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**TO:** MEDICAL SYSTEMS RESELLERS  
 MEDICAL SYSTEMS RESELLERS NATIONAL ACCOUNT  
 MEDICAL SYSTEMS PREFERRED RESELLERS

**FROM:** EVAN KRACHMAN

**SUBJECT:** INTRODUCTION OF LMD2140MD, LMD2140MD/SDI MEDICAL MONITORS

Sony is pleased to introduce the LMD-2140MD LCD Monitor, a medical-grade 21-inch (viewable area measured diagonally) LCD monitor optimized for medical video applications. The standard configuration includes Composite, Y/C, RGBS, Component, DVI-D, and VGA inputs. The LMD-2140MD/SDI also includes the BKM220D which provides two SDI inputs and one monitor output.

PRODUCT NAME	SUGGESTED LIST PRICE	RESELLER PRICE	PREFERRED RESELLER PRICE	RESELLER NATIONAL ACCOUNT PRICE	AVAIL.
LMD-2140MD	<b>\$3,885.00</b>	\$2,369.85	\$2,253.30	\$2,214.45	November 2004
LMD-2140MD/SDI	<b>\$4,285.00</b>	\$2,613.85	\$2,485.30	\$2,442.45	November 2004

**Product Description:**

The LMD-2140MD incorporates a superb-quality LCD panel that provides an extremely high level of brightness, contrast, and color depth. The use of Sony's original X-Algorithm (X-Algorithm is used for 480/60i and 575/50i signals only) technology allows natural reproduction of video images. In addition, this monitor provides versatility with a variety of signal input capabilities for analog or digital, standard definition or high definition, and DVI-D, as well as user-friendly operational conveniences such as its User Memory functionality.

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### Features and Benefits:

#### **Sophisticated I/P (Interlace to Progressive) Conversion**

The LMD-2140MD provides sophisticated I/P conversion using Sony's original X-Algorithm technology. This algorithm combines the pixels above, below, and in the diagonal direction of the moving picture part, and then inserts a natural pixel to create the absent lines. The result is smooth image reproduction for both moving and static picture areas. With conventional LCD monitors, the I/P conversion methods can cause picture degradation when displaying moving images.

#### **High Clarity Panel with Protection**

The LMD-2140MD incorporates an extremely bright 21-inch (viewable area measured diagonally) LCD panel with a 4:3 aspect ratio and a robust multi-layer AR-coated protection layer. This coating minimizes the damage caused by accidental scratching of the panel. And reduces the reflection from ambient light to a minimum. As a result, when used in bright lighting conditions, high contrast is maintained even in dark areas of the picture - a benefit over current CRT monitors.

#### **Versatile Inputs**

The LMD-2140MD can accept a variety of signals ranging from SD to HD video, analog VGA to SXGA (SXGA images are downconverted for display) 3 PC input, as well as DVI-D input. In addition to its standard inputs, 5 types of optional input adapters are offered for use in its two rear slots. This allows multiple signal sources from a variety of equipment to be connected and monitored simply by selecting them via the input button on the front panel.

#### **Memory for 20 users**

The User Memory functionality provides the capability of saving 20 patterns of memory settings. This allows users easily to set, save, and recall their preferred picture settings using an assigned user name. In addition, factory default settings can instantly be recalled by the touch of two buttons. The following parameters can be saved: Color temperature, Brightness, Contrast, Chroma, Phase, Aperture, Gamma, Aspect, Scan, Picture Delay Minimum, User Memory Name, User Color Temperature. Instant access to most of these controls is available from the buttons on the front bezel, as well as the OSD menu, which is provided in 7 languages.

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### Features and Benefits:

#### (CONT.)

### **VESA Mounting**

Complying with the VESA standards of 100 mm hole spacings, the LMD-2140MD can easily be mounted on a cart, rack, or wall.

### Supplied Accessories:

AC Power Cord (1), AC plug holder (2), Operating Instructions (1), CD-ROM (1), Warranty Card (1), Using the CD-ROM Manual (1), Interface Manual for Programmers (1), Quick Reference (1), When you first use the monitor (1), Sales Companies Guide (1).

### Optional Accessories:

SU-557 stand, IzzitOn® cable, Input Adapters (see chart below)

	Standard (always available)	Optional Input Adaptors (up to two of any combination may be used)				
		BKM-227W	BKM-229X	BKM-220D*	BKM-243HS	BKM-255DV
Composite	●	○				
Y/C	●	○				
RGB	●		○			
Component	●		○			
DVI -D	●					
VGA	●					
SDI				○	○	
HDSDI					○	
DV						○

\*one BKM-220D is included with LMD-2140MD/SDI , leaving only one option slot open.

Features and Specifications subject to change without notice.

Please contact your local Account Manager for further information.

Good Selling!

Evan Krachman  
Marketing Manager, Digital Video and Storage Products  
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