

**Bulletin**

DATE: APRIL 15, 2007 07-0151

TO: PROFESSIONAL IN-COUNTRY RESELLERS (NTSC)
PROFESSIONAL IN-COUNTRY RESELLERS (PAL)
PROFESSIONAL VIDEO PRODUCTS EXPORT DISTRIBUTORS (NTSC)
PROFESSIONAL VIDEO PRODUCTS EXPORT DISTRIBUTORS (PAL)

FROM: MARK BONIFACIO

SUBJECT: INTRODUCTION OF THE LMD-2450W, LMD-2050W AND LMD-2030W LUMA
SERIES PROFESSIONAL VIDEO MONITORS

Sony is pleased to announce the next generation of the LUMA™ series professional video monitor product line. The next generation will include three (3) models which will be introduced and showcased to the public at the NAB show in April. The new models are the LMD-2450W, LMD-2050W and LMD-2030W. These models will all be available for delivery within May 2007. Further details are below.

The LMD-2450W is a 24-inch (viewing area measured diagonally) wide screen model with WUXGA (1920x1200) resolution and is replacing the LMD-232WS. The LMD-2050W is a 20-inch (viewing area measured diagonally) wide screen model with WSXGA+ (1680x1050) resolution and is replacing the LMD-212S, LMD-172WS and the LMD-152S. Each of these models are targeted toward the higher end of broadcast and video production and are capable of multi-format signal support comprising various SD and HD formats.

In addition to the LMD-2450W and LMD-2050W base models, we will be offering a pack model bundled with the BKM-243HS HD-SDI option board. The product SKU for the bundle model will be LMD-2450WHD and LMD-2050WHD

The LMD-2030W is a 20-inch wide screen model with WSXGA+ (1680x1050) resolution and is replacing the LMD-2010 and the LMD-2020. In addition to being offered as a replacement model to the LMD-2010 and LMD-2020, the LMD-2030W features higher resolution, HD signal capability, a standard HDMI™ input, and an affordable price. All of these features make the LMD-2030W a perfect solution for the video requirements of the HDV™ professional.

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Pricing for the new models is as follows:

PRODUCT NAME	BRIEF DESCRIPTION	REPLACES	SUGGESTED LIST PRICE	PRICE	QTY	AVAIL
LMD-2450W	24" WUXGA (1920x1200) wide-screen LCD Monitor*	LMD-232WS	\$4,200.00	\$2,940.00	1	May 2006
LMD-2050W	20" WSXGA+ (1680x1050) wide-screen LCD Monitor*	LMD-212S LMD-172WS LMD-152S	\$3,000.00	\$2,100.00	1	May 2006
LMD-2030W	20" WSXGA+ (1680x1050) wide-screen LCD Monitor* with HDMI input	LMD-2020 LMD-2010	\$1,700.00	\$1,190.00	1	May 2006
LMD-2450WHD	24" WUXGA (1920x1200) wide-screen LCD Monitor*, includes BKM-243HS HD-SDI option board	LMD-232HDPAC	\$5,500.00	\$3,850.00	1	May 2006
LMD-2050WHD	20" WSXGA+ (1680x1050) wide-screen LCD Monitor*, includes BKM-243HS HD-SDI option board	LMD-172HDPAC	\$4,300.00	\$3,010.00	1	May 2006

*Viewable area measured diagonally

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Product Description: Our newest line of LUMA LCD Professional Video Monitors include the following prominent features:

Higher Resolutions for Higher Picture Quality

- LMD-2450W, WUXGA (1920x1200)
- LMD-2050W & LMD-2030W, WSXGA+ (1680x1050)

One piece design for efficient use of space

- Stand included (detachable)
- Optional rack-mount for LMD-2050W/2030W (MB-529)

Faithful Color Reproduction

- ChromaTru™: Sony's unique color management technology is factory calibrated to accurately produce SMPTE-C, EBU and ITU-709 color standards

Full 10 bit signal processing (LMD-2450W & LMD-2050W only)

- All data is converted and/or processed digitally in 10-bits
- Significant signal-to-noise ratio improvement over 8-bit processing
- Perfectly suited for HD-SDI's native 10-bit signal path

Advanced I/P Conversion (LMD-2450W & LMD-2050W only)

- 3 settings designed to meet the needs of the video professional
- Next generation technology, for accurately transposes interlaced signals to progressive signals while eliminating jagged edges
- Less than 1 frame delay

New and improved CCFL backlight system, including backlight control

- 6 level selections from 50% to 100%

New functions for LMD-2450W and LMD-2050W only include:

- Closed Caption decoding of EIA-608 standard
- Multiple Display - Picture in picture (PIP) for 16:9 images or Picture outside of main picture (POP) for 4:3 images cable of displaying:
 - Wave-Form monitoring (Y.R.G or B)
 - Audio Level Metering of 2 channel dB indicator of embedded audio
 - Side by side display of two video inputs

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Product

Description:

Additional Professional Features include:

- Color Temperature Adjustment
- Scan Size selection for video input
- Advanced Markers: Aspect, Center, Safety Area
- Blue Only Mode
- Three Color Tally: Green, Red, Amber, off
- Parallel Remote Function (modular 8-pin)
- Key Inhibit Function
- 100mm x 100mm VESA™ spacing for rack or wall mounting
- LMD-2450W and LMD-2050W only include:
 - H/V Delay
 - Monochrome Mode
 - Native Scan Size Selection for 1080i or 720P
 - Auto chroma/phase set-up
 - Auto Chroma Control (ACC) on/off selections
 - Serial Remote RS232C
 - Ethernet Remote (RJ45) for control using Sony BKM-15R
 - DC Operation using DC24V

Support of all HD/SD frame rates up to 1080/60i through video inputs

LMD-2450W and LMD-2050W support 1080/60P through DVI-D input

Multi-Format Input Versatility

- LMD-2450W and LMD-2050W
 - Standard inputs include Composite Video, Y/C, RGB/Component, HD15 and DVI-D
 - Two optional input slots that utilize
 - BKM-243HS HD-SDI / SD-SDI auto-detect (2 input, 1 output)
 - BKM-220D SD-SDI (2 input, 1 output)
 - BKM-227W Composite, Y/C (1 input, 1 output of each)
 - BKM-229X RGB/Component (1 input)
- LMD-2030W
 - Standard inputs include Composite Video, Y/C, RGB/Component and HDMI
 - SD-SDI input for use with optional BKM-320D board.

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Features and Benefits: Full features, benefits, and specifications are available on-line at www.sony.com/luma

Suggested Applications: Anywhere a high quality video monitor is needed such as video production, staging, rental, trucks & studios.
Any environment that is space and/or power limited such as a mobile truck.

Features and specifications subject to change without notice.

Please contact your local Account Manager for further information.

Good Selling!

Mark Bonifacio
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