

DATE: JUNE 1, 2012 12-0150

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FROM: ANDRÉ FLOYD

SUBJECT: INTRODUCTION OF FWD-S55H2 PUBLIC DISPLAY

TYPE: INTRODUCTION

Sony is pleased to introduce the latest - and largest and brightest - addition to the standard series of commercial flat panel displays. The FWD-S55H2 incorporates all the features and benefits of the current standard models and then adds new improvements like 1,000 cd/m² brightness and direct LED backlighting in a 55-inch diagonal form factor.

PRODUCT NAME	BRIEF DESCRIPTION	SUGGESTED LIST PRICE	RESELLER PRICE	QTY	AVAILABLE
FWD-S55H2	55" Pro Display w/ Direct LED Backlight 1000CD/M2	\$5,400.00	\$3,564.00	1	JUNE 2012

INTRODUCTION OF FWD-S55H2 PUBLIC DISPLAY

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Features

Benefits

1,000 cd/m ² brightness	Vivid images with high clarity, even in environments with bright ambient light
Direct LED backlight	Provides extremely even picture quality across the screen
Low Power Consumption	LED backlight contributes to approximately 55% less running cost (per unit area) than a conventional Sony CCFL-based model
Shallow mounting profile	I/O ports configured so cables extend sideways, allowing the already thin displays to be mounted very close to the surface
RS-232 and RJ45 Control ports	Both major control interfaces are included as standard so it is easy to integrate the FWDS55H2 into almost any signage or display system
Option Slot	Although many A/V interfaces are included as standard on this model, the option slot allows for use with other formats such as HD-SDI
Standard VESA mounting	Can be mounted to any stand or bracket conforming to VESA standards with a pitch of 400mm
Portrait or Landscape Mounting	Designed for commercial applications, the 55H2 can be mounted in either orientation without affecting the life of the panel, and the menu can be properly oriented to match
Screen Saver Functionality	Three schemes are available to reduce the disappointing affects of image retention; actual process is not visible to viewers
DICOM Gamma Simulation	Provides settings that make the display useful as a reference display in non-diagnostic medical applications
Multi-display Function	Provides internal processing for extending a progressive video signal across multiple displays (up to 4x4) without external hardware
ID Mode for Remote Control	Allows control of individual display units when there are multiple units in a given location such as part of a video wall

Features and specifications subject to change without notice.

Optional Accessories

- SU-S02** Table top stand allows the display to be used on a flat surface

- SS-SPG02** Speaker system mounts to rear of display without adding length, width or depth
(except 32B which has speakers built in)

- BKM-FW16** HD-SDI and SDI interface adapter fits in the display's option slot for use in studio
and production applications

The brochure for these models is available at: <http://pro.sony.com/bbsc/ssr/cat-monitors/cat-monitorspublicdisplays/resource.brochures.bbscems-assets-cat-mondisp-brochures-fwds55h2.shtml>

Please contact your local Account Manager for further information.

Good Selling!

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