



**DATE:** DECEMBER 29, 2004 04-0698

**TO:** BPSD RESELLERS  
AUDIO DUPLICATION PRODUCTS RESELLERS  
CONFERENCING PRODUCTS RESELLERS  
DIGITAL PHOTOGRAPHY PRODUCTS RESELLERS  
LEARNING SYSTEMS PRODUCTS RESELLERS  
MEDICAL SYSTEMS RESELLERS  
MEDICAL SYSTEMS RESELLERS NATIONAL ACCOUNTS  
SECURITY SYSTEMS RESELLERS  
CONFERENCING PRODUCTS DISTRIBUTORS  
SECURITY MASTER STOCKING DISTRIBUTORS  
VISUAL IMAGING PRODUCTS DISTRIBUTORS  
MEDICAL SYSTEMS INTEGRATORS  
MEDICAL SYSTEMS INTEGRATORS NATIONAL ACCOUNTS  
FLAT PANEL DISPLAY PRODUCTS DISTRIBUTORS  
CIS A/V SPECIALISTS  
RESELLER SYSTEM INTEGRATOR  
DIRECT SYSTEM INTEGRATOR

**FROM:** MARK BONIFACIO

**SUBJECT:** INTRODUCTION OF THE LMD-1410, LMD-1420, LMD-2010, LMD-2020  
LUMA LCD PROFESSIONAL VIDEO MONITORS

Sony is pleased to announce the expansion of the LUMA™ LCD professional video monitor product line to include four new models, the LMD-1410, LMD-1420, LMD-2010 and LMD-2020. The bar has been raised on LCD monitors optimized for video.

The LMD-1410 and LMD-2010 are LCD replacements for the current PVM-14L1 and PVM20L1 CRT Monitors. The LMD-1420 and LMD-2020 are LCD replacements for the current PVM-14L2 and PVM-20L2 CRT Monitors. The PVM14L1, PVM14L2, PVM20L1 and PVM20L2 are being discontinued as of March 31, 2005 or when inventory expires.

The functionality of the new LMD models is similar to their PVM replacement. By employing the latest high quality LCD panel, we offer a picture with high contrast and a wide viewing angle. The 640x480 dot VGA LCD panel provides an accurate translation of interlaced to progressive

**INTRODUCTION OF THE LMD-1410, LMD-1420, LMD-2010, LMD-2020 LUMA LCD  
PROFESSIONAL VIDEO MONITORS**

**BULLETIN #04-0698**

**Page Two**

SD signals. Incorporating an all-in-one design, we are able to achieve a monitor that is slim, light and compact. Control buttons, input and output and the monitor stand are all included in the one piece design.

<b>PRODUCT NAME</b>	<b>BRIEF DESCRIPTION</b>	<b>SUGGESTED LIST PRICE</b>	<b>RESELLER PRICE</b>	<b>QTY</b>	<b>PLANNED AVAILABILITY</b>
LMD-1410	14" LCD Monitor*	\$770.00	\$546.70	1	February 2005
			\$539.00	2-9	
			\$523.60	10+	
LMD-1420	14" LCD Monitor*	\$1,495.00	\$1,061.45	1	February 2005
			\$1,046.50	2-9	
			\$1,016.60	10+	
LMD-2010	20" LCD Monitor*	\$1,465.00	\$1,040.15	1	February 2005
			\$1,025.50	2-9	
			\$996.20	10+	
LMD-2020	20" LCD Monitor*	\$2,995.00	\$2,126.45	1	February 2005
			\$2,096.50	2-9	
			\$2,036.60	10+	

\*Viewable area measured diagonally

# INTRODUCTION OF THE LMD-1410, LMD-1420, LMD-2010, LMD-2020 LUMA LCD PROFESSIONAL VIDEO MONITORS

BULLETIN #04-0698

Page Three

## Product Description:

The LMD-1410, LMD-1420, LMD-2010, LMD-2020 are one piece LCD professional monitors ideal for standard definition applications. All four monitors feature the following:

- VGA Resolution (640x480) LCD Panels
- Versatile input signal inclusive of Analog Composite, Y/C, Analog RGB or Analog Component
- Consistent cosmetic design with entire LUMA series
- 4:3 / 16:9 capability
- Seven language on-screen menu
- Monaural Speaker
- Adjustable color temperature (D65/ D93/ user)
- Parallel Remote
- Under Scan
- Component Level / NTSC set-up
- Stand (supplied)
- 19 inch rack mount bracket (optional) - 1410/1420 use MB-526, 2010/2020 use MB-527
- VESA Mount (100mm)
- World wide model (WW power supply AC 100V to AC 240V, 50/60 Hz)

## **Additional features of the LMD-1420 and LMD-2020 include:**

- Protection panel (anti-reflection)
- Blue Only
- Marker (4:3 / Safe Area marker)
- 4:3 zoom
- External Sync
- Tally
- SDI Input (option - using BKM-320D)

## Features and Benefits:

Full features, benefits, and specifications are available on-line at [www.sony.com/luma](http://www.sony.com/luma)

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

**INTRODUCTION OF THE LMD-1410, LMD-1420, LMD-2010, LMD-2020 LUMA LCD  
PROFESSIONAL VIDEO MONITORS  
BULLETIN #04-0698  
Page Four**

Please contact your local Account Manager for further information.

Good Selling!

Mark Bonifacio  
Marketing Manager  
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.*