

**Bulletin**

**DATE:** OCTOBER 29, 2005 **05-0563**  
**TO:** DIRECT SALES PERSONNEL  
**FROM:** MINA ENOKIDA  
**SUBJECT:** BKMFW50 NETWORK MEDIA CARD INTRODUCTION (DIRECT)

Sony is proud to add the new BKM-FW50 to our rich line of IP networking solutions for the FWD Flat Panel line.

PRODUCT NAME	DESCRIPTION	LIST PRICE & SPPG*	SHIPPING DIMENSION/WEIGHT	UPC CODE	AVAILABILITY
BKM-FW50	Network Media card	\$699.00	7x5.4x8.6" 1.4 LB	027242681347	November 5, 2005

*\*Suggested Profit Picture Guideline. Actual selling price may vary.*



The BKM-FW50 is a Network Media Card with a SD compact flash slot for cost effective digital signage solutions. Primarily for Mom & Pop shop to medium sized installs. It fits right into the display with simple automatic operation.

- Low cost solution
- Easy set up with no additional software needed.
- Local playback from SD Compact Flash card (card not included)
- Network streaming play
- Auto slide show mode using MPEG2, and/or JPEG with MP3 background audio
- PC presentation mode
- Auto content refresh
- Aspect ratio control, including auto-detect, 16:9 or 4:3 modes

## BKMF50 NETWORK MEDIA CARD INTRODUCTION (DIRECT)

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**Suggested Applications:** \*Digital signage / POI: Mom & pop shop to medium sized installs. Set up one display or a network of displays to playback images and video locally or stream over a network.

Internal card solution makes a low cost and easy to install digital signage solution. With stand-alone operation, nothing but power to display is needed for adding the impact of digital signage a business of any size.

Using auto-start mode, the internal timer will automatically turn on display and start the digital signage playlist. At the end of the day, the timer will turn off the display.

**Features and Benefits:**

-Simple Stand-Alone Operation

- \*Network configuration optional - no need for proprietary software! Uses Microsoft Internet Explorer compatible browser 6.0 or greater
- \*Supported Media: MPEG2, JPEG, GIF, PNG, BMP and MP3
- \*Easily transfer files from PC to Compact Flash for local playback
- \*Presentation automatically starts at power on using monitor timer function
- \*Auto content refresh feature allows units installed on network to be scheduled for automatic download of new content for local playback.
- \*Remotely manage files and folders stored on local memory card.

-Network Streaming Operation

- \*Configure and manage the display remotely across IP Network
- \*Monitor status and control from remote locations
- \*PC Presentation mode - Display your PC screen over IP to the display
- \*With optional ID TALK or MMStation software, using SNMP protocol you can monitor and control multiple displays. This function provides the ability to read and write the display registers with specific values such as color temp and gamma. ID TALK and MMStation are available from Sony

Service.

**Specifications:**

Video Output	Card Slot (direct to display)
Audio Output	Card Slot (direct to display)
Networking	10/100Base-T LAN
Network Input	RJ45
Control Output	Card Slot (direct to display)
Video Resolution	XGA
Video Format Supported	MPEG2
Graphic Format Supported	JPG, GIF, PNG, BMP
Audio Format Supported	MP3, MPEG2 (embedded audio track)
Network Protocol Supported	TCP/IP, SNMP
Storage (HDD/Flash)	CF Type II, Compact Flash, MicroDrive (not supplied)
Control Interface Web-based	Yes (Internet Explorer 6.0 or better)
Controlling Software	Web Page
Other	Streaming playback, local file playback, store files locally from server. Automatic start programmed by web page or remote commander. JPG slideshow with MP3 audio track. Remote PC presentation with downloadable VNC software.
Products Supported	Current FWD-42PV1 and the new FWD50PX2, FWD40LX1 and FWD32LX1R.

For more information, visit our website at [www.sony.com/displays](http://www.sony.com/displays)

Brochures available in Comac:

- #D324: Plasma and LCD brochure with **solutions**
- #D313: Projectors & Plasma - Age of Digital Networking  
~how Sony is impacting the digital signage market

If you have any questions, please contact your Sony Account Manager.

Good Selling!

Mina Enokida, Marketing Manager  
IT and Professional Displays Marketing, HPD, Sony

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