


Bulletin

DATE: DECEMBER 29, 2004 **04-0681**

TO: PROFESSIONAL AUDIO PRODUCTS DISTRIBUTORS

FROM: MARK BONIFACIO

SUBJECT: INTRODUCTION OF THE LMD-7220W & LMD-4420 LUMA SERIES LCD VIDEO MONITORS AND DISCONTINUATION OF THE LMD-720W & LMD-440 LUMA SERIES LCD VIDEO MONITOR

Sony is pleased to announce the expansion of the LUMA™ professional video monitor product line to include the LMD-7220W and LMD-4420. The LMD-7220W is the direct replacement to the LMD-720W and the LMD-4420 is the direct replacement to the LMD-440. Both new monitors feature new LCD panels with improved viewing angles, higher brightness and more contrast.

As a result of these introductions, the LMD-720W and LMD-440 monitors will be discontinued when inventory expires.

PRODUCT NAME	BRIEF DESCRIPTION	SUGGESTED LIST PRICE	RESELLER PRICE	PLANNED AVAILABILITY
LMD4420	4 x 4 Inch LCD Video Monitor (viewable area, measured diagonally)	\$1,899.00	\$1,224.86	February
LMD7220W	2 x 7 Inch LCD Video Monitor (viewable area, measured diagonally)	\$2,299.00	\$1,482.86	Mid January

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Product Description:

The LMD-7220W is a 3RU rack mountable LCD Video Monitor and the LMD-4420 is a 2RU rack mountable LCD Video Monitor. Both are suited for OB vehicles and studios. Each monitor is compact and lightweight. The display allows simple plug-in cards for SDI that can be added at any time, providing user 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">• Rack Mount Size - LMD7220W (3RU) , LMD-4420 (2RU)
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 with the BKM-320D, optional SDI input module
Tilt Function	<ul style="list-style-type: none">• Can be tilted 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

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Mark Bonifacio
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