

Bulletin

DATE: FEBRUARY 1, 2007 **07-0652-REVISED**

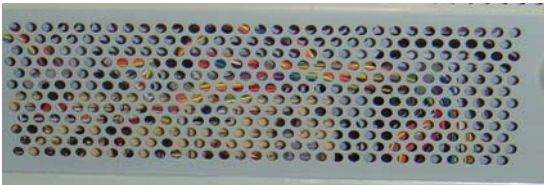
TO: LCD PROJECTOR AND PUBLIC DISPLAY PRODUCT RESELLERS

FROM: JOHN HOLMES JR

SUBJECT: INTRODUCTION OF GXD-L52H1 AND ACCESSORIES

The world of digital signage is about to change forever. Sony is pleased to introduce a startling new advancement in display technology, aimed squarely at improving the reliability and durability of a display designed specifically for digital signage applications. The new GXD-L52H1 52" LCD display has features which make it ideal for use in digital signage advertising applications in semi-outdoor environments such as train-stations, airports, convention centers, stadiums, and many others .

For instance, this unique monitor features a totally sealed chassis which meets IP30 dust resistant standards. Other displays have to have intake air ducts cleaned regularly or they will have a dramatically shortened lifespan. Not the GXDL52H1, it has a totally enclosed heat sink which handles heat transfer without the need for airducts.



The air intake on a monitor must be kept clean or the monitor will fail prematurely. The GXD-L52H1 has no air intake and so has no need for periodic maintenance for dust removal..

It also has a rugged front protective glass and aluminum bezel which are field replaceable from the front leaving no need to remove the display from its mount for service of these parts. While the front glass will withstand the impact of a ¾ lb. steel ball dropped from one meter above it, if it does get damaged, the replacement process takes less than ten minutes.

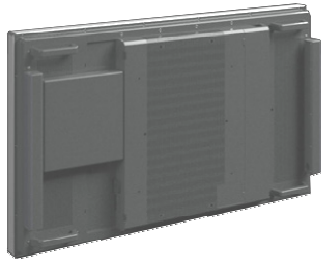


Because displays in digital signage applications are often called upon to display content which generates revenue, specific attention has been placed on ensuring this monitor continues to operate even after the CCFL backlights begin to fail. Instead of just dying when this happens, a Sony patent pending solution allows the monitor to continue running while sending an SNMP service message.

INTRODUCTION OF THE GXD-L52H1 & ACCESSORIES
 BULLETIN #07-0652-**REVISED**
 Page Two

This allows operators to schedule service while the display is still running and generating revenue - before it stops displaying content.

To further demonstrate this monitor's unique positioning for intelligent digital signage, the new multi-layer VSPNS7 digital signage player fits beautifully in to the back of the



The VSP-NS7 fits neatly on to the back of the GXD-L52H1 for invisible digital signage installs.

GXDL52H1, adding zero inches to its depth when mounted. The VSP-NS7 even comes with the mounting brackets for attachment to the GXDL52H1. A perfect pair for robust, multi-layer digital signage. Make sure to check out the details of the VSP-NS7 in a separate bulletin.



These and other features set the GXDL52H1 apart from any other monitor on the market. It will begin shipping at the very end of December, *early orders will ensure availability*. To support sales and interest in the new GXDL52H1 and the VSP-NS7, Sony has embarked upon an aggressive digital signage campaign involving advertising, collateral, training, webex seminars, and public relations. Please speak with your account manager to obtain the GXD training module, collateral, to schedule training, and obtain the webex schedule. The following is the digital signage ad schedule:

Publication	Rate Base	August				September				October				November				December				January				February				March				April				
		30	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	25	1	8	15	22		
PRINT																																						
AV Systems Integrators																																						
Sound & Video Contractor	22,050																																					
Sound & Communications	25,300																																					
Systems Contractor News	18,000																																					
ARCH-TECH																																						
Digital Signage Quarterly*	27,000																																					
Digital Signage Annual Directory*	20,000																																					
	20,000																																					
Vertical Segments/End Users																																						
Marketing At Retail	20,000																																					
Retail Traffic	36,483																																					
College Planning & Management	27,000																																					
Sports Business Journal	17,000																																					
Airport Business	17,000																																					

PRODUCT NAME	BRIEF DESCRIPTION	SUGGESTED LIST PRICE	RESELLER PRICE	QTY	AVAILABLE
GXD-L52H1	52" LCD Display	\$6,800.00	\$4,216.00	1	Dec 26, 2007
SS-SPG01	Speaker System	\$225.00	\$157.50	1	Dec 26, 2007
BKM-FW15	HDMI Input Adaptor	\$175.00	\$122.50	1	Dec 26, 2007
BKM-FW21	Sony Monitor Control Adaptor	\$175.00	\$122.50	1	Dec 26, 2007
BKM-FW16	HDSDI Adaptor	\$1,150.00	\$805.00	1	Dec 26, 2007

Take advantage of these models on the Power Demo until February 15th. For terms and conditions of the Power Demo program, please see bulletin # 07-0128

GXD-L52H1 FEATURE SUMMARY

Advanced Housing

Great for public ad space such as subway stations
 IP30 rated housing for excellent dust resistant
 Robust aluminum frame body
 Tempered front glass
 Housing is field replaceable while wall mounted
 Protective casing for public display can cost >\$2K (Based on MSRP)



Long Life Without Maintenance

No ventilation due to display's internal heat sink
 LCD Panel Designed for Public Display usage
 Long life even when used in portrait mode

Revenue Protection

Keeps Working, even if a CCFL is dead,
 CCFL detection + Backlight Warning Report, Pre-notice sent via network

Network Monitoring & Control Are Standard

Display status and features can be updated

<u>APPLICATIONS</u>	<u>FEATURES</u>
<ul style="list-style-type: none"> • Shopping Malls • Train-Stations • Airports • Stadiums • School Campus • Executive Offices • Control Rooms • Broadcast and Production 	<ul style="list-style-type: none"> • 1920 x 1080 Panel • IP30 Rated Dust Resistant, Tamper Resistant Aluminum Chassis • Field Replaceable Tamper Resistant Glass & Aluminum Front Panel • Automatically switching portrait/landscape illuminated Sony Logo • Built in LAN Connection for Status and Control • Superior Air/Temperature Management • No external air holes to block for flexible installations • Equally long life whether used in landscape or portrait modes • SNMP Compatible - for remote status and diagnostics • Continues working even when two CCFL backlights are disabled • Provides warning feedback via SNMP for service notification • Excellent feature for digital signage where advertising is a source of revenue



- 1 Remote (RJ45)
- 2 Audio Out (Stereo mini jack)
Audio monitoring out
- 3 Video:
S-Video In (Mini DIN 4pin)
Composite Video In/Out (BNC)
Audio In (Stereo mini jack)
- 4 RGB / Component Video In/Out
(HD15)
- 5 DVI
DVI In + Audio In
- 6 HDMI In
- 7 Option Slot

INTRODUCTION OF THE GXD-L52H1 & ACCESSORIES

BULLETIN #07-0652-**REVISED**

Page Five

OPTIONAL ACCESSORIES:

BKM-FW15 - HDMI Input Adaptor

BKM-FW16 - HDSI Input Adaptor

BKM-FW21 - Sony Monitor Control Adaptor

SS-SPG01 - Speakers (Rear Mount, invisible from front and don't increase width)

SPECIFICATIONS

PICTURE PERFORMANCE

Panel Resolution	1920 x 1080 pixels, Full HD
Pixel pitch	0.6 x 0.6 mm
Visual area (W/H)	1152 x 648 mm
Colors	1.07 billion colors (10 bit panel)
Acceptable signals	See preset timing chart
Color system	NTSC / PAL / PAL-M / PAL-N / NTSC4.43 / PAL60
Sampling rate	13.5 to 140 MHz

INPUT AND OUTPUT TERMINALS

REMOTE (LAN)	10 BASE-T / 100 BASE-TX
AUDIO OUT (L/R)	Stereo mini jack, 500 mV rms
S VIDEO In	Mini DIN 4-pin
VIDEO In/Out	BNC, 75-ohm automatic termination, loop-through out
AUDIO In	Stereo mini jack
HD15 In/Out	RGB/Component D-sub 15-pin, active loop-through
AUDIO	Stereo mini jack, 500 mV rms, high impedance
DVI In	
Digital Video	DVI-HDCP
AUDIO	Stereo mini jack, 500 mV rms, high impedance
HDMI In	HDMI
Speaker OUT (L/R)	6-ohm, 7W+7W

GENERAL

Power requirements	AC 100 to 240 V, 50 / 60 Hz,
Power consumption	approx. 380W
Operating temperature	0 to 35oC (32 to 95oF)
Storage temperature	-10 to 40oC (14 to 104oF)
Humidity	20 to 90 %, no condensation
Dimensions (W/H/D)	approx. 1281 x 764 x 152 mm
Mass	approx. 65 kg

SUPPLIED ACCESSORIES

- AC power cord (1)
- AC plug holder (2)
- Cable holder (6)
- Remote Commander® RM-FW002 (1)
- Size AA (R6) batteries (2)
- Operating instructions (1)
- Warranty card

Regulation Compliance

UL1950 Listed, CSA No.950 (c-UL), CE LVD (EN60950), Den-anho, FCC Class-B, IC Class-B, VCCI Class-B, CE EMC (EN55022 Class-A, EN55024, EN61000-3-2, EN61000-3-3), C-Tick (AS/NZS 3548/95, AS/NZS 4252.1), JEITA, IP30

Features and specifications subject to change without notice.

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TRAINING AND COLLATERAL

A great presentation has been developed which goes over Sony's digital signage offering, the GXD-L52H1, and the VSP-NS7. It's a large file so please ask your account manager for downloading instructions or for direct supply.

A great four page cut sheet has been developed showing Sony's Simple Signage, Basic Signage, and Advanced Signage offerings. This can be ordered from Comac. The order number is DI-0142.

A single page cut sheet on the GXD-L52H1 is available, the order number is DI-0136.

Please contact your local Account Manager for further information.

Good Selling!

John Holmes Jr
Marketing Manager, Public Display Products
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.