

## The Sony $\alpha$ Range

### Beginner cameras

*Made for serious fun*

- Brilliantly easy to use
- Light, compact and stylish
- SteadyShot INSIDE

### Intermediate cameras

*All-round performance*

- High resolution Exmor™ CMOS sensor
- Quick shooting responses
- Auto HDR for beautiful creative effects

### Advanced cameras

*Full-frame sensor imaging*

- 24.6 effective MP Exmor™ CMOS sensor
- Ultra-bright optical viewfinder
- Responsive, accurate autofocus

### Terms and Conditions

1. This offer is open to people that have purchased a Sony  $\alpha$  Digital SLR camera at participating outlets in the Republic and Northern Ireland only.
2. Persons that wish attend the Sony  $\alpha$  Training will need to register through [www.sony.ie/dslrtraining](http://www.sony.ie/dslrtraining) and produce a voucher and till receipt at the day of the training.
3. Vouchers for the free training should be received when purchasing your  $\alpha$  Camera.
4. Vouchers are non transferable and cannot be exchanged for cash or any other training courses.
5. Only 1 voucher and proof of purchase receipt will be accepted on the day of registration per person. No photocopies and/or duplicates will be accepted.
6. Only one person may register per purchase.
7. Dates and availability of the  $\alpha$  Digital SLR training will be sent to the email address used in registration.
8. Please note that training dates are subject to change and subject to availability.
9. The location of training is subject to change based on demand and availability.
10. This offer runs for a limited period.
11. Please visit [www.sony.co.uk/privacy](http://www.sony.co.uk/privacy) for details of the Sony privacy policies.

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## Free Training Course worth €300\*

*'See inside for details'*



*\*Price based on hourly rate listed on [www.podgekelly.com](http://www.podgekelly.com)*



## Digital SLR Training with *Podge Kelly*



The essence of this consumer training promotion is to provide an easy to understand course that will equip all attendees with the basic knowledge to explore and delve further into the world of Digital Photography. The training will be conducted by Podge Kelly who is an internationally recognised trainer and photographer that has over 30 years industry experience. Podge holds several advanced photographic qualifications:

**FIPF** - *Fellowship of the Irish Photographic Federation*  
**EFIAP** - *Excellence of the Federation Internationale de L'Art Photographique*  
**LSWPP** - *Licentiate of the Society of Wedding and Portrait Photographers*

Visit [www.sony.ie/dslrtraining](http://www.sony.ie/dslrtraining) to register for the training

The training course is valued at €300\* and is available with purchases of all Sony  $\alpha$  Digital SLR cameras in participating stores

\*Price based on hourly rate listed on [www.podgekelly.com](http://www.podgekelly.com)

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## Sony Digital SLR Training Course

An introduction to Digital Photography which provides a comprehensive guide through the specific capabilities, specifications and terminologies needed to get the best from your Sony  $\alpha$  camera. An explanation of the principles of photography including:

- Exposure
- ISO
- Shutter speed
- Aperture
- Depth of Field
- Metering and White Balance

The training is designed to encourage active participation and Podge will facilitate and answer any photography related questions in order to maximise the value of the sessions for attendees.

For more details on Podge Kelly please visit [www.podgekelly.com](http://www.podgekelly.com)

For more details on the Sony Digital SLR range of Cameras and Lenses please visit [www.sony.ie/hub/dslr](http://www.sony.ie/hub/dslr)

