

Bulletin

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TO: PRODUCTION PRODUCT RESELLERS
 SYSTEM INTEGRATION RESELLERS
 SOLUTION RESELLERS
 PREMIER AUDIO AND VIDEO RESELLERS
 SYSTEMS INTEGRATORS

FROM: ROSEMARY JERSEY / GARY MANDLE

SUBJECT: INTRODUCTION OF LMD2110W MULTIFORMAT PROFESSIONAL MONITOR

TYPE: INTRODUCTION

Sony is pleased to announce the introduction of LMD2110W Multiformat Professional Monitor.



The LMD-2110W is a 21.5-inch* full HD-resolution (1920x1080 pixels) multi-format professional LCD monitor. A cost-effective entry-level professional monitor, it incorporates high-purity color filters and a 10-bit digital signal processing engine to deliver stunning color reproduction and natural gray scale. In addition to conventional analog SD input interfaces, the LMD-2110W is equipped with an HDMI interface as standard, and is ideal for a wide range of professional high-definition applications, such as entry-level nonlinear editing, studio source monitoring, surveillance, and various other simple picture monitoring tasks.

* 547-mm viewing area, measured diagonally.

PRODUCT NAME	SUGGESTED LIST PRICE	RESELLER PRICE	AVAILABLE
LMD2110W	\$ 1199.00	\$851.29	E/SEPTEMBER 2010



LMD2110W

Optional Accessories	
	
<p>MB-529 Mounting Bracket</p>	<p>BKM-320D SD-SDI Input Adaptor</p>

Features & Benefits	
	<p>High Picture Performance Full HD-resolution (1920 x 1080) LCD panel The 21.5-inch full HD-resolution LCD panel reproduces lifelike images.</p>
	<p>High-purity Color Filters The LMD-2110W monitor provides high-brightness, high-contrast images thanks to its wide aperture LCD panel. In addition, the use of precisely manufactured RGB color filters allows this monitor to reproduce colors with stunning depth and saturation - creating highly natural images.</p>
	<p>109% Peak White and 10-bit Signal Processing Incorporating high-purity RGB color filters and a 10-bit signal processing engine, the LMD-2110W monitor offers stunning 109% peak white reproduction without clipping and a smooth gray scale along CRT-like gamma.</p>
	<p>Minimized Picture Delay Picture delay can be minimized for audio synchronization. Selecting LINE DOUBLER in I/P mode, the signal processing (I/P conversion) period is less than one field (0.5 frames).</p>
	<p>Operational Convenience Marker function (Center, 16:9, 4:3) Scan setting (Normal (0%), Over (5%), Full scan) Color temperature and gamma mode selection Aspect setting External parallel remote control</p>
	<p>Mounting Flexibility VESA mounting (100 x 100 mm) EIA-standard 19-inch rack mountable with an optional MB-529 rack-mount bracket</p>

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Specifications		LMD-2110W
LCD Panel	Size	21.5"
	Resolution	1920 x 1080 (Full HD)
	Aspect ratio	16:9
	Viewing angle	170 (H) / 160 (V) degrees
Signal processing		10-bit
Input	LINE (Y/C, VIDEO IN) ^{*1}	Mini DIN 4-pin x1, BNC x1
	AUDIO for LINE	Phono jack x1
	RGB/COMPONENT	BNC x3
	AUDIO for RGB/COMPONENT	Phono jack x1
	EXT SYNC for RGB/COMPONENT	BNC x1
	HDMI	HDMI x1
	OPTION IN for BKM-320D ^{*2}	D-sub 9-pin x1
	AUDIO for OPTION IN	Phono jack x1
Output	LINE (Y/C / Composite)	Mini DIN 4-pin x1, BNC x1 (loop-through)
	AUDIO for LINE	Phono jack x1 (loop-through)
	RGB/COMPONENT	BNC x3 (loop-through)
	AUDIO for RGB/COMPONENT	Phono jack x1 (loop-through)
	EXT SYNC for RGB/COMPONENT	BNC x1 (loop-through)
External control	PARALLEL REMOTE	Modular 8-pin x1
Built-in speaker		0.5 W (mono)

*1 IF YOU INPUT SIGNALS TO BOTH Y/C AND VIDEO IN (COMPOSITE), THE SIGNAL INPUT TO THE Y/C IS SELECTED.

*2 SD-SDI INPUT ADAPTOR (OPTIONAL ACCESSORY)

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Specifications		LMD-2110W
Power supply		AC 100~240 V, 50/60 Hz
Power consumption (max.)		Approx. 56 W, 1.0 A to 0.5 A
Dimensions (W/H/D)	Including the supplied stand	Approx. 515 x 403 x 264 mm
	Without the supplied stand	Approx. 515 x 355 x 86 mm
Weight		Approx. 8.6 kg
Supplied accessories		AC power cord AC plug holder Operating instructions CD-ROM Using the CD-ROM manual Warranty card

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

Good Selling!

Gary Mandle / Rosemary Jersey
 Product Management
 Professional Solutions of America