

Bulletin

DATE: OCTOBER 1, 2009 09-0372

TO: KEY STRATEGIC SYSTEM INTEGRATORS

FROM: MARK BONIFACIO & GARY MANDLE

SUBJECT: INTRODUCTION OF THE PVM L1700 LCD BROADCAST MONITORS

Sony is pleased to announce the new addition to the Trimaster™ LCD Master monitor series and the unveiling of the new Trimaster series Broadcast Monitor.

The PVM L1700 incorporates an exclusively designed panel that follows the Trimaster criterion - featuring a 16.5 inch*1 screen size, full HD resolution, wide viewing angle, and a 10-bit driver.

This compact-sized panel allows for flexible installation whether mounted in an EIA standard rack or using DC operation.

| PRODUCT NAME | NEW SUGGESTED LIST PRICE | NEW RESELLER PRICE | AVAILABLE |
|--------------|--------------------------|--------------------|------------|
| PVM L1700 | \$9,200 | \$6,900 | B/NOVEMBER |



PVM L1700 with optional BKM 16R control Panel

Features and Benefits:

PVM L1700

- Superb picture quality and stable color reproduction
 - Precision imaging achieved using the 1920 x 1080 panel with 10-bit LCD driver
 - Multiple color gamuts (SMPTE-C, EBU, ITU-R BT.709)*1
 - Digital uniformity correction
 - Professional Display Engine using the nonlinear cubic conversion color management system (exclusively developed I/P conversion technology)
 - Consistent picture quality using our exclusive panel calibration and color feedback system
- Multi-format signal support*2 (video signals from analog composite to Dual-Link HD-SDI video input; PC signals from VGA to WUXGA via DVI-D and HDMI™ interfaces)
- Picture & Picture (Side-by-Side)
- Variety of display modes (Interlace Display, Black Frame Insertion)
- Pixel Zoom
- HD Frame Capture

*1 The PVM-L1700 conforms to these color standards.

*2 Video interfaces are offered as optional boards (BKM 250TG, BKM-244CC, BKM-243HS, BKM-220D, BKM-229X, BKM-227W). PC interfaces (DVI-D and HDMI) are equipped as standard.

Optional Accessories

- BKM-16R / Monitor Control Unit
- BKM-250TG / 3G & Dual Link Input Adapter
- BKM-244CC / HD/SD-SDI Closed Caption Adaptor
- BKM-243HS / HD-SDI/SD-SDI Input Adaptor
- BKM-220D / SD-SDI 4:2:2 Input Adaptor
- BKM-229X / Analog Component Adaptor
- BKM-227W / NTSC/PAL Input Adaptor
- SMF-700 / Monitor Interface Cable

Good Selling!

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Business Solutions and Systems Company