


**Bulletin**

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TO: MEDICAL SYSTEM PRODUCT RESELLERS, MEDICAL SYSTEM PRODUCT RESELLERS - NATIONAL ACCOUNTS, SECURITY RESELLERS, SECURITY RESELLERS - NATIONAL ACCOUNTS, SECURITY SYSTEM MASTER STOCKING DISTRIBUTOR, SECURITY SYSTEM DISTRIBUTOR, MEDICAL SYSTEMS INTEGRATOR, MEDICAL SYSTEMS INTEGRATOR - NATIONAL ACCOUNTS, SECURITY SYSTEMS INTEGRATOR

FROM: MARK BONIFACIO

SUBJECT: INTRODUCTION OF THE LMD-1750W 17-INCH LUMA MONITOR AND RELATED ACCESSORIES

Sony is pleased to announce an expansion to our LUMA™ series professional video monitor product line. The LMD-1750W is a 17-inch\* WXGA Resolution (1280x768) monitor that is planned to be available in mid-April 2008. This model is being marketed toward the higher end of broadcast and video production and is capable of multi-format signal support comprising various SD and HD formats. Due to its 17-inch size, the LMD-1750W is perfectly suited for 19" EIA rack mount applications. Applications to focus on include monitor walls, QC, editing, OB Trucks and field monitoring.

In addition to the LMD-1750W base model, we will be offering a package model bundled with the BKM-243HS HD-SDI option board. The product SKU for the bundle model will be LMD-1750WHD.

Pricing for the new models is as follows:

| PRODUCT NAME | BRIEF DESCRIPTION   | REPLACES   | SUGGESTED LIST PRICE | RESELLER PRICE | QTY  | AVAIL                |
|--------------|---|------------|----------------------|----------------|------|----------------------|
| LMD-1750W    | 17" WXGA (1280x768) wide-screen LCD Monitor*  | LMD-172WS  | \$2,900.00           | \$2,059.00     | 1-3  | Middle of April 2008 |
|              |   |            |                      | \$2,001.00     | 4-24 |                      |
|              |   |            |                      | \$1,943.00     | 25+  |                      |
| LMD-1750WHD  | 17" WUXGA (1280x768) wide-screen LCD Monitor*, includes BKM-243HS HD-SDI option board | LMD-172WHD | \$4,200.00           | \$2,982.00     | 1-3  | Middle of April 2008 |
|              |   |            |                      | \$2,940.00     | 4-24 |                      |
|              |   |            |                      | \$2,814.00     | 25+  |                      |

\*Viewable area measured diagonally

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| PRODUCT NAME | BRIEF DESCRIPTION                               | REPLACES | SUGGESTED LIST PRICE | RESELLER PRICE | QTY | AVAIL                |
|--------------|---|----------|----------------------|----------------|-----|----------------------|
| MB-530       | 19" EIA Rack Mount for LMD-1750W or LMD-1750WHD | MB-522A  | \$220.00             | \$154.00       | Any | Middle of April 2008 |
| SU-561       | Table stand for LMD-1750W or LMD-1750WHD        | SU-558   | \$200.00             | \$140.00       | Any | Middle of April 2008 |

**Product** High Resolution for Higher Picture Quality

- Description:**
- LMD-1750W, WXGA (1280x768)

Faithful Color Reproduction

- ChromaTru™: Sony's unique color management technology is factory calibrated to accurately produce SMPTE-C, EBU and ITU-709 color standards

Full 10 bit signal processing

- All data is converted and/or processed digitally in 10-bits
- 10-bit processing achieves significant signal-to-noise ratio improvement over 8-bit processing
- 10-bit processing is perfectly suited for HD-SDI's native 10-bit signal path

Advanced I/P Conversion

- 3 settings designed to meet the needs of the video professional
- Next generation technology accurately transposes interlaced signals to progressive signals while eliminating jagged edges
- Less than 1 frame delay

New and improved CCFL backlight system, including backlight control

- 6 level selections from 50% to 100%

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**Product**

**Description:**

Functions for LMD-1750W include:

- Closed Caption decoding of EIA-608 standard
- Multiple Display - Picture in picture (PIP) for 16:9 images or Picture outside of main picture (POP) for 4:3 images cable of displaying:
  - Side by side display of two video inputs
  - Waveform Monitor
  - Audio Level Metering

Additional Professional Features include:

- DC12V Operation
- Color Temperature Adjustment
- Scan Size selection for video input
- Advanced Markers: Aspect, Center, Safety Area
- Blue Only Mode
- Parallel Remote Function (modular 8-pin)
- Key Inhibit Function
- LMD-1750W includes:
  - H/V Delay
  - Monochrome Mode
  - Native Scan Size Selection for 1080i or 720P
  - Auto chroma/phase set-up
  - Auto Chroma Control (ACC) on/off selections
  - Serial Remote RS232C
  - Ethernet Remote (RJ45) for control using Sony BKM-15R

Support of all HD/SD frame rates up to 1080/60i through video inputs

LMD-1750W support 1080/60P through DVI-D input

Multi-Format Input Versatility

- LMD-1750W support:
  - Standard inputs include Composite Video, Y/C, RGB/Component, HD15 and DVI-D
  - Two optional input slots that utilize
    - BKM-243HS HD-SDI / SD-SDI auto-detect (2 input, 1 output)
    - BKM-220D SD-SDI (2 input, 1 output)
    - BKM-227W Composite, Y/C (1 input, 1 output of each)
    - BKM-229X RGB/Component (1 input)

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**Features and Benefits:** Full features, benefits, and specifications are available on-line at [www.sony.com/luma](http://www.sony.com/luma)

**Suggested Applications:** Anywhere a high quality video monitor is needed such as video production, staging, rental, trucks & studios.  
Any environment that is space and/or power limited such as a mobile truck.

Features and specifications subject to change without notice.

Please contact your local Account Manager for further information.

Good Selling!

Mark Bonifacio  
Group Marketing Manager  
Professional Display Marketing Group  
Broadcast and Business Solutions Company