

**Bulletin**

DATE: JULY 1, 2009 09-0279

TO: KEY STRATEGIC SYSTEM INTEGRATORS

FROM: GARY MANDLE

SUBJECT: INTRODUCTION OF BKM-250TG 3G INPUT CARD

Sony is pleased to announce a new option addition to the Trimaster™ LCD Master Monitor and LUMA series.

| PRODUCT NAME | NEW SUGGESTED LIST PRICE | SYSTEM INTEGRATOR PRICE | SCHEDULED TO BE AVAILABLE |
|--------------|--------------------------|-------------------------|---------------------------|
| BKM-250TG    | \$2,750.00               | \$2,062.50              | E/JULY                    |

The BKM-250TG Input Card adds numerous features to the preexisting BVM, PVM, and LMD model lineups. The BKM 250TG adds the ability to input HDSDI signals conforming to the new SMPTE S425M 3G standard allowing single wire input of a 4:4:4 RGB HDSDI signal or 4:2:2 1080/60P content.

The BKM-250TG can be installed into:

- o BVM-L231
- o BVM-L230 w V1.4 software upgrade
- o PVM-L2300
- o LMD-2451W\*<sup>1</sup>
- o LMD-1751W\*<sup>1</sup> (scheduled for August)

Additional features are also provided when installed into the BVM or PVM models.



## INTRODUCTION OF BKM 250TG 3G INPUT CARD

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### Features & Benefits

- Adds 4:4:4 input capability using only one wire
- Includes loop through connectors for both inputs\*<sup>2</sup>
- When installed into BVM L or PVM L models, these new features are available
  - Monitoring of all 8 channels of embedded audio from an SDI input or all 16 channels of audio from an HDSDI input. Channels 1 through 8 can be displayed at once on screen or channels 9 through 16
  - Addition of Vertical Interval Time Code Reader (VITC Reader)

### Optional Accessories

- No options

Please contact your Sony Account Manager should you have any questions.

Good Selling!

Gary Mandle  
Product Manager, Professional Display Systems  
Broadcast and Business Solutions Company

\*<sup>1</sup> The BKM-250TG card will not work with the LMD-4250W, LMD-2450W, LMD-2050W, LMD-1750W, LMD-2030W or LMD-1530W.

\*<sup>2</sup> Improved group delay performance over BKM-243HS and BKM-244CC option cards

*Features and specks subject to change without notice.*