

**Bulletin**

DATE: JULY 15, 2007 07-0294

TO: KEY STRATEGIC SYSTEMS INTEGRATORS

FROM: MARK BONIFACIO

SUBJECT: INTRODUCTION OF THE BVM-L230 LCD MASTER MONITOR

Sony is pleased to announce the next generation of master monitor technology, the BVM-L230 LCD Master Monitor. The BVM-L230 was first shown at NAB 2007 where it was critically acclaimed and won the following three industry awards: 2007 Mario Award from TV Technology, Pick Hit Award from Broadcast Engineering and a Best of Show from Videography. We are proud to officially announce availability and pricing for the BVM-L230 LCD Master Monitor.

The BVM-L230 is the result of over 5 years of engineering development. The design of the monitor has generated over 40 patents! The monitor features the industry's first 10-bit LCD Panel driver with full 1920x1080 HD Resolution. The BVM-L230 also features a Sony developed LED backlight system which offers wide color spaces and color accuracy not available in conventional LCD monitors. The BVM-L230 not only achieves the quality of monitoring confidence our customers have come to enjoy with Sony's BVM-A and BVM-D series CRT monitors, but it also adds innovative features for today's new master monitoring needs. These include a newly developed color space selection function, a unique Picture and Picture display, and an interlace display mode to name just a few.

The new BVM-L230 LCD master monitor comes equipped with DVI-D as a standard input. Optional input modules are available to add HD-SDI, SD-SDI, RGB/Component or Composite/Y/C inputs. Dual-link HD-SDI is possible when using two BKM-243HS in parallel. A total of four option slots are vacant and can be populated with any mix of the four available option modules. The BVM-L230 is controlled using the BKM-16R control unit. The BKM-16R control unit is also capable of controlling legacy BVM-D and BVM-A series CRT monitors as well as Sony's latest LUMA™ monitors, the LMD-2450W and LMD-2050W.

Now is the time to place your early orders for the BVM-L230 which is currently planned to be available in October 2007.

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Pricing for the BVM-L230 and the associated accessories is as follows:

PRODUCT NAME	BRIEF DESCRIPTION	REPLACES	SUGGESTED LIST PRICE	RESELLER PRICE	QTY	PLANNED AVAIL
BVM-L230	23"* LCD Master Monitor featuring 1920x1080 resolution, 10 bit panel and LED Backlight	BVM-A24E1WU BVM-D24E1WU	\$25,000.00	\$18,750.00	Any	October 2007
BKM-16R	Control Unit for BVM-L230	n/a	\$1,200.00	\$840.00	Any	October 2007
BKM-243HS	HD-SDI / SD-SDI Auto-Detect Input Module, 2 Input, 1 Output	n/a	\$1,950.00	\$1,365.00	Any	Now
BKM-220D	SD-SDI Input Module, 2 Input, 1 Output	n/a	\$495.00	\$346.50	Any	Now
BKM-227W	Composite, Y/C Input Module, 2 Input, 1 Output	n/a	\$729.00	\$510.30	Any	Now
BKM-229X	RGB/Component Input Module, 1 Input	n/a	\$729.00	\$510.30	Any	Now

*Viewable area measured diagonally

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Product

Our first BVM LCD Master Monitor includes the following:

Description:

TRIMASTER™ Technology

- The TRIMASTER technology of the BVM-L230 is a design architecture used to bring out the full performance capabilities of professional flat-panel displays. It comprises the core technologies that enable the highest level of color accuracy, precision imaging, and quality picture consistency.

Accurate Color Reproduction achieved by using:

- Nonlinear Cubic Conversion Color Management System
 - The BVM-L230 uses unique 3-D LUT (look-up table) to reproduce highly precise color space, thus offering accurate color reproduction
- Selectable Color Space
 - By using a Sony high-purity LED backlight system, together with its color management system, the BVM-L230 can accurately reproduce color space that complies with broadcast standards - ITU-R BT.709, EBU or SMPTE-C. Furthermore, the BVM-L230 can emulate the D-Cinema color space used for digital cinema productions
- Digital Uniformity
 - The color feedback system of the BVM-L230 constantly monitors and compensates for any color shifts, maintaining accurate luminance uniformity

Precision Imaging is achieved using:

- Full HD Panel with 10-bit driver
 - The BVM-L230 achieves both high resolution and stunning color depth using a full 1920x1080 HD LCD panel and precise 10-bit panel driver
- Newly Developed I/P Conversion Technology
 - The BVM-L230 uses a sophisticated I/P conversion technique that keeps edge jaggedness, conversion errors and picture delays to an absolute minimum.
- Black Frame Insertion
 - The BVM-L230 reduces motion blur by combining its high frame rate (120/100/96Hz) operation and black frame insertion technology using the high frame rate panel and driving engine.

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Product

Quality Picture Consistency

Description:

- High Accuracy Display Engine
 - The BVM-L230 uses a 12-bit display engine, which allows images to be reproduced with high precision for accurate evaluation and manipulation.
- Panel Calibration
 - Each and every BVM-L230 monitor is carefully calibrated at the factory on an individual basis, providing a high level of accuracy and stability.
- Color Feedback System
 - Using a color feedback system, the BVM-L230 achieves the stability called for in master monitors

Input Versatility

- The BVM-L230 can accept almost any SD or HD video format, both analog and digital. These include 525/60i, 625/50i, 525/60P, 625/50P, 1080/24PsF, 1080/24P, 1080/25PsF, 1080/25P, 1080/50i, 1080/30PsF, 1080/30P, 1080/60i, 720/50P, 720/60P, 1080/50P, 1080/60P, and the digital cinema formats of 2048x1080/24PsF and 2048x1080/24P. It can also accept PC signals from VGA to WUXGA (1920x1200).
- In addition to a DVI-D interface equipped as standard, four option slots are offered of the BVM-L230 to meet user needs. The optional interfaces include composite, Y/C, Y/Pb/Pr, RGB, SD-SDI, HD-SDI, and Dual-Link HD-SDI

New Features and Functions of the BVM-L230 Include:

- Color Space Selection (D-Cinema, ITU-R BT.709, EBU, SMPTE-C)
- Picture and Picture (Side by Side, Wipe, Butterfly, Blending)
- Interlace Display Mode
- Black Frame Insertion
- VESA™ Mounting

Conventional Features and Functions of the BVM-L230 Include:

- Blue Only, Chroma Up (+12dB), H Delay/ V Delay, Aspect Switch, Safe Area Marker, Color Temperature Selection, Internal Signal, Auto Chroma Phase, Auto Set Up, Digital Uniformity, Matrix Switch, NTSC Set-Up Level, Component Level, Aperture, Scan Switch, Serial Remote, Parallel Remote, Tally Lamp, Memory Stick™ interface.

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Features and Benefits: Full features, benefits, and specifications are available on-line at www.sony.com/professional

Suggested Applications: Anywhere a high quality master video monitor is needed such as video production and post-production, quality control, staging, rental, trucks & studios.
Any environment that is space and/or power limited such as a mobile truck.

Weights and Measures Approx. 22 3/8 x 17 1/4 x 9 7/8 (WxHxD)
Approx. 52lb 15oz.

Features and specifications subject to change without notice. Non metric weights and measurements are approximate.

Please contact your local Account Manager for further information.

Good Selling!

Mark Bonifacio
Group Marketing Manager
Professional Display Marketing Group
Broadcast and Business Solutions Company