

Subject: Failure of re-engineered optical block on KDF-55WF655?

Date: Sunday, September 20, 2009 3:52 PM

From: Steven Linke <[REDACTED]>

To: <Philip.Petescia@[REDACTED]>

Mr. Petescia,

I purchased a KDF-55WF655 in December of 2004 for \$3,000 (Serial Number [REDACTED]). The optical block was replaced in July of 2007 (after ~6,000 hours of usage) due to the blue blob/haze problem under Sony's warranty extension program. At that time, I was told that the block had been re-engineered to fix the defects that led to the problem. However, in August of 2009 (after ~7,000 more hours of usage), the problem became evident again. These TVs and the replacement optical blocks clearly contain inherent latent defects that result in degradation of parts within the optical block that inevitably leads to the appearance of visual anomalies within 1 to 4 years, depending on the frequency of usage.

Sony's warranty extension expired in December of 2008, but I would argue that the implied warranty of merchantability rights afforded me by the State of California are being violated by Sony. I have attached a demand letter I recently sent to your Executive Review Committee, if you are interested in more detail. However, Sony Customer Relations has offered me nothing more than a few hundred dollars off the very expensive repair or a new TV, neither of which is acceptable (Event Number E [REDACTED]).

My next step is to file a lawsuit against Sony, unless Sony cares to honor one of the requests in my demand letter. I have already filled out all of the paperwork for the lawsuit, and all that remains is filing it with the San Diego County Clerk of Court. In addition to the content in my demand letter, I have obtained statements from numerous Sony customers with the same problems, including a copy of an email that came from you stating that the replacement optical blocks had been re-engineered. You sent this email to another customer who bought the same model TV as me, and who had at least three optical block replacements, including one after the warranty extension. In addition, as soon as I file the lawsuit, I will be serving a subpoena to Sony for documentation on the original design, alleged re-engineered design, and the quality testing that was associated with these designs.

As a guide to other customers, I created a web site describing the problems that apparently afflict every Sony rear-projection LCD model. This web site receives hundreds of hits per day, and traffic is on the increase:

<http://sites.google.com/site/sonylcdrptvproblems/>

The deeper and deeper Sony has taken me into this process, the more extensive I have made the web site. It is ridiculous that I have had so many problems with a \$3,000 TV, and that Sony seems to be treating these things as huge disposable hunks of plastic,

metal, and electronics after just a few years of usage. Sony should be embarrassed over the whole debacle.

Sincerely,
Steven P. Linke, Ph.D.

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