

Bulletin

DATE: FEBRUARY 15, 2011 10-0489
TO: DIRECT SALES
FROM: ROSE JERSEY & GARY MANDLE
SUBJECT: INTRODUCTION OF BVME250 & BVME170 CRITICAL EVALUATION MONITORS
TYPE: INTRODUCTION

Sony is pleased to announce an expansion of the Trimaster line...The new TrimasterEL™. The TrimasterEL is our new line of OLED Master Monitor series

PRODUCT NAME	NEW SUGGESTED LIST PRICE	AVAILABLE
BVM-E250	\$26,000.00	E/APRIL
BVM E170	\$17,000.00	E/APRIL

The new BVME170 and BVME250 are the next generation of the Trimaster product line and also are the first to include Organic Light Emitting Diode technology (OLED).

The BVME170 & BVME250 Trimaster monitors don't have a backlight or have the issues associated with LCD displays. The advantages of OLED are in the ability to display a pure black, when the OLED pixel is completely turned off. The BVM E170 and BVM E250 include all of the features and advantages of the BVM L series including a 1920 x 1080 10 bit panel, 12 bit Trimaster engine, and new chassis design.

The new chassis includes 4 slots for input option cards, two 3G HDSI inputs are included along with 10 bit Display port and 12 bit HDMI which includes HDCP support.



Shown with optional BKM-16R control panel and BKM-37H attachment kit

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Features & Benefits

- Superb picture quality and stable color reproduction
 - 24.5 inch & 16.5 inch displays*¹
 - Precision imaging achieved using 1920 x 1080 OLED panel using 10 bit drivers
 - Multiple color gamut display (SMPTE C, EBU, ITU-R BT709, S Gamut, & Native)
 - 12 bit professional display engine
 - User color management system*²
- Dual 3G inputs, Display Port and HDMI inputs included
- 4 Option slots for input option cards
- Multi format input signal support including 480i, 720p, 1080i, and 1080p
- Frame rates from 23.98 to 60
- Dual picture modes
 - Includes side by side
 - Wipe
 - Butterfly
 - And Blending
- Interlace display and pixel zoom
- Frame capture to .Tiff file format

Optional Accessories

- BKM-16R Control Panel
- BKM-220D SDI Input Card (525-625 line only)
- BKM-227W Composite Video Input Card
- BKM-229X Analog Component Video Input Card
- BKM-243HS Auto Switching SDI & HDSOI Input Card
- BKM-244CC Auto Switching HDSOI/SDI input with EIA 608 & 708 Closed Caption Decoder
- BKM-250TG/2 3G single wire SDI RGB input card. This card adds additional features including:
 - 16 channel audio monitoring of the HDSOI embedded audio
 - VITC reader and display
- BKM-37H Control Panel Attachment Kit with Tilting Function (for BVM E250)
- BKM-38H Control Panel Attachment Kit w/o Tilting Function (for BVM E250)
- BKM 39H Control Panel Attachment Kit (For BVM E170)
- SMF- 700 Control Cable
- VMM 4SNY 3GB internal rasterizer with 3G inputs

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

Good Selling!

Rose Jersey & Gary Mandle
Product Management and Marketing, Professional Display Systems
Professional Solutions of America
Sony Electronics, Inc.

*¹ Viewable area measured diagonally

*² Requires LUT conversion tool