Sony Electronics Inc.

SONY

Bulletin

DATE: SEPTEMBER 1, 2007 07-0362

TO: B2B AV/IT DISTRIBUTORS

FROM: JOHN HOLMES

SUBJECT: INTRODUCING THE FWD-50PX3 AND DISCONTINUING THE FWD-50PX2

Sony is proud to announce the new FWD50PX3, 50″ High Definition plasma display. FWD-50PX3 series are 50″ W-XGA plasma display, the direct successor of the FWD-50PX2 series. To take excellent balance between high product performance and price competitiveness, 50PX3 has added and revised the features focusing on the B2B application, especially on Digital Signage. Sony 50″ plasma will now come in higher value at same price range as before.

PRODUCT NAME	DESCRIPTION	SUGGESTED LIST PRICE	MAP	Distributor COST	SHIPPING DIMENSION/ WEIGHT	AVAIL
FWD-50PX3/B	50″ HD TV plasma monitor in Black	$2,799.00	$2,499.00	$1,819.35	55.1″X14.4″X 37.8″ (114.6LB)	Sept 15, 2007
FWD-50PX3/S	50″ HD TV plasma monitor in Silver	$2,799.00	$2,499.00	$1,819.35	55.1″X14.4″X 37.8″ (114.6LB)	Sept 15, 2007

As a result of the introduction of the FWD-50PX3/B and /S the current 50″ plasma model is now discontinued. Remaining inventory is on a first come first serve basis.

PRODUCT NAME	AVAILABILITY AT TIME OF WRITING
FWD-50PX2/B	40 UNITS
FWD-50PX2/S	192 UNITS

SELLING POINTS COMPARED TO FWD-50PX2

■ **New Panel Provides Outstanding Contrast Ratio & Eliminates "False Contour"**
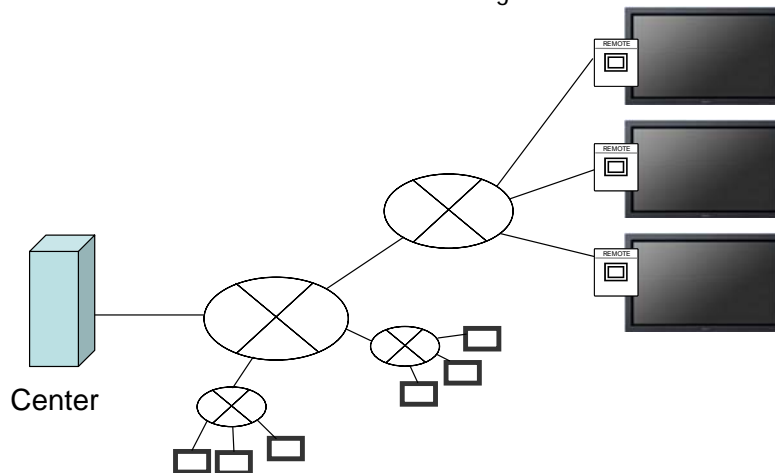
   • **Contrast ratio 15000:1 (dark room)   vs. 50PX2 10,000:1 Contrast Ratio**
   • **False contour free!**

   The new panel eliminates "False Contour" which was a disadvantage of Plasma display technology. Now objects, especially in the intermediate color range, which are moving in the image are free from color contour lines.

■ **Central Control and serviceability via built-in LAN**

   The same functions and web GUI of the BKM-FW32 are now built-in!
   • Control function for central control & monitoring

Center

■ **Additional Useful Features**

   • A special "**Conference Mode**" adjustment is included in picture mode menu. This is a picture mode designed especially for video conferencing. It brightens up faces to show expressions more clearly and reduces the green ingredient of fluorescent lighting to create very natural color reproduction.

   • **New Capability For PAP (Picture AND Picture) Mode: DVI + RGB are now available**
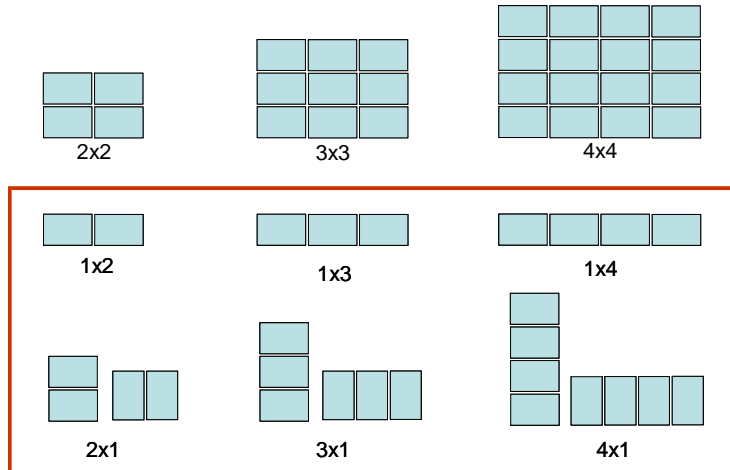
Available combination of two pictures

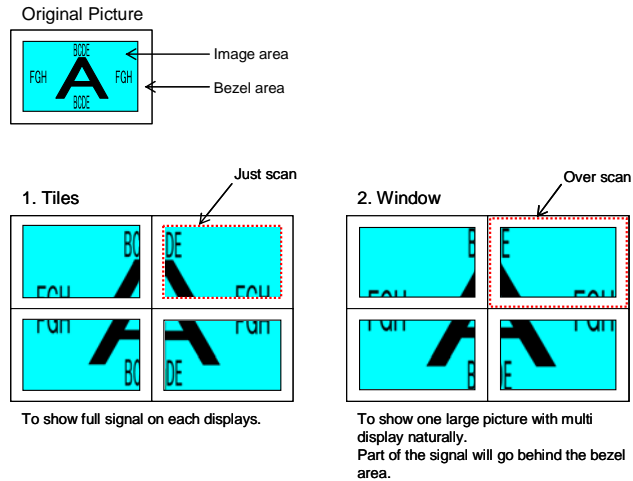|		DVI	HD15	
			RGB	Component
DVI			OK	OK
HD15	RGB	NEW OK		
	Component	OK		
OPTION 1/2	RGB	NEW OK	Not Supported	OK[1]
	Component	OK	OK[2]	Not Supported ← Changed
	Video	OK	OK	OK
	S Video	OK	OK	OK

* "OPTION1+OPTION2" is not supported.
[1] Supported when "HD15 Signal" is set to "Component"
[2] Supported when "HD15 Signal" is set to "RGB"

- Additional Multi Display formats now available:
  1x2, 1x3, 1x4, 2x1, 3x1, 4x1 output format (Tiles or Window)

AVAILABLE MULTI-DISPLAY FORMATS

2x2   3x3   4x4

1x2   1x3   1x4

2x1   3x1   4x1

AVAILABLE IMAGE ADJUSTMENTS

Original Picture

Image area

Bezel area

Just scan

1. Tiles

2. Window

Over scan

To show full signal on each displays.

To show one large picture with multi display naturally.
Part of the signal will go behind the bezel area.

- **Auto signal detection** of RGB or Component (can deactivate)
- **Hotel Menu** available

Features and Benefits:

Panel Quality

The display has a long-life panel **60,000 hours** to half brightness, and **15,000:1** 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 a great hotel room experience or for compelling digital signage applications.

The 1365 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. New for the FWD-50PX3 is network control capability built-in out of the box.

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

**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 does not guarantee prevention of 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.

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

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

Specifications:

Panel

Resolution	1365 x 768
Contrast Ratio	15,000:1
Colors	1.07 billion
Panel Life	60,000 hours to half brightness

Inputs

DVI (HDCP)	1	(3m DVI cable NOT 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 NOT provided)
RS232C	1	(9 Pin serial)
Control-S	0	
LAN (RJ45)	1	For TCP/IP Control and update

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 images and will dim the display to reduce the potential for image retention
Control Systems	RS232 control, discrete IR codes for all inputs, LAN

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.

Optional accessories for FWD-50PX3

Model	Description – Primary Flat Panel Accessories	List Price	Distributor Price
	SPEAKER		
SS-SP50FW/S	Optional silver speakers for FWD50PX3/S and FWD50PX3/B.	$275.00	$192.50
	INPUT BOARDS		
BKM-FW11	Component/RGB Input board using 5-BNC Connectors	$149.00	$104.30
BKM-FW12	RGB/Component active loop through	$149.00	$104.30
	WALL MOUNTS / STANDS		
SFM1	Flat wall mount for all FWD Monitors except FWD32LX1 and FWD32LX1R	$199.00	$139.30
SFM3	Flat wall mount for all FWD Monitors except FWD32LX1 and FWD32LX1R	$199.00	$139.30
PLP-91/D	Tilt Wall Mount (Up to 15 degrees tilt without adjusting screws. Also good for portrait)	$245.00	$171.50
SPM-TRI/C	Clear Table Top Stand for all FWD LCD Monitors	$325.00	$227.50
SPM-TRI/E	Silver Table Top Stand for all FWD LCD Monitors	$325.00	$227.50
	NETWORKING		
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, FWD50PX3 and FWD42PV1.	$699.00	$489.30
	TV TUNER/ HOTEL		
ICS-SP30	Internal card TV tuner with Pro-Idium™; ATSC, NTSC, and QAM compatibility. Also comes with Hotel networking for use in hospitality. Card available for all FWD Plasma and LCD displays.	$599.00	$217.70
EBS-SP35	External TV tuner with Pro-Idium™; ATSC, NTSC, and QAM compatibility. Also comes with Hotel networking for use in hospitality. Card available for all FWD Plasma and LCD displays.	$599.00	$359.36
	SERVICE		
SES-PPP2O3	2 yr extended warranty, onsite service, plasma, $1,501 - $3,500	$189.99	$132.99
SES-PPP3O3	3 yr extended warranty, onsite service, plasma, $1,501 - $3,500	$349.99	$244.99
SES-PPP4O3	4 yr extended warranty, onsite service, plasma, $1,501 - $3,500	$509.99	$356.99
SES-PPP5O3	5 yr extended warranty, onsite service, plasma, $1,501 - $3,500	$649.99	$454.99

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

Brochures available in Comac:
#DI-0114   **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

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