

DATE: AUGUST 29, 2005 **05-0426**

TO: SECURITY SYSTEMS RESELLER
SECURITY SYSTEMS SALES REPRESENTATIVES

FROM: SEAN MATSUOKA

SUBJECT: INTRODUCTION OF NEW PROFESSIONAL LCD DISPLAY
DISCONTINUATION OF SSM-14L1 and SSM-20L1

Sony is pleased to announce the introduction of the **NEW LMD-1410SC** professional LCD monitor.

Because of the quick trend shift from CRT to LCD in the display industry, the customer's requirements for professional LCD video monitors becomes stronger and stronger. LMD-1410SC and is planned as the successor of SSM-14L1 (viewable area measured diagonally). They have the basic functions which SSM series monitors are equipped with.

Main Features:

- 1- Excellent Picture Quality
 - 1-1. VGA (640 x 480) Panel for NTSC signal: These monitors are NTSC signal dedicated models so that VGA (640 x 480) panel realizes the natural picture reproduction of NTSC signal
 - 1-2. Excellent Brightness and Contrast: Sony's LCD panels have excellent performance regarding brightness and contrast
LMD-1410SC
Brightness: 500 cd/?
Contrast: 1000:1
 - 1-3. Wide Viewing Angle: LCD panels used in LMD-1410SC have a wide viewing angle of 170 degrees, horizontally and vertically, with minimal reduction in picture contrast.
- 2- Versatile Input Signals: LMD-1410SC accept versatile input signal, ex. Composite, Y/C, Component and RGB.
- 3- Professional Functionalities
 - 3-1. Parallel Remote (Modular 8-pin): Parallel remote function is available via 8-pin connector and the pin assignments can be set from the On-Screen Menu.

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- 3-2. Color Temperature Adjustment: The color temperature can be selected at two presets (HIGH, LOW) and the USR data can be set between 5,000K and 10,000K (*HIGH: Approx. 9,300K, LOW: Approx. 6,500K)
- 3-3. Versatile Scan Mode
 - 1) Normal Scan: Picture size is magnified 5% and the central area of the picture is displayed on the screen.
 - 2) Under Scan Mode: Picture size is reduced 3% and the entire active picture is displayed on the screen in order to permit checking.
- 3-4. Gamma Selection: Five gamma presets can be selected.
- 3-5. Setup level for analog component and NTSC signal: Set-up level of component signals or NTSC signals can be selected varying locally.
- 3-6. Control on Contrast, Bright, Chroma, Phase and Aperture: The value of Contrast, Bright, Chroma, Phase and Aperture can be finely adjusted by the control function on the menu.
- 3-7. Selectable Scan Size for video input: The aspect ratio can be switched between 16:9 and 4:3 according to input signals.
- 3-8. Monaural Audio Speaker: The monaural audio speaker (0.5W) is on the front vessel of the monitor.
- 3-9. Key Inhibit: Makes it possible to lock the setting on the front panel so that it cannot be changed by an unauthorized user.
- 3-10. VESA Mounting: VESA standard 100mm hole spacing allows easy mounting on an arm, wall or from the ceiling

Pricing:

MODEL	SUGGESTED LIST PRICE	RESELLER PRICE	AVAILABILITY
LMD-1410SC	\$880.00	\$580.80	August 29, 2005

MMQP: This product is eligible for the Mix and Match Quantity Program

Rep / Reseller Samples: This product is eligible under the Sony Representative Demo Program and Reseller Demo Program.

Features and specifications subject to change without notice. Please contact your local Sony Regional Sales Manager for more information.

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Please be informed that effective immediately, the following products will be discontinued:

PRODUCT NAME	INVENTORY STATUS	REPLACEMENT PRODUCT	DISCON TIMING
SSM-14L1	0 pcs	LMD-1410SC	Effective
SSM-20L1	0 pcs	LMD-2010SC (January '06 ex-factory)	Immediately Effective Immediately

All pieces are on a first-come, first-served basis.

Good Selling!

Sean Matsuoka
Marketing Manager
Sony Security Systems
Broadcast and Business Solutions Company

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