

**DATE:** AUGUST 29, 2005 **05-0425**

**TO:** SECURITY SYSTEMS NATIONAL ACCOUNT  
SECURITY SYSTEMS SALES REPRESENTATIVES

**FROM:** SEAN MATSUOKA

**SUBJECT:** INTRODUCTION OF NEW PROFESSIONAL LCD DISPLAY  
DISCONTINUATION OF SSM-14L1 and SSM-20L1

Sony is pleased to announce the introduction of the **NEW LMD-1410SC** professional LCD monitor.

Because of the quick trend shift from CRT to LCD in the display industry, the customer's requirements for professional LCD video monitors becomes stronger and stronger. LMD-1410SC and is planned as the successor of SSM-14L1 (viewable area measured diagonally). They have the basic functions which SSM series monitors are equipped with.

Main Features:

- 1- Excellent Picture Quality
  - 1-1. VGA (640 x 480) Panel for NTSC signal: These monitors are NTSC signal dedicated models so that VGA (640 x 480) panel realizes the natural picture reproduction of NTSC signal
  - 1-2. Excellent Brightness and Contrast: Sony's LCD panels have excellent performance regarding brightness and contrast  
LMD-1410SC  
Brightness: 500 cd/?  
Contrast: 1000:1
  - 1-3. Wide Viewing Angle: LCD panels used in LMD-1410SC have a wide viewing angle of 170 degrees, horizontally and vertically, with minimal reduction in picture contrast.
- 2- Versatile Input Signals: LMD-1410SC accept versatile input signal, ex. Composite, Y/C, Component and RGB.
- 3- Professional Functionalities
  - 3-1. Parallel Remote (Modular 8-pin): Parallel remote function is available via 8-pin connector and the pin assignments can be set from the On-Screen Menu.

**INTRODUCTION OF NEW PROFESSIONAL LCD DISPLAY  
DISCONTINUATION OF SSM-14L1 and SSM-20L1  
BULLETIN #05-0425**

**Page Two**

- 3-2. Color Temperature Adjustment: The color temperature can be selected at two presets (HIGH, LOW) and the USR data can be set between 5,000K and 10,000K (\*HIGH: Approx. 9,300K, LOW: Approx. 6,500K)
- 3-3. Versatile Scan Mode
  - 1) Normal Scan: Picture size is magnified 5% and the central area of the picture is displayed on the screen.
  - 2) Under Scan Mode: Picture size is reduced 3% and the entire active picture is displayed on the screen in order to permit checking.
- 3-4. Gamma Selection: Five gamma presets can be selected.
- 3-5. Setup level for analog component and NTSC signal: Set-up level of component signals or NTSC signals can be selected varying locally.
- 3-6. Control on Contrast, Bright, Chroma, Phase and Aperture: The value of Contrast, Bright, Chroma, Phase and Aperture can be finely adjusted by the control function on the menu.
- 3-7. Selectable Scan Size for video input: The aspect ratio can be switched between 16:9 and 4:3 according to input signals.
- 3-8. Monaural Audio Speaker: The monaural audio speaker (0.5W) is on the front vessel of the monitor.
- 3-9. Key Inhibit: Makes it possible to lock the setting on the front panel so that it cannot be changed by an unauthorized user.
- 3-10. VESA Mounting: VESA standard 100mm hole spacing allows easy mounting on an arm, wall or from the ceiling

**Pricing:**

<b>MODEL</b>	<b>SUGGESTED LIST PRICE</b>	<b>NATIONAL ACCOUNT PRICE</b>	<b>AVAILABILITY</b>
<b>LMD-1410SC</b>	<b>\$880.00</b>	<b>\$545.60</b>	<b>August 29, 2005</b>

Features and specifications subject to change without notice. Please contact your local Sony Regional Sales Manager for more information.

**INTRODUCTION OF NEW PROFESSIONAL LCD DISPLAY  
DISCONTINUATION OF SSM-14L1 and SSM-20L1  
BULLETIN #05-0425**

**Page Three**

Please be informed that effective immediately, the following products will be discontinued:

<b>PRODUCT NAME</b>	<b>INVENTORY STATUS</b>	<b>REPLACEMENT PRODUCT</b>	<b>DISCON TIMING</b>
SSM-14L1 SSM-20L1	0 pcs 0 pcs	LMD-1410SC LMD-2010SC (January '06 ex- factory)	Effective Immediately Effective Immediately

All pieces are on a first-come, first-served basis.

Good Selling!

Sean Matsuoka  
Marketing Manager  
Sony Security Systems  
Broadcast and Business Solutions Company

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