

**Bulletin**

DATE: OCTOBER 1, 2010 10-0334

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

FROM: ROSEMARY JERSEY / GARY MANDLE

SUBJECT: INTRODUCTION OF THE LMD2451TD / LMD4251TD PROFESSIONAL 3D LCD MONITORS

TYPE: INTRODUCTION

Sony is pleased to announce the new optimum solution for 3D Monitoring applications. The LMD2451TD and the LMD4251TD Professional 3D LCD Monitors.

The new LMD-2451TD is a 24-inch* widescreen LCD monitor designed to satisfy the rapidly growing demand from 3D productions in the broadcast and professional field. This professional monitor incorporates a micro-polarizer filter attached to the LCD panel, and is supplied with circular polarizer 3D glasses.

The LMD-2451TD can accept various source of 3D signal format such as 3D on 3G, Dual stream left and right, Field sequential and side-by-side HD-SDI as well as DVI-D line interleave (line by line) mode. The BKM-250TG board is required to display these features.

The new LMD-4251TD is a 42-inch* widescreen LCD monitor. This professional monitor incorporates a micro-polarizer filter attached to the LCD panel, and is supplied with circular polarizer 3D glasses. Wearing these lightweight 3D glasses, users can enjoy smooth, uninterrupted viewing of multiple monitors. The LMD-4251TD inherits the proven technology and features of the widely respected 2D LCD monitor, the high grade LMD-4250W. The LMD-4251TD can also display 2D pictures.

*viewable area measured diagonally

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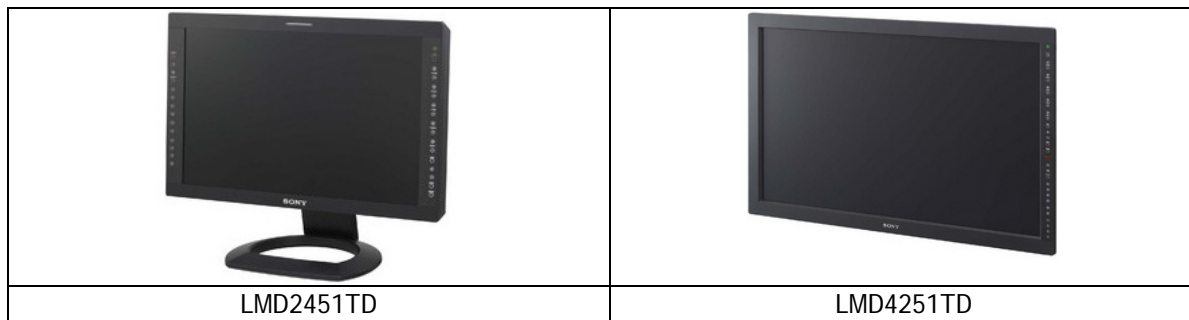
Sony will also offer a packaged bundle for the LMD2451TD and LMD4251TD. They are the LMD2451TDPac1 (includes BKM-250TG/2 3G/HD/SD-SDI Input Adaptor), LMD4251TDPac1 (includes BKM-250TG/23G/HD/SD-SDI Input Adaptor).

The LMD-2451TD and the LMD4251TD's related bundle packages are scheduled to be available for delivery in September 2010

The LMD2451TD and the LMD4251TD models come with two pair of Passive circular polarizer glasses.

PRODUCT NAME	BRIEF DESCRIPTION	SUGGESTED LIST PRICE	RESELLER PRICE	QTY	AVAILABLE
LMD2451TD	24-inch* High Grade 3D LCD Monitor	\$6200.00	\$4402.00	1	Sept 2010
LMD4251TD	42-inch* High Grade 3D LCD Monitor	\$8200.00	\$5822.00	1	Mid/Oct 2010
LMD2451TDPAC1	24-inch* High Grade 3D LCD Monitor and BKM250TG/2	\$8490.00	\$5518.50	1	Sept 2010
LMD4251TDPAC1	42-inch* High Grade 3D LCD Monitor and BKM250TG/2	\$10490.00	\$6818.50	1	Mid/Oct 2010
BKM250TG/2	3G/HD/SD-SDI Input Adaptor	\$2290.00	\$1717.50	1	Sept 2010
BKM30G	Passive Circular polarizer Glasses	\$199.00	\$149.25	1	Sept 2010
BKM31G	Passive Circular polarizer Glasses (Clip on)	\$99.00	74.25	1	Mid/Oct 2010

*Viewable area measured diagonally



Features and Benefits:

High Purity Colour Filters

The LMD-2451TD uses precisely manufactured RGB colour filters, allowing the reproduction of colours with stunning depth and saturation to create highly natural images.

3D Circular-polarizer System

The LMD-2451TD adopts a 3D micro polarizer filter attached to the LCD panel, and is supplied with circular-polarizer glasses. In this system, the right and left signals are sorted into odd lines and even lines respectively. The right and left images delivered from the LCD panel are circular polarized in different directions through the micro-polarizer filter and the patterned retarder. Each right and left image can then be viewed by the corresponding right and left circular-polarizer filter glass.

Unique Lightweight Circular-polarizer 3D Glasses

Sony BKM-30G circular-polarizer glasses are designed for the 3D production operator's convenience, and optimized for both LMD 3D monitors.

3D display feature - Horizontal Flip

When a half-mirror type of rig is used, either the left or right signal may be reversed horizontally. The Flip H function turns the reversed image to the normal view. This is helpful because the user can refer directly to the rig camera, achieving a simple and cost-saving system.

3D display feature - Disparity Simulation

Either the left or right signal phase (or both phases) of a 3D image can be shifted horizontally. In this way, users can simulate the amount of 3D image parallax, and can judge whether the camera rig should be adjusted on location or whether it would be better to adjust the parallax later during the post-production process.

3D display feature - Horopter Check

This function helps users to perceive the subtle difference of depth between different objects placed on the 3D screen surface.

3D display feature - Checker Board

Left and right input signals are displayed in a grid pattern on screen - divided into 9 blocks vertically and 16 blocks horizontally.

- **Specifications**
 - **Picture performance (LMD-4251TD)**
 - LCD panel a-Si TFT Active Matrix
 - Pixel efficiency 99.99%
 - Viewing angle(2D) (up/down/left/right, contrast > 20 : 1) 89°/89°/89°/89° (typical)
 - Scan Normal 0%, Over scan 5%
 - Efficient picture size (w/h, dia) 930 × 523, 1067 mm (363/4 × 203/4, 42 inches)
 - Resolution H 1,920 dots, V 1,080 lines
 - Aspect ratio 16 : 9
 - **Picture performance (LMD-2451TD)**
 - LCD panel a-Si TFT Active Matrix
 - Pixel efficiency 99.99%
 - Viewing angle(2D) (up/down/left/right, contrast > 10 : 1) 89°/89°/89°/89° (typical)
 - Scan Normal 0%, Over scan 5%
 - Efficient picture size (w/h, dia) 518.4 × 324.0, 613.2 mm (201/2 × 127/8, 24 inches)
 - Resolution H 1,920 dots, V 1,200 lines
 - Aspect ratio 16 : 10
 - **Input**
 - Composite input (NTSC/PAL) connector BNC type (1)
 - Y/C input connector 4-pin mini-DIN (1)
 - RGB/component input connectors BNC type (3)
 - Audio input connectors Phono jack (2)
 - External synchronized input connector BNC type (1)
 - HD15 input connector D-sub 15-pin (1) Plug & Play function: corresponds to DDC2B
 - **Output**
 - Composite output connector BNC type (1) Loop-through
 - Y/C output connector 4-pin mini-DIN (1) Loop-through
 - RGB/component connectors BNC type (3) Loop-through
 - External synchronized output connector BNC type (1) Loop-through
 - Audio monitor output connectors Phono jack (2)
 - Built-in speaker output 1.0 W + 1.0 W(stereo)
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- **Mass**
 - LMD-4251TD
 - Approx. 23 kg (50 lb 11 oz) (when no input adaptor is installed)
 - Approx. 23.5 kg (51 lb 13 oz) (when two BKM-229X are installed)
 - LMD-2451TD(with monitor stand):
 - Approx. 11.0 kg (24 lb 4 oz) (when no input adaptor is installed)
 - Approx. 11.5 kg (25 lb 6 oz) (when two BKM-229X are installed)

- **Accessories supplied**
 - AC power cord (1)
 - AC plug holder (1)
 - 3D glasses BKM-30G(2)
 - L/R labels (1)
 - Operating Instructions (1)
 - CD-ROM (1)
 - Using the CD-ROM Manual (1)
 - Warranty book (1)

- **Optional accessories**
 - SDI 4:2:2 input adaptor BKM-220D
 - HD/D1-SDI input adaptor BKM-243HS
 - NTSC/PAL input adaptor BKM-227W
 - Analog component input adaptor BKM-229X
 - HD/SD-SDI closed caption adaptor BKM-244CC

Features and specifications subject to change without notice.

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

Good Selling!

Rosemary Jersey / Gary Mandle
Product Management
Professional Solutions of America
Sony Electronics, Inc.