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FROM: MARK BONIFACIO

SUBJECT: INTRODUCTION OF THE LMD-9020 AND LMD-9030 LUMA SERIES LCD
PROFESSIONAL VIDEO MONITORS

Sony is pleased to announce the expansion of the LUMA™ series professional video monitor product line to include two new models, the LMD-9020 and LMD-9030. Sony continues to set the standard for quality LCD monitoring solutions in the Broadcast and Professional Video marketplace.

The LMD-9020 and LMD-9030 are additions to the 8.4" (viewable area measured diagonally) family of field monitoring. These models join the LMD-9050 to provide a complete line-up of 8.4" field monitoring for all price ranges. The LMD-9020 and LMD-9030 are direct replacements for the PVM-9L2 and PVM-9L3 CRT monitors which are discontinued and out of inventory.

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PRODUCT NAME	BRIEF DESCRIPTION	SUGGESTED LIST PRICE	RESELLER PRICE	QTY	PLANNED AVAILABILITY
LMD-9030	8.4" LCD Field Monitor w/ SDI *	\$2,800.00	\$1,988.00	1	Beginning of January 2006
			\$1,960.00	2-9	
			\$1,904.00	10+	
LMD-9020	8.4" LCD Field Monitor*	\$2,250.00	\$1,597.50	1	End of December 2005
			\$1,575.00	2-9	
			\$1,530.00	10+	

*Viewable area measured diagonally

Product Description:

The handheld type 8.4" LUMA monitor brings a new level of monitoring convenience into the field and the studio. All 3 monitors in this category can be run on AC or DC, allowing the monitor to be hand-held, situated on desk or mounted in standard racks.

The monitors provide input versatility as follows:

Model	Y/C	Composite	RGB/Component	HDSDI/SDI
LMD-9050	x1	x2	x1 (HD Capable)	x2 (auto-detect)
LMD-9030	x1	x2	x1 (HD Capable)	x2 (SDI only)
LMD-9020	x1	x2	x1 (HD Capable)	N/A

The monitors accept various input signals including 575/50i, 480/60i, 480/60P, 576/50P, 1080/24PsF, 1080/50i, 1035/60i, 1080/60i, 720/50P and 720/60P.

All three models feature high-grade In-Plane Switching (IPS) LCD panels which are optimized for moving video. These panels allow for excellent brightness and contrast, as well as wide viewing angles. The LMD-9020 and LMD-9030 offer VGA (640x480) resolution. The previously introduced LMD-9050 offers XGA (1024x768) resolution.

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Features & Benefits

AR (anti-reflection) coated Protectional Panel

- Minimizes chance of damage to the panel
- Maximizes brightness
- Minimizes reflection of ambient light

4:3 / 16:9 Switchable Display

Selectable Scan Size

- Selectable between 5% over-scan, 0%, and -3% under-scan

Advanced Marker Settings

- 4:3, 15:9, 14:9, 13:9, 1.85:1, 2.35:1, 1.85:1 & 4:3
- Center marker
- Brightness of marker selectable between Fine, Standard and Bold, and outer area of marker selectable between Black or Gray matte.
- Allows convenience in a variety of shooting scenarios.

Color Temperature/ Gamma Selection

- High/low color temperatures or user preset can be selected

Three-color Tally (red, green, amber)

Parallel Remote Control

- Control of up to 7 functions via parallel remote connector
- User can assign up to 7 functions from a menu of 27 functions

Monaural Audio Monitoring

Protected Controls through Key Inhibit Function

Set-Up level for Analog Component and NTSC signal

Sub Control on Contrast, Chroma, Phase & Brightness

Blue-Only Mode

Monochrome Mode

Power-saving function

4:3 Zoom

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Features & Benefits Full features, benefits, and specifications are available on-line at www.sony.com/luma
(continued)

Accessories The following accessories are already available and will work with all 3 LUMA 8.4" Field monitors (LMD-9050, LMD-9030, LMD-9020)

MB-525 Mounting Bracket

- 5RU high, allows mounting of 2 LMD 8.4" field monitors side by side in a standard rack

MB-528 Blank mounting panel

- For use with MB-525 if only mount 1 LMD 8.4" field monitor in the rack unit and wish to cover the blank space

VF-509 ENG Kit

- Includes viewing hood, carrying handle and connector protector

BP-GL65 Graphite Lithium Ion Battery

- Approx. 4 ½ hours of power for monitor

BP-GL95 Graphite Lithium Ion Battery

* Approx. 6 ½ hours of power for monitor

Features and specifications subject to change without notice. Non-metric weights and measurements are approximate.

Please contact your local Account Manager for further information.

Good Selling!

Mark Bonifacio
Marketing Manager - Monitors and Digital Signage
Broadcast and Business Solutions Company

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