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FROM: MARK BONIFACIO

SUBJECT: INTRODUCTION OF THE LMD-5320 LUMA SERIES LCD VIDEO MONITOR
 AND DISCONTINUATION OF THE LMD-530 LUMA SERIES LCD VIDEO
 MONITOR

Sony is pleased to announce the expansion of the LUMA™ professional video monitor product line to include the LMD-5320. The LMD-5320 is the replacement to the LMD-530 and features improved viewing angles as well as easier tilt adjustment when placed in a standard rack mount.

As a result of this introduction, the LMD-530 will be discontinued when remaining inventory is depleted.

PRODUCT NAME	BRIEF DESCRIPTION	SUGGESTED LIST PRICE	RESELLER PRICE	QTY	AVAIL
LMD5320	3 x 5.6 Inch LCD Video Monitor (viewable area, measured diagonally)	\$2,050.00	\$1,435.00	1	Nov
			\$1,414.50	2-9	
			\$1,394.00	10+	

**INTRODUCTION OF THE LMD-5320 LUMA SERIES LCD VIDEO MONITOR AND
DISCONTINUATION OF THE LMD-530 LUMA SERIES LCD VIDEO MONITOR
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Product Description: The LMD-5320 is a 3RU rack mountable LCD Video Monitor suited for OB vehicles and studios. The monitor is compact and lightweight. The display accommodates optional plug-in cards for SDI that can be added at any time, providing customers with a cost effective and easy way to reconfigure the monitor to accept additional signal formats.

<u>Features</u>	<u>Benefits</u>
High Brightness/ High Contrast Panel	<ul style="list-style-type: none">• Can be utilized under various lighting conditions
Rack-Mountable	<ul style="list-style-type: none">• 3RU Rack Mount Size
Lightweight/ Thin	<ul style="list-style-type: none">• Less than 2 inches deep• Minimal space requirements• Low power consumption• Low heat generation
NTSC/PAL Operation	<ul style="list-style-type: none">• Monitor displays NTSC or PAL, using automatic detection
SDI Option	<ul style="list-style-type: none">• SDI can be added per monitor at any time the BKM-320D, optional SDI input module
Tilt Function	<ul style="list-style-type: none">• Can be tilted for up and down for comfortable viewing angle
Three Color Tally	<ul style="list-style-type: none">• Tally lamps in red, green or amber and can be operated with remote function.
DC Operation	<ul style="list-style-type: none">• Flexible operation
Supplied Accessories:	<ul style="list-style-type: none">• AC power adaptor, AC power adaptor holder, operation manual, AC power cord

All other product information can be obtained from the Sony web site at <http://www.sony.com/luma>

Features and specifications subject to change without notice. Non-metric weights and measurements are approximate

Please contact your local Account Manager for further information.

Good Selling!

Mark Bonifacio
Marketing Manager
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