



Bulletin

DATE: DECEMBER 29, 2004 04-0682

TO: PROFESSIONAL AUDIO PRODUCTS DISTRIBUTORS

FROM: MARK BONIFACIO

SUBJECT: INTRODUCTION OF THE LMD-1410, LMD-1420, LMD-2010, LMD-2020
LUMA LCD PROFESSIONAL VIDEO MONITORS

Sony is pleased to announce the expansion of the LUMA™ LCD professional video monitor product line to include four new models, the LMD-1410, LMD-1420, LMD-2010 and LMD-2020. The bar has been raised on LCD monitors optimized for video.

The LMD-1410 and LMD-2010 are LCD replacements for the current PVM-14L1 and PVM20L1 CRT Monitors. The LMD-1420 and LMD-2020 are LCD replacements for the current PVM-14L2 and PVM-20L2 CRT Monitors. The PVM14L1, PVM14L2, PVM20L1 and PVM20L2 are being discontinued as of March 31, 2005 or when inventory expires.

The functionality of the new LMD models is similar to their PVM replacement. By employing the latest high quality LCD panel, we offer a picture with high contrast and a wide viewing angle. The 640x480 dot VGA LCD panel provides an accurate translation of interlaced to progressive SD signals. Incorporating an all-in-one design, we are able to achieve a monitor that is slim, light and compact. Control buttons, input and output and the monitor stand are all included in the one piece design.

**INTRODUCTION OF THE LMD-1410, LMD-1420, LMD-2010, LMD-2020 LUMA LCD
PROFESSIONAL VIDEO MONITORS**

BULLETIN #04-0682

Page Two

PRODUCT NAME	BRIEF DESCRIPTION	SUGGESTED LIST PRICE	DISTRIBUTOR PRICE	PLANNED AVAILABILITY
LMD-1410	14" LCD Monitor*	\$770.00	\$496.65	February 2005
LMD-1420	14" LCD Monitor*	\$1,495.00	\$964.28	February 2005
LMD-2010	20" LCD Monitor*	\$1,465.00	\$944.93	February 2005
LMD-2020	20" LCD Monitor*	\$2,995.00	\$1,931.78	February 2005

*Viewable area measured diagonally

INTRODUCTION OF THE LMD-1410, LMD-1420, LMD-2010, LMD-2020 LUMA LCD PROFESSIONAL VIDEO MONITORS

BULLETIN #04-0682

Page Three

Product Description:

The LMD-1410, LMD-1420, LMD-2010, LMD-2020 are one piece LCD professional monitors ideal for standard definition applications. All four monitors feature the following:

- VGA Resolution (640x480) LCD Panels
- Versatile input signal inclusive of Analog Composite, Y/C, Analog RGB or Analog Component
- Consistent cosmetic design with entire LUMA series
- 4:3 / 16:9 capability
- Seven language on-screen menu
- Monaural Speaker
- Adjustable color temperature (D65/ D93/ user)
- Parallel Remote
- Under Scan
- Component Level / NTSC set-up
- Stand (supplied)
- 19 inch rack mount bracket (optional) - 1410/1420 use MB-526, 2010/2020 use MB-527
- VESA Mount (100mm)
- World wide model (WW power supply AC 100V to AC 240V, 50/60 Hz)

Additional features of the LMD-1420 and LMD-2020 include:

- Protection panel (anti-reflection)
- Blue Only
- Marker (4:3 / Safe Area marker)
- 4:3 zoom
- External Sync
- Tally
- SDI Input (option - using BKM-320D)

Features and Benefits:

Full features, benefits, and specifications are available on-line at www.sony.com/luma

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

**INTRODUCTION OF THE LMD-1410, LMD-1420, LMD-2010, LMD-2020 LUMA LCD
PROFESSIONAL VIDEO MONITORS
BULLETIN #04-0682
Page Four**

Please contact your local Account Manager for further information.

Good Selling!

Mark Bonifacio
Marketing Manager
Broadcast and Business Solutions Company

You have received this email advertisement because you have indicated a desire to receive communications from Sony Electronics regarding products, promotions, updated information and services.