

**Bulletin**

DATE: FEBRUARY 1, 2009 08-0723

TO: MEDICAL SYSTEMS PRODUCTS RESELLER - NATIONAL ACCOUNTS
MEDICAL RESELLERS - HAWAII

FROM: BRIAN ZIMMER

SUBJECT: INTRODUCTION OF 32" MEDICAL GRADE FULL HD LCD MONITOR; IDEAL FOR
DISPLAYING HD MEDICAL VIDEO IN THE O.R.

Sony is pleased to introduce the LMD-3250MD 32" 1920x1080 HD monitor to join its range of medical grade LCD displays. This 32" widescreen monitor* offers a 10-bit panel driver, 10-bit signal processing and Sony ChromaTRU™ color balance technology for ultra high performance. The LMD-3250MD displays a 1920x1080P full HD signal pixel-to-pixel enabling the purest reproduction of images captured by today's HD surgical cameras.

The LMD-3250MD was designed to be mounted on surgical carts, boom arms, walls or at a table top workstation with the optional SU-32FW/S stand. With built-in HD-SDI, DVI-D, HD15, RGB, Y/C, composite and SD-SDI inputs and one expansion slot, the LMD-3250MD can be integrated into any system environment. Built upon the same platform, the LMD-3250MD incorporates the same great features of the popular LMD-2450MD 24" model. The LMD-3250MD includes some new features such as enhanced side-by-side functions for better multi-modality performance, a full 10-bit panel driver that delivers an expanded color gamut, and a smaller power supply enabling easier operating room integration.

Incorporating industry-leading Sony HD technology and design, the LMD-3250MD is the perfect addition to today's HD operating rooms, enabling medical professionals to experience the full benefit of their HD surgical cameras.

Detailed features and benefits of the LMD-3250MD are listed on the following pages along with pricing.

*Viewable area measured diagonally

INTRODUCTION OF LMD-3250MD 32" MEDICAL GRADE FULL HD LCD MONITOR
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Product Description: LMD-3250MD 32" Full HD Medical Grade Widescreen LCD Monitor

Features and Benefits: WUXGA 1920x1080 Full HD Resolution and 10-Bit Signal Processing: for outstanding HD image quality, detail and clarity
Sony ChromaTRU Color Balance: advanced color space conversion and white balance calibration technology for vivid and accurate colors. Every LMD-3250MD is color calibrated at the factory so that each monitor matches one another as well as other LMD models out of the box.
16:9 Widescreen Aspect Ratio: larger field of view for better visibility of surgical area and full screen display of HD signal
Multi-Picture Display: picture-in-picture (PIP), picture-outside-picture (POP), & side-by-side with full scan for flexible multi-image viewing
Built-in HD-SDI and DVI-D: for connections to any of today's HD surgical cameras. Other connections including HD15, RGB, Y/C, composite and SD-SDI are also built-in for ultimate flexibility.
Touch-activated Picture Controls: located on front bezel, buttons are backlit when activated
One Optional Input Slot: to enable additional signal input
Multiple Preset Signal Configurations: designed to match various endoscopic camera system specifications for convenient and easy setup
20 User Memory: function settings programmable to user preferences
Selectable Color Temperature, Gamma and Scan Settings: for flexible customization to specific applications and/or users
Key Lock Control Button: helps prevent unintentional setting changes from occurring during procedures
Vesa Mounting: for standard compatibility with stands and mounting brackets
Flat Surface LCD and Hooded Ventilation Holes: for easy cleaning
7 Language On Screen Display
Serial RS232C or Ethernet Remote
24V DC Operation Capability

Suggested Applications: For displaying HD surgical video in the operating room or for any other medical application requiring a high performance medical grade monitor. Ideal for mounting on surgical carts, booms or walls. Can also be mounted on carts or at desktop workstations using the SU-32FW/S monitor stand (optional).

Note: Features & Specifications are subject to change without notice.

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MODEL	DESCRIPTION	SUGGESTED LIST PRICE	MEDICAL RESELLER NATIONAL ACCT. PRICE	AVAILABLE
LMD-3250MD	32" Full HD Medical Grade LCD Monitor	\$7,495.00	\$4,272.15	NOW
SU-32FW/S	Desktop Stand for LMD-3250MD	\$349.00	\$198.93	APRIL '09
BKM-220D	SDI 4:2:2 Input Adapter for LMD Series Monitors	\$525.00	\$393.75	NOW
BKM-243HS*	HD/D1-SDI Input Adapter for LMD Series Monitors	\$1,950.00	\$1,462.50	NOW
BKM-227W	NTSC/PAL Input Adapter for LMD Series Monitors	\$750.00	\$562.50	NOW
BKM-229X	Analog Component Input Adapter for LMD Series Monitors	\$750.00	\$562.50	NOW

* One BKM-243HS comes standard with LMD-3250MD

LMD-3250MD 32" Medical LCD Monitor



SU-32FW/S Desktop Stand



Please contact your local Account Manager for further information.

Good Selling!

Brian Zimmer
 Manager, Surgery Marketing
 Medical Systems Division, Broadcast and Business Solutions Company

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