

September 27, 2019

Extended: Enhance Your Image Promotion

Program Period: October 1, 2019 through March 31, 2020

TO: All Channels

REF: 19-043ALL



A Limited Time Offer for Owners of Competitor Cameras!

End users ready to enhance their image and upgrade to JVC professional video products GYHM890 series camera, JVC is offering an incentive of \$750.00 to existing owners of competitor shoulder mount or studio camera.

For each qualifying competitor shoulder or studio camera currently owned, JVC will provide a discount from invoice for the purchase of a new GY-HM890U, GY-HM890CHU, GYHM890L17, GYHM890F18, GYHM890F18E or GYHM890F20 ProHD camcorder.

Complete details and terms appear on the attached redemption certificate.

The promotional bonus is available on a one-for-one basis according to the following schedule:

Customer Currently Owns:	Incentive available toward new purchase:
<ul style="list-style-type: none">Any competitor shoulder or studio camera	<ul style="list-style-type: none">\$750.00 toward GY-HM890U, GY-HM890CHU, GYHM890L17, GYHM890F18E or GYHM890F20

It's easy for owners of competitor cameras and our ProHD resellers to enjoy this limited-time benefit: When owners of eligible competitor video products purchase a new GY-HM890 model during the program period, they may claim the bonus directly from JVC by submitting a purchase order along with completed redemption form and proof of prior ownership.

Proof of prior ownership is a photograph of the current product's model name plate with legible serial number.

Applies to new GYHM890 orders only. All current GYHM890 series promotions and programs apply.

Enhance Your Image \$750 Promotion

REDEMPTION FORM

To qualify for this program, you must provide proof of ownership of a qualifying competitor professional video product *listed on this form and purchase a JVC ProHD GY-HM890U, GY-HM890CHU, GYHM890L17, GYHM890F18, GYHM890F18E or GYHM890F20 camcorder between October 1, 2019 and March 31, 2020.

To receive the \$750 discount from invoice, you must fill out this form completely and send it along with your purchase order and proof of existing ownership as described below.

This promotion is valid only within the U.S. or Puerto Rico, where permitted by law.

Proof of existing ownership: You must provide a photograph of your existing competitor professional video product serial number plate with legible serial and model numbers.

JVC reserves the sole right to determine the eligibility of the product purchase and ownership and may ask for further documentation. JVC reserves the right to change or cancel this program at any time.

USE ONE CLAIM FORM FOR EACH QUALIFYING UNIT PURCHASED

Please type or print:

Name _____

Organization name _____

Street address _____

City _____ State _____ Zip _____

Phone number _____

E-mail address _____

NOTE: Shipping location must be within the U.S. or Puerto Rico.

Qualifying model currently owned**:

Model number _____ Serial number _____

**Only one (1) incentive claim permitted for each qualifying product owned.

***ELIGIBLE MODELS:**

Any competitor shoulder mount or studio camera/camcorder