frame models (e.g. ILME-FX3 & ILME-FX6V)	\$2,990	\$5,380	\$2,392	\$4,304	
Lenses (E mount) :					
Lenses (^ listed retail price below \$10,000)	\$490	\$880	\$392	\$704	
Lenses (^ listed retail price \$10,000 or above)	\$790	\$1,390	\$632	\$1,112	
Cyber-shot Digital Cameras :					
DSC-RX10 series / DSC-RX100 series	\$790	\$1,390	\$632	\$1,112	
ZV-1 series	\$590	\$1,060	\$472	\$848	
Walkman® Digital Music Players :					
Signature series (e.g. NW-WM1AM2, NW-WM1ZM2)	*Not applicable for MDR-Z1R	\$890	N/A	\$712	N/A
ZX-series		\$590	N/A	\$472	N/A
A-series (e.g. NW-A306 series)		\$290	N/A	\$232	N/A
Xperia Mobile Phone :					
Xperia Mobile Phone (Only apply to models released at or after 2023, e.g. Xperia 1 V & Xperia 10 V)	\$790	N/A	\$632	N/A	
Home Entertainment :					
Sound bar					
Blu-ray Disc Player	\$590	N/A	\$472	N/A	
BRAVIA LCD/**OLED TV					
	22" - 39"	\$390	N/A	\$312	N/A
	40" - 45"	\$790	N/A	\$632	N/A
	46" - 50"	\$990	N/A	\$792	N/A
	51" - 60"	\$1,990	N/A	\$1,592	N/A
	61" - 75"	\$2,990	N/A	\$2,392	N/A
	(70" - Only apply to models released at or after 2014)				
	76" - 85"	\$4,990	N/A	\$3,992	N/A

Remarks 1. All prices, models and discounts are subject to system.

**OLED TV's are susceptible to permanent image retention due to the characteristics of the materials used. Image retention may occur if images are displayed in the same location on the screen repeatedly or over extended periods of time. This is not a malfunction of the TV and not covered by warranty.

^ Listed retail price will be subject to the current retail price as suggested by Sony, please visit Sony website for the related information.

Premium Services includes:	Extension of Product Warranty	Up to 50% discount to enjoy value-added services
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For Premium Services purchase and applicable models, please contact Sony Customer Hotline at 2833 5129 or <https://www.sony.com.hk/premiumservices/>