


Bulletin

DATE: APRIL 1, 2008 08-0048

TO: PROFESSIONAL VIDEO (NTSC) PRODUCT IN-COUNTRY RESELLER
PROFESSIONAL VIDEO (PAL) PRODUCT IN-COUNTRY RESELLER

FROM: ORLANDO ORTIZ

SUBJECT: INTRODUCTION OF THE LMD-1750W 17-INCH LUMA MONITOR AND RELATED ACCESSORIES

Sony is pleased to announce an expansion to our LUMA™ series professional video monitor product line. The LMD-1750W is a 17-inch WXGA Resolution (1280x768) monitor that will be available in mid-April 2008. This model is being marketed toward the higher end of broadcast and video production and is capable of multi-format signal support comprising various SD and HD formats. Due to its 17-inch size, the LMD-1750W is perfectly suited for 19" EIA rack mount applications. Applications to focus on include monitor walls, QC, editing, OB Trucks and field monitoring.

In addition to the LMD-1750W base model, we will be offering a pack model bundled with the BKM-243HS HD-SDI option board. The product SKU for the bundle model will be LMD-1750WHD.

Pricing for the new models is as follows:

PRODUCT NAME	BRIEF DESCRIPTION	REPLACES	SUGGESTED LIST PRICE	RESELLER PRICE	QTY	AVAIL
LMD-1750W	17" WXGA (1280x768) wide-screen LCD Monitor*	LMD-172WS	\$2,900.00	\$2,030.00	1-3	Middle of April 2008
				\$1,972.00	4-11	
				\$1,928.00	12+	
LMD-1750WHD	17" WUXGA (1280x768) wide-screen LCD Monitor*, includes BKM-243HS HD-SDI option board	LMD-172WHD	\$4,200.00	\$2,940.00	1-3	Middle of April 2008
				\$2,856.00	4-11	
				\$2,793.00	12+	

*Viewable area measured diagonally

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PRODUCT NAME	BRIEF DESCRIPTION	REPLACES	SUGGESTED LIST PRICE	RESELLER PRICE	QTY	AVAIL
MB-530	19" EIA Rack Mount for LMD-1750W or LMD-1750WHD	MB-522A	\$220.00	\$154.00	Any	Middle of April 2008
SU-561	Table stand for LMD-1750W or LMD-1750WHD	SU-558	\$200.00	\$140.00	Any	Middle of April 2008

Product Description:

Our newest line of LUMA LCD Professional Video Monitors include the following prominent features:

High Resolution for Higher Picture Quality

- LMD-1750W, WXGA (1280x768)

Faithful Color Reproduction

- ChromaTru™: Sony's unique color management technology is factory calibrated to accurately produce SMPTE-C, EBU and ITU-709 color standards

Full 10 bit signal processing

- All data is converted and/or processed digitally in 10-bits
- 10-bit processing achieves significant signal-to-noise ratio improvement over 8-bit processing
- 10-bit processing is perfectly suited for HD-SDI's native 10-bit signal path

Advanced I/P Conversion

- 3 settings designed to meet the needs of the video professional
- Next generation technology, accurately transposes interlaced signals to progressive signals while eliminating jagged edges
- Less than 1 frame delay

New and improved CCFL backlight system, including backlight control

- 6 level selections from 50% to 100%

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Product

Description:

New functions for LMD-1750W include:

- Closed Caption decoding of EIA-608 standard
- Multiple Display - Picture in picture (PIP) for 16:9 images or Picture outside of main picture (POP) for 4:3 images cable of displaying:
 - Side by side display of two video inputs
 - Waveform Monitor
 - Audio Level Metering

Additional Professional Features include:

- DC12V Operation
- Color Temperature Adjustment
- Scan Size selection for video input
- Advanced Markers: Aspect, Center, Safety Area
- Blue Only Mode
- Parallel Remote Function (modular 8-pin)
- Key Inhibit Function
- LMD-xx50W series include:
 - H/V Delay
 - Monochrome Mode
 - Native Scan Size Selection for 1080i or 720P
 - Auto chroma/phase set-up
 - Auto Chroma Control (ACC) on/off selections
 - Serial Remote RS232C
 - Ethernet Remote (RJ45) for control using Sony BKM-15R

Support of all HD/SD frame rates up to 1080/60i through video inputs

LMD-xx50W series support 1080/60P through DVI-D input

Multi-Format Input Versatility

- LMD-xx50W series support:
 - Standard inputs include Composite Video, Y/C, RGB/Component, HD15 and DVI-D
 - Two optional input slots that utilize
 - BKM-243HS HD-SDI / SD-SDI auto-detect (2 input, 1 output)
 - BKM-220D SD-SDI (2 input, 1 output)
 - BKM-227W Composite, Y/C (1 input, 1 output of each)
 - BKM-229X RGB/Component (1 input)

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Features and Benefits: Full features, benefits, and specifications are available on-line at <http://www.sonypro-latin.com>

Suggested Applications: Anywhere a high quality video monitor is needed such as video production, staging, rental, trucks & studios.
Any environment that is space and/or power limited such as a mobile truck.

Features and specifications are subject to change without notice.

Please contact your local Account Manager for further information.

Good Selling!

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Sony Broadcast and Business Solutions Company