

DATE: AUGUST 1, 2008 08-0345

TO: LCD Projector & Public Display Resellers, VSAP Resellers, Solution Systems Resellers, Medical System Reseller, Medical System Reseller-National Account, Security System-Gold Value Added Reseller, Security System-Silver Value Added Reseller, Security System-Platinum Value Added Reseller

FROM: JOHN HOLMES JR.

SUBJECT: BKMFW50 NETWORK MEDIA CARD - NOW WITH 1GB COMPACT FLASH CARD

Sony is proud to announce that the BKM-FW50 Compact Flash Simple Signage Player now includes a 1GB Compact Flash media card at no additional cost. A great value that you can pass along to your customers.

PRODUCT NAME	DESCRIPTION	SUGGESTED LIST PRICE	RESELLER PRICE
BKM-FW50	Network Media card	\$699.00	\$489.30



The BKM-FW50 is a Network Media Card with a SD compact flash slot for cost effective **digital signage solutions**. Primarily for small 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 (**NOW** 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

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Suggested

Applications:

*Digital signage / POI: Small 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 - Displays PC screen over IP to the display

Summary of changes:

In addition to the supply of a 1GB compact flash card with every unit, out of the box, the BKMFW50 has also been modified to begin content searches from the root directory and all sub-directories. This means that if a customer wants to use the Compact Flash card for a slide show display without networking there will be no need to configure the BKMFW50 before use.

Collateral

Sony Digital Signage Solutions Brochure: DI-0142

Sony SimpleSign Brochure: DI-0130

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	640 x 480
Video Format Supported	MPEG2
Maximum Graphic Resolution	2592 x 1044*
Recommended Graphic Resolutions	1360 x 768; 1280 x 768; 1024 x 768
Minimum Graphic Resolution	640 x 480

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Specifications:

Audio Format Supported	MP3, MPEG2 (embedded audio track)
Network Protocol Supported	TCP/IP, SNMP
Storage (HDD/Flash)	CF Type II, Compact Flash, MicroDrive™ (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® unit. JPG slideshow with MP3 audio track. Remote PC presentation with downloadable VNC software.
Products Supported	All Current FWD, GXD, and KLH professional displays

*The higher the resolution, the longer images take to display.

Features and specifications are subject to change without notice

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

Good Selling!

John Holmes Jr.
Marketing Manager - Public Display
Broadcast and Business Solutions Company

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