



# Bulletin

DATE: MAY 15, 2006 06-0193  
 TO: DIRECT SALES PERSONNEL  
 FROM: MINA ENOKIDA  
 SUBJECT: FWD42PX2 NEW PLASMA INTRODUCTION (DIRECT)

Sony is pleased to announce the new FWD42PX2 High Definition plasma display. This is the successor model of the PFM42X1/B and /S.

*We will continue to carry the PFM42X1/B, PFM42X1/ while supplies last! Take advantage of the last promotional prices provided on March 29<sup>th</sup>, 2006.*

PRODUCT NAME	DESCRIPTION	UPC	LIST	SPPG	SHIPPING DIMENSION / WEIGHT	AVAILABILITY
FWD-42PX2/B	42" HD plasma monitor in Black	0 27242 69396 8	\$3,349.00	\$2,399.99	46"LX15"W X 30" H ( 84.60 lbs)	April 24 <sup>th</sup> , 2006
FWD-42PX2/S	42" HD plasma monitor in Silver	0 27242 69395 1	\$3,349.00	\$2,399.99	46"LX15"W X 30" H ( 84.60 lbs)	April 24 <sup>th</sup> , 2006

*\*Suggested Profit Picture Guideline. Actual selling price may vary.*

## FWD42PX2 NEW PLASMA INTRODUCTION

BULLETIN #06-0193

Page Two

<FWD42PX2>



Available in Black and Silver finish

FWD-42PX2 is a 42-inch High Definition Professional Display, well suited for corporate and consumer applications that delivers high image quality, accurate color reproduction and long panel life. This display includes analog and digital inputs for both video and PC devices for a versatile viewing platform.

**Features**  
**and**  
**Benefits:**

**Basic Bullets**

- High Definition (WXGA) Plasma: 1024 x 768
- Progressive Scan Display
- 10,000 : 1 high contrast ratio
- Multi Input Connectivity
- Two option slots allow for flexible solutions
- Supports display video resolutions up to 1080i.
- Extra Long Panel Life

**Spec/Feature Bullets**

- High Definition Plasma: Brilliant image quality with ability to display over 1 billion colors delivers hi-contrast video and sharp text for any display solution.
- Progressive Scan Display: 1024 x 768 progressive scan display maximizes video performance; ideal for PC and HDTV content.
- Multiple Input Connectivity: DVI-D (HDCP), HD-15 (RGB), HD-15 (YUV/Component), Composite Y/C(S-Video) inputs provide hook-up flexibility.
- Flexible Option Boards: Optional input boards to match the exacting needs of the display application.
- High Resolution Video Display: This HD monitor is able to display video resolutions up to 1080i.

**Features**  
**and**  
**Benefits:**

**Key Features**

- High Definition Plasma --- Brilliant image quality with ability to display over 1 billion colors delivers hi-contrast video and sharp text for any display solution.
- Multiple Input Connectivity --- DVID (HDCP), HD-15 (RGB), HD-15 (YUV/Component), Composite Y/C(S-Video) inputs provide hook-up flexibility.
- Flexible Option Boards --- Optional input boards to match the exacting needs of the display application.  
Network Management Card (BKM-FW32), Network Media Card (BKM-FW50), Internal TV Tuner (ICS-SP20) (Optional, sold separately)
- Progressive Scan Display --- 1024 x 768 progressive scan display maximizes video performance; ideal for PC and HDTV content.
- High Resolution Video Display --- This HD monitor is able to display video resolutions up to 1080i.
- Extra Long Panel Life --- Long panel life combined with low power consumption ensures years of energy-efficient operation. Screen saver functions include auto-dimmer and on/off timer and help ensure maximum panel life.

## FWD42PX2 NEW PLASMA INTRODUCTION

### BULLETIN #06-0193

#### Page THREE

#### Specifications:

##### **General**

- Screen Size --- 42.0" (measured diagonally)

##### **Audio**

- Audio Power Output --- 14W Total (7Wx2 Digital AMP)

##### **Convenience**

- Cable Management System --- Yes
- On Screen Controls --- Yes
- Wall/Arm Mount --- Yes (capable)

##### **Convenience Features**

- Multiple Language Display --- English, French, Spanish, Italian, German, Japanese, Dutch, Swedish, Russian, Chinese
- Picture and Picture --- Yes
- Picture-in-Picture --- Yes

##### **Hardware**

- Color Systems --- NTSC, PAL, SECAM, NTSC4.43, PAL60, PAL-M, PAL-N
- Mount Design --- Landscape, Portrait
- Remote Control --- Multi-Function Remote

##### **Inputs and Outputs**

- Analog Audio Input(s) --- 1 (Bottom)
- Analog Audio Output(s) --- Speakers (L/R) Optional (Bottom)
- Analog Video Input(s) --- 1 (Bottom)
- PC Audio Input(s) --- 1 (per input)
- PC Video Input(s) --- 1 (Bottom) - D—ub 15
- Component Video (Y/Pb/Pr ) Input(s) --- 1 (Bottom) Optional
- Composite Video Input(s) --- 1 (Side)
- Control-S Input(s) --- 1 (Bottom)
- Control-S Output(s) --- 1 (Bottom)
- RCA Audio Input(s) --- RCA (L/R)
- RF Connection Input(s) --- 1 (optional)
- RS232 Control --- 1 (Bottom)
- S-Video Input(s) --- 1 (Side)
- S-Video Output(s) --- 1 (Side)
- Video In (BNC) --- 1 (Side)
- DVI Connection Input(s) --- 1 DVI-D (HDCP) (Bottom)

##### **Operating Conditions**

- Colors --- 1.07 billion
- Luminance --- 450cd/m<sup>2</sup>
- Pixel Pitch --- 0.90 x 0.676 mm
- Screen Treatment --- Anti-Glare, Anti-Reflective
- Vertical Refresh Range --- N/A

##### **Video**

- Horizontal Scan (KHz) for PC --- N/A
- Closed Caption Decoder --- Yes
- Contrast Ratio --- 10000:1
- Display Resolution --- 1024 x 768
- Image Retention Protection --- Auto Wide Mode, Background, Multi-Mode Picture Orbit, Picture Inversion, Power Save, Smart Fan Technology, Timers, White Screen
- Viewing Angle --- Horizontal: 178°, Vertical: 178°

## FWD42PX2 NEW PLASMA INTRODUCTION

### BULLETIN #06-0193

Page FOUR

#### **Specifications:**

##### **Power**

- Internal Power Supply --- Yes
- Power Consumption --- 330 W (typ.)
- Power Requirements --- AC 100 to 240 V, 50 / 60 Hz,

##### **Regulation and Standard Compliance**

- Emissions/Ergonomics --- N/A
- Energy Star® Compliant --- N/A
- Plug & Play --- N/A
- Safety Regulations --- UL60950, CSA No.60950 (c-UL), CE LVD (EN60950), Den-an, FCC Class-B, IC Class-B, VCCI Class-B, CE EMC (EN55022 Class-B, EN55024, EN61000-3-2, EN61000-3-3), C-Tick (AS/NZS 3548/95, AS/NZS 4252.1), JEITA, KSA, PAI, CCC

##### **Service and Warranty Information**

- Extended Service Plan --- Optional Plans for up to 5 years on-site service in most areas.
- Limited Warranty --- 2 years parts, 2 years labor, 1 year panel including on-site service in most areas.

##### **Software**

- Operating System Compatibility --- N/A

##### **Video Features**

- Picture Modes --- Custom (3), Vivid, Standard
- Color Temperature --- Cool, Neutral, Warm
- Panel Type --- AC-Type Plasma Display Panel
- Screen or Display Technology --- PlasmaPro™
- Video Processing --- WEGA Engine™ Technology

##### **Weights and Measurements**

- Dimensions (Approx) Width --- 40.7" (1"33mm)
- Dimensions (Approx) Height --- 24.9" (6"1 mm)
- Dimensions (Approx) Depth --- 4.77" (1"1mm)
- Weight (Approx.) --- 66.1 lbs (30 Kg)

FWD42PX2 NEW PLASMA INTRODUCTION  
 BULLETIN #06-0193  
 Page FIVE

Optional accessories for FWD42PX2:

Model	Description – Primary Flat Panel Accessories	List Price
<b>SPEAKER</b>		
<b>SS-SP42FW/S</b>	Silver speakers for the FWD42PV1/S, and FWD42PX2/S	\$275.00
<b>SS-SP42FW/B</b>	Black speakers for the FWD-42PV1/B and FWD42PX2/B	\$275.00
<b>INPUT BOARDS</b>		
<b>BKM-FW11</b>	Component/RGB Input board using 5-BNC Connectors for all FWD models	\$149.00
<b>BKM-FW12</b>	RGB/Component active loop through for all FWD models.	\$149.00
<b>WALL MOUNTS / STANDS</b>		
<b>PLP-91/D</b>	Tilt Wall Mount (Up to 15 degrees tilt without adjusting screws. Also good for portrait) for all models.	\$245.00
<b>SFM-1</b>	Copy info from other bulletins	
<b>SPM-TRI/C</b>	Clear Table Top Stand for all PlasmaPro™ FWD LCD Monitors	\$325.00
<b>SPM-TRI/E</b>	Silver Table Top Stand for all PlasmaPro™ and FWD LCD Monitors	\$279.00
<b>NETWORKING</b>		
<b>EBS-N100</b>	Network management device which allows for status and control over IP and connectivity to PJNet!™ software for all models	\$549.00
<b>EBS-N200D</b>	New! Network Media Player which allows for status, control and streaming over IP for all models. With 2GB hard drive.	\$949.00
<b>BKM-FW32</b>	Internal Network Management Device. Allows for status, control via IP. Internal card all FWD Plasma and LCD monitors.	\$499.00
<b>BKM-FW50</b>	Internal Network Media Card. Allows network streaming play and local storage with a SD compact flash slot for cost effective digital signage solutions for the FWD32LX1R, FWD40LX1, FWD50PX2, FWD42PV1, and FWD42PX2	\$699.00
<b>TV TUNER/ HOTEL</b>		
<b>ICS-SP20</b>	Internal card TV tuner. Also comes with Hotel networking for use in hospitality. Card available for all FWD Plasma and LCD displays.	\$449.00
<b>EBS-SP15</b>	Hospitality clone device for all models.	\$749.00

\*Suggested resale price. Retail price may vary.

If you have any questions, please contact your Sony Account Manager.

Brochures available in Comac:

- #D324      **LCD and Plasma brochure (now updated with new models!)**
- #D326      LCD vs Plasma technology comparison sheet
- #D313:      Projectors & Plasma - Age of Digital Networking  
                   How Sony is leading in the digital signage market

Go to [www.sony.com/businesssolutions](http://www.sony.com/businesssolutions)

Good Selling!

Mina Enokida, Marketing Manager  
 Displays Marketing, HPD, Sony

*You have received this email advertisement because you have indicated a desire to receive communications from Sony Electronics regarding products, promotions, updated information and services.*

*SONY WEGA Engine and PlasmaPRO are trademarks of Sony Electronics Inc. All other trademarks are trademarks of their respective owners.*