



Bulletin

DATE: OCTOBER 29, 2005 05-0551

TO: DIRECT SALES PERSONNEL

FROM: MINA ENOKIDA

SUBJECT: NEW PLASMA AND LCD INTRODUCTION (DIRECT)

Sony is proud to announce the new FWD50PX2, 50" High Definition plasma display and the new 32" and 40" WEGA Engine™ LCD displays.

PRODUCT NAME	DESCRIPTION	LIST PRICE	SPPG	SHIPPING DIMENSION/ WEIGHT	UPC CODE	AVAILABILITY
FWD-50PX2/B	50" HD TV plasma monitor in Black	\$4,999.00	\$3,899.99	55.1"X14.4"X 37.8" (114.6LB)	0-27242-68683-0	Oct 29, 2005
FWD-50PX2/S	50" HD TV plasma monitor in Silver	\$4,999.00	\$3,899.99	55.1"X14.4"X 37.8" (114.6LB)	0-27242-68682-3	Oct 29, 2005
FWD-32LX1R/B	32" HD LCD monitor in Frosted Black	\$2,699.00	\$2,079.99	38.6"X14.4"x25.7" (50.16LB)	0-27242-68627-4	Nov 25, 2005
FWD-32LX1R/S	32" HD LCD monitor in Crystal Silver	\$2,699.00	\$2,079.99	38.6"X14.4"x25.7" (50.16LB)	0-27242-68626-7	Nov 25, 2005
FWD-32LX1R/W	32" HD LCD monitor in Pearl White	\$2,699.00	\$2,079.99	38.6"X14.4"x25.7" (50.16LB)	0-27242-68628-1	Nov 25, 2005
FWD-40LX1/B	40" HD LCD monitor in Frosted Black	\$5,549.00	\$4,279.99	45"X13.2"x29" (77.9LB)	0-27242-68435-5	Nov 10, 2005
FWD-40LX1/S	40" HD LCD monitor in Crystal Silver	\$5,549.00	\$4,279.99	45"X13.2"x29" (77.9LB)	0-27242-68429-4	Nov 10, 2005
FWD-40LX1/W	40" HD LCD monitor with Pearl White	\$5,549.00	\$4,279.99	45"X13.2"x29" (77.9LB)	0-27242-68434-8	Nov 25, 2005

**Suggested Profit Picture Guideline. Actual selling price may vary.*

NEW PLASMA AND LCD INTRODUCTION

BULLETIN #05-0551

Page Two

<FWD50PX2>



Available in Black and Silver finish

The FWD-50PX2 is a 50-inch High Definition Professional Display, well suited for corporate and consumer applications. The display provides a versatile platform including analog and digital inputs for both video and PC devices.

We will continue to carry the FWD50PX1/B, FWD50PX1/S and FWD50PX1/W while supplies last for those customers who prefer the crystal coated bezel and the unique Pearl White color option.

Features and

Benefits:

Panel Quality

The display has a long-life panel **60,000 hours** to half brightness, and **10,000:1** contrast ratio performance. Combined with a panel capable of **1.07 Billion colors**, the result is a life-like image with rich color reproduction for home theater applications.

The 1366 x 768 native resolution is capable of delivering HD performance in an elegant flat display design. The display is capable of handling various input timings and sources, including Video and PC timings for use with up to 1080i video or 1600x1200 PC timing.

Flexible Inputs

The display comes ready to work with a wide array of video devices or PC applications. Inputs include support for analog and digital HD video (using Component to HD15 cable, or DVI-D Cable with HDMI to DVI-HDCP), as well as PC input, using HD15 (RGB/YUV) or **DVI-HDCP** inputs.

This display is also capable of using compatible Sony expansion cards for additional inputs or networking control. The display has two available card slots, with one populated with a Composite (BNC) / S-Video input card with shared L/R audio input.

NEW PLASMA AND LCD INTRODUCTION

BULLETIN #05-0551

Page Three

Features and

Benefits:

Additional Features

The display supports **Picture-In-Picture** as well as **Picture-and-Picture** features for flexible multi-tasking

A new user-selected **screen saver feature** adds a signal monitor that identifies a static image on the screen that can cause permanent image retention. If the display senses this static video image for several minutes, it will automatically dim the display brightness to reduce the potential effect of permanent image retention. (results may vary, and this is not a guarantee of preventing permanent image retention)

Discrete IR Codes are available for use with installations where control systems are used with the Control-S (In/Out) or front IR sensor. In addition, users may select from the Onscreen Display (OSD) a setting to fix the input to maintain its current setting.

RS232C port and serial control available for advanced installations.

Included accessories make a difference for easy installations, which is why Sony includes a **3 meter Component (Y/Pb/Pr) to HD15 cable** for connecting Digital Cable or Satellite receivers. Also included is a **DVI-D cable** for versatile digital connections.

Clean back panel for **clean cable management**.

Automatic Video Wall Set Up Mode for up to 16 panels.

NEW PLASMA AND LCD INTRODUCTION

BULLETIN #05-0551

Page Four

Specifications:

Panel

Resolution 1366 x 768
Contrast Ratio 10,000:1
Colors 1.07 billion
Panel Life 60,000 hours to half brightness

Inputs

DVI (HDCP) 1 (3m DVI cable provided)
Analog (Component/RGB) 1 (3m Component to HD15 cable provided)
Option Video Card 1 S-Video (in/out) / Composite (BNC) (In/Out)
(BNC adapter provided)Option Slots
2 (One slot populated with S-Video/Composite card)
RS232C 1 (9 Pin serial)
Control-S 2 (In and Out - for IR input)

Features

PIP/PAP Picture In Picture / Picture & Picture
Multi-Display Set up Quick set up for display walls and matrix
Anti-Image Retention Auto Dimmer detects still image and dims display to reduce
potential for image retention
Control Systems RS232 control, IR input/out through Control-S, discrete IR
codes for all inputs

General Information of the 50 inch plasma panel

Dimensions 1256 x 753 x 112 mm Weight 44kg
Power Consumption 440W FCC Regulation FCC Class B

Limited Warranty

2 year parts and labor 1 year panel on site service* limited warranty.

* When available Sony will provide Onsite Service in fulfillment of its limited warranty obligations. Any such services are subject to the terms and conditions of the limited warranty. See actual Limited Warranty for details. Onsite Service will be provided via third-party technician to be dispatched as needed following phone-based troubleshooting. Some repairs may be accomplished with self repair kits. Onsite Services may not be available in all locations.

NEW PLASMA AND LCD INTRODUCTION

BULLETIN #05-0551

Page Five

<FWD32LX1R>



Available with an elegant crystal coated bezel, in Pearl White, Frosted Black and Crystal Silver.

The FWD-32LX1R is a 32-inch High Definition LCD Display, well suited for hotel guestrooms, small signage applications and education.

The current FWD32LX1 will discontinue as soon as inventory is depleted.

Features and Benefits:

Panel Quality

Phenomenal picture performance - High brightness, superior contrast (1000:1) and fast video response time combine to deliver crisp, clear text and smooth motion images for video applications. This display is utilizing the latest Sony LCD panel technology, along with the WEGA Engine™ technology to deliver remarkable resolution and image clarity.

The 1366 x 768 native resolution is capable of delivering HD performance in an elegant crystal display design. The display is capable of handling various input timings and sources, including Video and PC timings for use with up to 1080i video or 1600x1200 PC timing.

Flexible Inputs

The display comes ready to work with a wide array of video devices or PC applications. Inputs include support for analog and digital HD video (using Component to HD15 cable, or DVI-D Cable with HDMI to DVI-HDCP), as well as PC input, using HD15 (RGB/YUV) or **DVI-HDCP** inputs.

This display is also capable of using compatible Sony expansion cards for additional inputs or networking control such as the new BKMF50 digital signage card. The display has one open card slot, with one populated with a Composite (BNC) / S-Video input card with shared L/R audio input.

NEW PLASMA AND LCD INTRODUCTION

BULLETIN #05-0551

Page Six

Features and

Benefits:

Additional Features

*The display supports **Picture-In-Picture** as well as **Picture-and-Picture** features for flexible multi-tasking

***WEGA Engine™ system** - Sony's unique solution optimizes the display's potential to achieve better resolution and sharpness, higher contrast, less digital noise, and greater picture dimension.

***Low power consumption and long-life panel** delivers hours of use to keep total cost of ownership low

***Discrete IR Codes** are available for use with installations where control systems are used with the Control-S (In/Out) or front IR sensor. In addition, users may select from the Onscreen Display (OSD) a setting to fix the input to maintain its current setting.

***RS232C port** and serial control available for advanced installations.

Included accessories make a difference for easy installations, which is why Sony includes a **3 meter Component (Y/Pb/Pr) to HD15 cable** for connecting Digital Cable or Satellite receivers. Also included is a **DVI-D cable** for versatile digital connections.

Clean back panel for **clean cable management**.

***Automatic Video Wall Set Up Mode** for up to 16 panels.

Specifications:

Panel

Resolution	1366 x 768	Contrast Ratio	1000:1
Viewing angle (H/V)	170 degrees	Brightness	450 cd/m2

Inputs

DVI (HDCP)	1	(3m DVI cable provided)
Analog (Component/RGB)	1	(3m Component to HD15 cable provided)
Option Video Card	1	S-Video (in/out) / Composite (BNC) (In/Out) (BNC adapter provided)Option Slots
	2	(One slot populated with S-Video/Composite card)
RS232C	1	(9 Pin serial)
Control-S	2	(In and Out - for IR input)

Features

PIP/PAP Picture In Picture / Picture & Picture

Multi-Display Set up Quick set up for display walls and matrix

WEGA Engine™ Provides better image quality and performance

Control Systems RS232 control, IR input/out through Control-S, discrete IR codes for all inputs

General Information

Dimensions (WHD)	31.6" x 19.4" x 4.2"	Weight	38.6 lbs
Power Consumption	150 W	FCC Regulation	FCC Class B

Limited Warranty

2 year parts and labor 1 year panel **on site service*** limited warranty.

* When available Sony will provide Onsite Service in fulfillment of its limited warranty obligations. Any such services are subject to the terms and conditions of the limited warranty. See actual Limited Warranty for details. Onsite Service will be provided via third-party technician to be dispatched as needed following phone-based troubleshooting. Some repairs may be accomplished with self repair kits. Onsite Services may not be available in all locations.

NEW PLASMA AND LCD INTRODUCTION
BULLETIN #05-0551
Page Seven

<FWD40LX1>



Available with an elegant crystal coated bezel, in Pearl White, Frosted Black and Crystal Silver.

The FWD-40LX1 is a 40-inch High Definition LCD Display, well suited for digital signage, education and conference room use.

The current FWD42LX1 will discontinue as soon as inventory is depleted.

**Features and
Benefits:**

Panel Quality

Phenomenal picture performance - High brightness, superior contrast (1000:1) and fast video response time combine to deliver crisp, clear text and smooth motion images for video applications. This display is utilizing the latest S-LCD panel technology, providing a 178 degree wide viewing angle. Along with the WEGA Engine™ technology to deliver remarkable resolution and image clarity.

The 1366 x 768 native resolution is capable of delivering HD performance in an elegant flat display design. The display is capable of handling various input timings and sources, including Video and PC timings for use with up to 1080i video or 1600x1200 PC timing.

Flexible Inputs

The display comes ready to work with a wide array of video devices or PC applications. Inputs include support for analog and digital HD video (using Component to HD15 cable, or DVI-D Cable with HDMI to DVI-HDCP), as well as PC input, using HD15 (RGB/YUV) or **DVI-HDCP** inputs.

This display is also capable of using compatible Sony expansion cards for additional inputs or networking control. The display has two available card slots, with one populated with a Composite (BNC) / S-Video input card with shared L/R audio input.

NEW PLASMA AND LCD INTRODUCTION
BULLETIN #05-0551
Page Eight

Features and

Benefits:

Additional Features

- *The display supports **Picture-In-Picture** as well as **Picture-and-Picture** features for flexible multi-tasking
- ***WEGA Engine™ system** - Sony's unique solution optimizes the display's potential to achieve better resolution and sharpness, higher contrast, less digital noise, and greater picture dimension.
- ***Low power consumption and long-life panel** delivers hours of use to keep total cost of ownership low
- ***Discrete IR Codes** are available for use with installations where control systems are used with the Control-S (In/Out) or front IR sensor. In addition, users may select from the Onscreen Display (OSD) a setting to fix the input to maintain its current setting.
- ***RS232C port** and serial control available for advanced installations.
- *Included accessories make a difference for easy installations, which is why Sony includes a **3 meter Component (Y/Pb/Pr) to HD15 cable** for connecting Digital Cable or Satellite receivers. Also included is a **DVI-D cable** for versatile digital connections.
- *Clean back panel for **clean cable management**.
- ***Automatic Video Wall Set Up Mode** for up to 16 panels.

Specifications:

Panel

Resolution	1366 x 768	Contrast Ratio	1000:1
Viewing angle(H/V)	178 degrees	Brightness	450 cd/m2

Inputs

DVI (HDCP)	1	(3m DVI cable provided)		
Analog (Component/RGB)	1	(3m Component to HD15 cable provided)		
Option Video Card	1	S-Video (in/out)	/	Composite (BNC) (In/Out)
		(BNC adapter provided)Option Slots		
	2	(One slot populated with S-Video/Composite card)		
RS232C	1	(9 Pin serial)		
Control-S	2	(In and Out - for IR input)		

Features

PIP/PAP	Picture In Picture / Picture & Picture			
Multi-Display Set up	Quick set up for display walls and matrix			
WEGA Engine™	Provides better image quality and performance			
Control Systems RS232 control,	IR input/out	through	Control-S,	discrete IR codes for all inputs

General Information

Dimensions (WHD)	39.1" x 23.5" x 4.9"	Weight	60.6 lbs
Power Consumption	220 W	FCC Regulation	FCC Class B

Limited Warranty

2 year parts and labor 1 year panel **on site service*** limited warranty.

* When available Sony will provide Onsite Service in fulfillment of its limited warranty obligations. Any such services are subject to the terms and conditions of the limited warranty. See actual Limited Warranty for details. Onsite Service will be provided via third-party technician to be dispatched as needed following phone-based troubleshooting. Some repairs may be accomplished with self repair kits. Onsite Services may not be available in all locations.

NEW PLASMA AND LCD INTRODUCTION

BULLETIN #05-0551

Page Nine

Optional accessories for FWD50PX2, FWD32LX1R and FWD40LX1:

Model	Description – Primary Flat Panel Accessories	List Price
	SPEAKER	
SS-SP50FW/S	Optional silver speakers for FWD50PX2/S and FWD50PX2/B.	\$275.00
SS-SP32FW/S	Optional silver speakers for FWD32LX1R/S and FWD32LX1R/B	\$275.00
SS-SP32FW/W	Optional white speakers for FWD32LX1R/W	\$275.00
SS-SP40FW/S	Optional silver speakers for FWD40LX1/S and FWD40LX1/B	\$275.00
SS-SP40FW/W	Optional white speakers for FWD40LX1/W	\$275.00
	INPUT BOARDS	
BKM-FW11	Component/RGB Input board using 5-BNC Connectors	\$149.00
BKM-FW12	RGB/Component active loop through	\$149.00
	WALL MOUNTS / STANDS	
SFM1	Flat wall mount for all PlasmaPro™ FWD LCD Monitors except FWD32LX1 and FWD32LX1R	\$199.00
SFM2	Flat wall mount for FWD32LX1 and FWD32LX1R	\$199.00
PLP-91/D	Tilt Wall Mount (Up to 15 degrees tilt without adjusting screws. Also good for portrait)	\$245.00
SPM-TRI/C	Clear Table Top Stand for all PlasmaPro™ FWD LCD Monitors	\$325.00
SPM-TRI/E	Silver Table Top Stand for all PlasmaPro™ and FWD LCD Monitors	\$325.00
	NETWORKING	
EBS-N200D	Network Media Player which allows for status, control and streaming over IP for all models. With 2GB hard drive.	\$949.00
BKM-FW32	Internal Network Management Device. Allows for status, control via IP. Internal card all FWD Plasma and LCD monitors.	\$499.00
BKM-FW50	Internal Network Media Card. Allows network streaming play and local storage with a SD compact flash slot for cost effective digital signage solutions for the FWD32LX1R, FWD40LX1, FWD50PX2 and FWD42PV1.	\$699.00
	TV TUNER/ HOTEL	
ICS-SP20	Internal card TV tuner. Also comes with Hotel networking for use in hospitality Card available for all FWDPlasma and LCD displays.	\$449.00
EBS-SP15	Hospitality clone device	\$749.00
	SERVICE	
	Optional extended service available. See bulletin # 05-0060 for details	

**NEW PLASMA AND LCD INTRODUCTION
BULLETIN #05-0551
Page Ten**

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

Brochures available in Comac:

#D324	LCD and Plasma brochure (now updated with new models!)
#D326	LCD vs Plasma technology comparison sheet
#D313:	Projectors & Plasma - Age of Digital Networking How Sony is leading in the digital signage market

Go to www.sony.com/displays

Good Selling!

Mina Enokida, Marketing Manager
Displays Marketing, HPD, Sony

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.

SONY WEGA Engine and PlasmaPRO are trademarks of Sony Electronics Inc. All other trademarks are trademarks of their respective owners.