



Bulletin

DATE: FEBRUARY 15, 2008 07-0596-**REVISION**

TO: PROFESSIONAL AUDIO VIDEO DISTRIBUTORS

FROM: MARK BONIFACIO

SUBJECT: INTRODUCTION OF THE LMD-4250W LUMA SERIES PROFESSIONAL VIDEO MONITOR

Sony is pleased to announce an expansion to our LUMA™ series professional video monitor product line. The LMD-4250W is a 42-inch 1920x1080 that will be available in mid-January 2008. This model is being marketed toward the higher end of broadcast and video production and are capable of multi-format signal support comprising various SD and HD formats. Applications to focus on include monitor walls, on-set monitoring and client viewing monitor.

In addition to the LMD-4250W 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-4250WHD.

Pricing for the new models is as follows:

PRODUCT NAME	BRIEF DESCRIPTION	REPLACES	SUGGESTED LIST PRICE	Distributor PRICE	QTY	AVAIL
LMD-4250W	42" WUXGA (1920x1080) wide-screen LCD Monitor*	LMD-322WS	\$7,800.00	\$4,836.00	Any	Middle of January 2008
LMD-4250WHD	42" WUXGA (1920x1080) wide-screen LCD Monitor* includes BKM-243HS HD-SDI option board	LMD-322WS + BKM-243HS	\$9,100.00	\$5,642.00	Any	Middle of January 2008
SPM-TRI/C	Clear Table Top Stand		\$325.00	\$227.50	1	Now
SPM-TRI/E	Silver Table Top Stand		\$279.00	\$195.30	1	Now
SFM-3	Flat Wall Mount		\$199.00	\$139.30	1	Now
PLP-91/D	Tilt Wall Mount		\$245.00	\$171.50	1	Now

*Viewable area measured diagonally

INTRODUCTION OF THE LMD-4250W LUMA SERIES PROFESSIONAL VIDEO MONITORS
BULLETIN #07-0596-REVISION
Page Two

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

Higher Resolutions for Higher Picture Quality

- LMD-4250W, WUXGA (1920x1080)

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%

New functions for LMD-4250W 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

INTRODUCTION OF THE LMD-4250W LUMA SERIES PROFESSIONAL VIDEO MONITORS
BULLETIN #07-0596-REVISION
Page Three

Product

Description:

Additional Professional Features include:

- 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-4250W 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-4250W support 1080/60P through DVI-D input

Multi-Format Input Versatility

- LMD-4250W 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)

Wall Mounts:

- SFM-3 - Flat wall mount
- PLP-91/D - Tilt wall mount

Table Top Stands

- SPM-TRI/C - Clear Base Table Top Stand
- SPM-TRI/E - Silver Base Table Top Stand

INTRODUCTION OF THE LMD-4250W LUMA SERIES PROFESSIONAL VIDEO MONITORS
BULLETIN #07-0596-REVISION
Page Four

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

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 subject to change without notice.

Take advantage of these models on the Video Demo until January 15th. For terms and conditions of the Video Demo program, please see bulletin # 07-0120

Please contact your local Account Manager for further information.

Good Selling!

Mark Bonifacio
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Professional Display Marketing Group
Broadcast and Business Solutions Company