

## OFFICIAL ADVISORY

### Why Use **GENUINE** UPP-110 Print Media from Sony?



Sony's thermal print media is designed to match the mechanical characteristics of Sony's printers. The use of fake or third-party media in your Sony printer may cause irreversible damage to the thermal head. Your choice of thermal print media can make the difference between achieving high-quality and dependable printing, versus the risk of serious printing problems occurring at critical moments. Genuine Sony print media is developed with patented technologies designed to bring out the best in your Sony printer and get the optimal, reliable results that you desire.

### Circulation of **FAKE** UPP-110 Media/ **THIRD PARTY** product

There has been a circulation of fake UPP-110 media/ third party product in the form of:

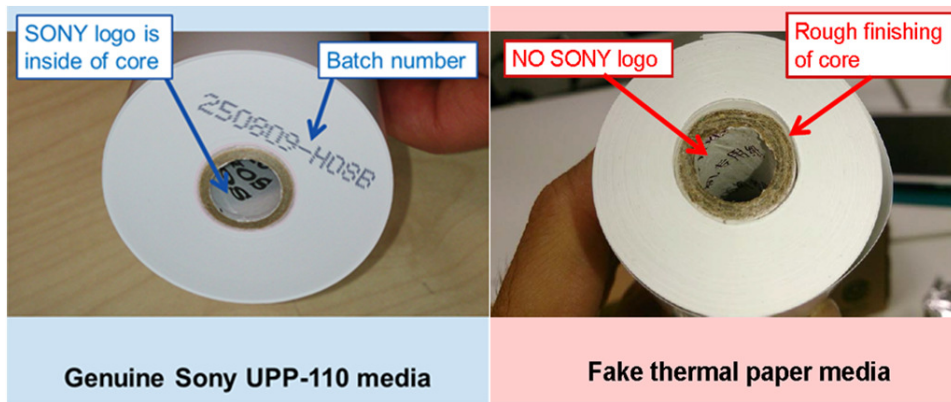
- × Fake Sony Products (bearing the Sony brand and/or UPP-110 model number on the product/packaging)
- × Third Party Products (NOT bearing the Sony brand or UPP-110 model number, but have very similar external product/packaging appearances)

Users of fake UPP-110 media/ third party media risk printer damage, inferior print quality and disruption to critical operations. You are our valued customer, and we strongly encourage you to use only genuine Sony UPP-110 media to safeguard your vital operations and equipment.

There are a few subtle differences that separate fake media from genuine ones, which we would like to point out for your benefit:

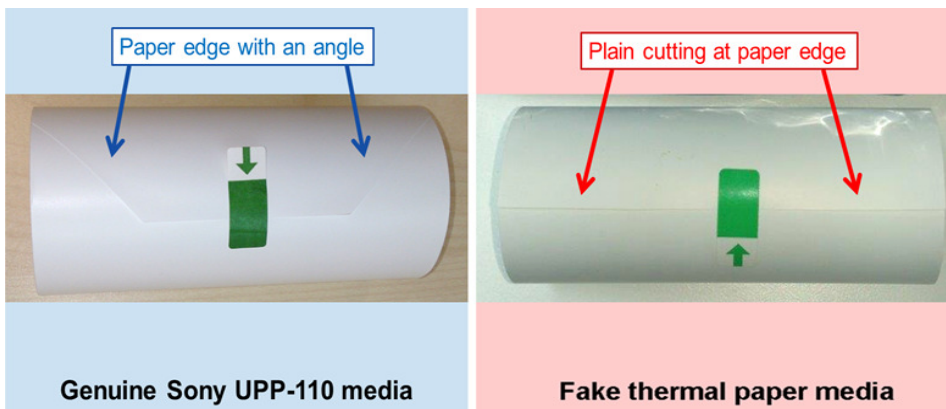
## Core of Individual Roll

For the individual roll, the core of genuine UPP-110 media will display the Sony logo and should not have any rough finishing which could potentially jam your printer's paper feeding.



## Paper Edge of Individual Roll

The paper edge of a new individual roll of genuine Sony UPP-110 media is precisely cut and folded at an angle.



## Only Use **GENUINE** UPP-110 Print Media from Sony

We hope that this advisory will be helpful to you in identifying genuine UPP-110 media from Sony, and to take necessary precautions to avoid using fake media. Your decision to use Sony's genuine print media will ensure high-quality and dependable printing, achieving the exceptional results expected by your customers. The quality of your printed images provides image accuracy and assures a long-lasting visual record.