

DATE: OCTOBER 15, 2011 **11-0248**
TO: MEDICAL MEDIA PRODUCT STOCKING RESELLERS
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SUBJECT: INTRODUCTION OF LMD-1951MD 19" MEDICAL GRADE LCD MONITOR WITH LED BACKLIGHT TECHNOLOGY
TYPE: INTRODUCTION

Sony introduces the LMD-1951MD 19" medical grade LCD monitor* to its comprehensive display line-up. It offers a superb combination of newly employed LED backlight technology to reproduce brighter images along with a high quality SXGA (1280 X 1024) LCD panel.

Designed to be used in both SD and HD systems, this new monitor also inherits an array of exceptional features from the popular LMD-2451MD including 10-bit signal processing to produce accurate and lifelike images, and enhanced viewing modes such as Picture-in Picture and Mirror Image.

The LMD-1951MD is equipped with a full range of inputs including Composite, Y/C, RGB/Component, HD15, and DVI-D inputs. Furthermore, the two built-in option slots accept a variety of option boards to offer ultimate flexibility including 3G-SDI input signal and DVI input/output capability to accept up to two DVI-D inputs and one DVI loop-through output allowing users to easily expand, select, and change input/output configuration.

The monitor can be operated with both AC and DC power sources depending on installation requirements (for DC operation, the optional AC-110MD is required). Its compact design and input flexibility allow the LMD-1951MD to be smoothly integrated into virtually any medical environment such as an operating room, examination room, or training lab.



Simulated Image

*Viewable area measured diagonally

Option Boards for LMD-1951MD

1. **BKM-250TG (3G/HD/SD-SDI input adaptor)**

- Dimension (W x H x D) : Approx. 100mm x 20 mm x 162 mm
- Mass : Approx. 270g
- Power consumption : Approx. 4.0W
- Signal input : BNC (2)
- Monitor output : BNC (2)



2. **BKM-256DD (DVI-D input/output adaptor)**

- Dimension (W x H x D) : Approx. 100mm x 20 mm x 154 mm
- Mass : Approx. 250g
- Power consumption : Approx. 2.0 W
- DVI-D 24-pin connectors: 1 input and 1 loop-through output



3. **BKM-220D (SDI 4:2:2 input adaptor)**

- Dimension (W x H x D) : Approx. 100mm x 20 mm x 162 mm
- Mass : Approx. 250g
- Power consumption : Approx. 1.5W
- Signal input : BNC (2)
- Monitor output : BNC (2)



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4. BKM-243HS (HD/D1-SDI input adaptor)

- Dimension (W x H x D) : Approx. 100mm x 20 mm x 162 mm
- Mass : Approx. 250g
- Power consumption : Approx. 2.0 W
- Signal input : BNC (2)
- Monitor output : BNC (1)



5. BKM-227W (NTSC/PAL input adaptor)

- Dimension (W x H x D) : Approx. 100mm x 20 mm x 162 mm
- Mass : Approx. 240g
- Power consumption : Approx. 1.8W
- Analog composite input : BNC (1)
 - Loop-through output : BNC (1)
- Y/C input : Mini DIN 4-pin (1)
 - Loop-through output : Mini DIN 4-pin (1)



6. BKM-229X (Analog component input adaptor)

- Dimension (W x H x D) : Approx. 100mm x 20 mm x 162 mm
- Mass : Approx. 250g
- Power consumption : Approx. 4.0 W
- Analog component input(Y/PB/PR, G/B/R) : BNC (3)
- External Sync input : BNC (1)



Product Description

LMD-1951MD 19" Medical Grade LCD Monitor with LED Backlight technology.

Key Features and Benefits

- **SXGA LCD Panel with LED Backlight Technology**: high quality panel that produces bright high-contrast images
- **Sony ChromaTRU Color Balance**: advanced color space conversion and white balance calibration technology for vivid and accurate colors
- **Full 10-bit Digital Video Signal Processor**: to produce accurate and lifelike images with smooth and natural gradation
- **Variety of Scan/Display Modes**: including Mirror Image, and Picture-in-Picture which allows users to view two images at a time
- **5:4 Aspect Ratio Signal Output**: designed to be used with SD and HD systems
- **Touch-activated Picture Controls**: located on front bezel, controls are backlit when activated; provides a simple user interface
- **Various Color Temperature, Gamma Selection and Scan Settings**: for customization to specific applications and/or users
- **Sophisticated I/P (Interlace to Progressive) Conversion**: using advanced technology, images from interlaced video sources are converted for display on the progressive panel without scaling thus maximizing quality
- **20 User Memory**: function settings programmable to user preferences
- **Serial RS232C or Ethernet Remote**: for flexible remote control options
- **Flat Surface Liquid Resistant LCD Panel**: high level of protection from drips, leaks and spills. Easily wipes clean
- **Key Lock Control Button**: conveniently prevents unintentional picture setting changes during procedures
- **VESA Mounting**: complies with the 100mm hole spacing VESA mounting standard
- **7 Language On Screen Display**: English, French, Spanish, German, Italian, Chinese and Japanese
- **AC and DC Operation**: depending on installation requirements
- **Two Built-in Option Slots**: to easily expand, select, and change input/output signals via optional input adapter boards

Suggested Applications

For displaying HD and SD surgical video in the operating room or for any other medical application requiring a high performance medical grade monitor. Ideal for mounting on surgical carts, boom arms, or walls. For mounting on carts or at a desktop workstation use the matching Sony SU-560 monitor stand (optional). Can be integrated into virtually any medical environment.

Pricing

The LMD-1951MD is available in the following configurations:

MODEL	DESCRIPTION	SUGGESTED LIST PRICE	MEDICAL MEDIA PRODUCT STOCKING RESELLER PRICE	AVAILABLE
LMD-1951MD*	24" HD Medical Grade LCD Monitor	\$3,700.00	\$2,257.00	10/15/2010
LMD-1951MD/HD*	24" HD Medical Grade LCD Monitor with built- in BKM-243HS HD-SDI Board and AC-110MD AC adapter	\$4,575.00	\$2,790.75	10/15/2010
AC-110MD	AC Adapter	\$495.00	\$301.95	10/15/2010

*Standard model LMD-1951MD does not include the AC-110MD AC adapter.

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Optional Accessories for the LMD-1951MD:

MODEL	DESCRIPTION	SUGGESTED LIST PRICE	MEDICAL MEDIA PRODUCT STOCKING RESELLER PRICE	AVAILABLE
SU-560	Desktop Stand for LMD-1951MD	\$445.00	\$271.45	Now
BKM-220D	SDI 4:2:2 Input Adapter for LMD Series Monitors	\$525.00	\$393.75	Now
BKM-243HS	HD/SDI Input Adapter for LMD Series Monitors	\$1,299.00	\$974.25	Now
BKM-227W	NTSC/PAL Input Adapter for LMD Series Monitors	\$750.00	\$562.50	Now
BKM-229X	Analog Component Input Adapter for LMD Series Monitors	\$750.00	\$562.50	Now
BKM-250TG/2	3G/HD/SDI Input Adapter for LMD-1951MD	\$2,290.00	\$1,717.50	Now
BKM256DD	DVI Input Adapter for LMD-1951MD	\$650.00	\$494.00	Now

Features and specifications subject to change without notice.

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

Good Selling!

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