

**Bulletin**

**DATE:** NOVEMBER 15, 2005 05-0583

**TO:** PROFESSIONAL PRODUCT RESELLERS  
SONY RESELLER ACCOUNT MANAGERS

**FROM:** MARK BONIFACIO

**SUBJECT:** INTRODUCTION OF BVM-A SERIES MONITORS, DISCONTINUATION  
OF BVM-D SERIES MONITORS

Sony is pleased to announce the introduction of the BVM-A series of master CRT monitors. This new series of monitors replaces the BVM-D series of master CRT monitors which will be discontinued December 31, 2005 or sooner if inventory runs out.

The BVM-A series of master CRT monitors is an "advancement" of the BVM-D series. Although the CRT's used in both series are the same, so the customer will receive the same excellent picture quality that they have become accustomed to, the BVM-A series is upgraded with a number of impressive enhancements designed to surpass the conventional concepts of existing high grade CRT monitors. Positioned as the successor to the market-acclaimed Sony BVM-D series, the BVM-A series presents a full and consistent line of master grade CRT monitors.

The main differences between the new BVM-A series monitor and the BVM-D series predecessors are:

- All BVM-A series models share the same optional input adaptors
- All BVM-A series models are capable of dual-link 4:4:4 HD signal through the optional BKM-62HS input adaptor
- All BVM-A series models support Ethernet control
- All BVM-A series models are lead-free

**INTRODUCTION OF BVM-A SERIES MONITORS, DISCONTINUATION OF BVM-D SERIES MONITORS**

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Pricing and availability is as follows:

**MAIN MODELS**

PRODUCT NAME	DESCRIPTION	SUGGESTED LIST PRICE	RESELLER PRICE	QTY	AVAILABLE DATE*	REPLACES
BVM-A32E1WU	32***, 4:3 CRT Master Monitor	\$42,850.00	\$35,137.00	ANY	MID APR 2006	BVM-D32E1WU
BVM-A24E1WU	24***, 16:9 CRT Master Monitor	\$26,055.00	\$21,365.10	ANY	END JAN 2006	BVM-D24E1WU
BVM-A20F1U	20***4:3 CRT Master Monitor	\$13,655.00	\$11,197.10	ANY	END JAN 2006	BVM-D20F1U
BVM-A14F5U	14***, 4:3 CRT Master Monitor	\$6,245.00	\$5,120.90	ANY	MID FEB 2006	BVM-D14H5U BVM-D14H1U

\*Please note available date is subject to change.

\*\* Viewable area measured diagonally

**ACCESSORIES**

PRODUCT NAME	DESCRIPTION	SUGGESTED LIST PRICE	RESELLER PRICE	QTY	AVAILABLE DATE
BKM-62HS	HDSDI / SDI Auto-Detect and Dual Link 4:4:4 Input Adaptor	\$5,600.00	\$3,920.00	ANY	END JAN 2006
BKM-61D	SDI /Analog Multi Input Adaptor	\$2,000.00	\$1,400.00	ANY	END JAN 2006
BKM-68X	Analog Component Input Adaptor	\$800.00	\$560.00	ANY	MID FEB 2006
BKM-15R	Monitor Control Unit	\$1,100.00	\$770.00	ANY	END JAN 2006
BKM-35H	Monitor Control Unit attachment kit for BVM-A20F1U	\$550.00	\$385.00	ANY	END JAN 2006
BKM-36H	Monitor Control Unit attachment kit for BVM-A24E1WU	\$600.00	\$420.00	ANY	END JAN 2006
SMF-700	Monitor Interface Cable	\$600.00	\$420.00	ANY	END JAN 2006

The following accessories can continue to be used for the BVM-A series monitors:

BKM-14L, Auto Set-Up probe

MB-510G//A, Rack Ears for BKM-15R

BKM-30E14, Rack mount kit for BVM-A14F5U

BKM-30E20, Rack mount kit for BVM-A20F1U

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<b>FEATURES &amp; BENEFITS</b>	
<b>Feature</b>	<b>Benefit</b>
Flat CRT Surface HR Trinitron®	SMPTE-C phosphor CRT's manufactured by Sony provide highest possible picture quality. BVM-A24E1WU and BVM-A32E1WU have flat surface 16:9 aspect HR Trinitron CRT's
Faithful Color Reproduction	Achieved by providing most accurate phosphor chromaticity, white uniformity, and color temperature
Stable Color Temperature	Maintains a constant color temperature over a long period of time
Mutli-format signal support	Using the appropriate optional input adaptors, all BVM-A series monitors can support a spectrum of HD and SD signals with the frequency responses ranging from 15kHz t 45kHz (horizontal)/ 48Hz to 60Hz (vertical). Input signals are scanned on the CRT raster at their native frequencies and line counts with no scan conversion process involved
Dual-link HD-SDI	Using the optional BKM-62HS input adaptor, all 4 BVM-A series models are capable of meeting the SMPTE372M standard and allowing 4:4:4 HD signals to be accepted in both GBR and Y/PB/PR signal formats
Flexible Input Configurations	Each BVM-A board is configured with 3 option slots, and no standard inputs. Customers can choose to fill the 3 slots with any mix of the 3 optional input adaptors, with each input adaptor occupying one slot.
New Modular Monitor Control Unit (BKM-15R)	Modular design allows for greater flexibility in system integration by keeping the monitor and control panel separate (except BVM-A14F5U which has integrated controls.) The BKM-15R can be used to control all 4 monitors in the BVM-A series and can be mounted under the BVM-A20F1U using the BKM-35H attachment kit, or under the BVM-A24E1WU using the BKM-36H attachment kit
Ethernet-based Remote Control	All the BVM-A series monitors and the BKM-15R monitor control units are equipped with Ethernet ports, allowing remote control of display parameters across a standard Ethernet connection. The BKM-15R can control up to 32 BVM-A series monitors simply by connecting them using standard Ethernet cables and hubs
Memory Stick Slot	The optional BKM-15R has a Memory Stick™ slot to save and load monitor setup and adjustment data on a Memory Stick. This allows for the exchange of data between multiple BVM-A series units.
SNMP Remote maintenance	Support SNMP protocol allowing maintenance information to be monitored and logged on compatible remote maintenance software.

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<b>FEATURES &amp; BENEFITS (continued)</b>	
<b>Feature</b>	<b>Benefit</b>
Easy Setup and Adjustment	Features several functions that enable an easy set-up for the customer: <ul style="list-style-type: none"><li>• Auto White Balance with the optional BKM-14L probe</li><li>• Auto Matrix Selection and Auto Chroma/ Phase/ Matrix Setup</li><li>• Beam Landing Correction can be done manually. For BVM-A24E1WU and BVM-A32E1WU, this process can be done automatically with the optional BKM-14L probe</li><li>• Digital Uniformity. Adjustment can be done manually or automatically with the BKM-14L probe</li><li>• Digital Convergence (BVM-A32E1WU only)</li></ul>
Other Features Include	<ul style="list-style-type: none"><li>• Parallel remote control function</li><li>• Built-in test signal generator for crosshatch, 100% white signal, 20% gray signal, grayscale, and PLUGE</li><li>• H/V delay function for checking the horizontal and vertical synchronization signals</li><li>• Auto and manual degaussing</li><li>• Various area markers for support of DTV and cinema aspect ratios</li></ul>

Features and specifications subject to change without notice

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

Good Selling!

Mark Bonifacio  
Marketing Manager - Monitors & Digital Signage  
Broadcast & Production Systems Division  
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