

DATE: AUGUST 29, 2005 **05-0427**

TO: SECURITY MASTER STOCKING DISTRIBUTOR
SECURITY SYSTEMS SALES REPRESENTATIVES

FROM: SEAN MATSUOKA

SUBJECT: INTRODUCTION OF NEW PROFESSIONAL LCD DISPLAY
DISCONTINUATION OF SSM-14L1 and SSM-20L1

Sony is pleased to announce the introduction of the **NEW LMD-1410SC** professional LCD monitor.

Because of the quick trend shift from CRT to LCD in the display industry, the customer's requirements for professional LCD video monitors becomes stronger and stronger. LMD-1410SC and is planned as the successor of SSM-14L1 (viewable area measured diagonally). They have the basic functions which SSM series monitors are equipped with.

Main Features:

- 1- Excellent Picture Quality
 - 1-1. VGA (640 x 480) Panel for NTSC signal: These monitors are NTSC signal dedicated models so that VGA (640 x 480) panel realizes the natural picture reproduction of NTSC signal
 - 1-2. Excellent Brightness and Contrast: Sony's LCD panels have excellent performance regarding brightness and contrast
LMD-1410SC
Brightness: 500 cd/?
Contrast: 1000:1
 - 1-3. Wide Viewing Angle: LCD panels used in LMD-1410SC have a wide viewing angle of 170 degrees, horizontally and vertically, with minimal reduction in picture contrast.
- 2- Versatile Input Signals: LMD-1410SC accept versatile input signal, ex. Composite, Y/C, Component and RGB.
- 3- Professional Functionalities
 - 3-1. Parallel Remote (Modular 8-pin): Parallel remote function is available via 8-pin connector and the pin assignments can be set from the On-Screen Menu.

**INTRODUCTION OF NEW PROFESSIONAL LCD DISPLAY
DISCONTINUATION OF SSM-14L1 and SSM-20L1
BULLETIN #05-0427**

Page Two

- 3-2. Color Temperature Adjustment: The color temperature can be selected at two presets (HIGH, LOW) and the USR data can be set between 5,000K and 10,000K (*HIGH: Approx. 9,300K, LOW: Approx. 6,500K)
- 3-3. Versatile Scan Mode
 - 1) Normal Scan: Picture size is magnified 5% and the central area of the picture is displayed on the screen.
 - 2) Under Scan Mode: Picture size is reduced 3% and the entire active picture is displayed on the screen in order to permit checking.
- 3-4. Gamma Selection: Five gamma presets can be selected.
- 3-5. Setup level for analog component and NTSC signal: Set-up level of component signals or NTSC signals can be selected varying locally.
- 3-6. Control on Contrast, Bright, Chroma, Phase and Aperture: The value of Contrast, Bright, Chroma, Phase and Aperture can be finely adjusted by the control function on the menu.
- 3-7. Selectable Scan Size for video input: The aspect ratio can be switched between 16:9 and 4:3 according to input signals.
- 3-8. Monaural Audio Speaker: The monaural audio speaker (0.5W) is on the front vessel of the monitor.
- 3-9. Key Inhibit: Makes it possible to lock the setting on the front panel so that it cannot be changed by an unauthorized user.
- 3-10. VESA Mounting: VESA standard 100mm hole spacing allows easy mounting on an arm, wall or from the ceiling

Pricing:

MODEL	SUGGESTED LIST PRICE	MSD PRICE	AVAILABILITY
LMD-1410SC	\$880.00	\$545.60	August 29, 2005

Features and specifications subject to change without notice. Please contact your local Sony Regional Sales Manager for more information.

**INTRODUCTION OF NEW PROFESSIONAL LCD DISPLAY
DISCONTINUATION OF SSM-14L1 and SSM-20L1
BULLETIN #05-0427**

Page Three

Please be informed that effective immediately, the following products will be discontinued:

PRODUCT NAME	INVENTORY STATUS	REPLACEMENT PRODUCT	DISCON TIMING
SSM-14L1	0 pcs	LMD-1410SC	Effective Immediately
SSM-20L1	0 pcs	LMD-2010SC (January '06 ex- factory)	Effective Immediately

All pieces are on a first-come, first served-basis.

Good Selling!

Sean Matsuoka
Marketing Manager
Sony Security Systems
Broadcast and Business Solutions Company

You have received this email advertisement because you have indicated a desire to receive communications from Sony Electronics regarding products, promotions, updated information and services.