



DATE: JANUARY 29, 2005 **04-0752**
TO: PROFESSIONAL AUDIO PRODUCTS DISTRIBUTORS
FROM: MARK BONIFACIO
SUBJECT: INTRODUCTION OF THE LMD-9050 LUMA LCD PROFESSIONAL VIDEO MONITOR

Sony is pleased to announce the expansion of the LUMA™ LCD professional video monitor product line to include one new model, the LMD-9050.

The LMD-9050 is a new LCD monitor designed as the direct replacement for BVM-D9 series CRT monitors as well as a replacement for high end users of the PVM9L3 series who typically purchase the optional HD-SDI card. The PVM-9L3 is being discontinued as of March 31, 2005 or when inventory is depleted.

The LMD-9050 is a small sized LCD monitor with multi format support that allows usage in various applications such as shooting, OB van, ENG and editing systems. By employing a 1024x768 (XGA) LCD panel with high brightness, contrast, and fast response, it offers a picture quality with excellent color reproduction even in outdoor or ambient light. The panel offers a wide viewing angle of 170 degrees when viewed both up and down, and side to side. A multi-layered AR coating reduces exterior light reflection and protects the panel from shock or scratches.

The one piece design results in less weight and size, while maintaining the user-friendly interfaces. The LMD-9050 LCD monitor is perfect for less spacious editing suites, OB vans, control rooms and other applications. The panel has extensive built-in input/outputs for many formats, including HD-SDI.

PRODUCT NAME	BRIEF DESCRIPTION	SUGGESTED LIST PRICE	DISTRIBUTOR PRICE	AVAILABLE
LMD-9050	8.4" LCD Monitor*	\$4,800.00	\$3,096.00	Middle of March 2005

*Viewable area measured diagonally

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Product Description:

The LMD-9050 is a one piece LCD professional video monitor with multi format capabilities ideal for SD and HD applications. The monitor's features include the following:

- 1024x768 resolution LCD panel
- Versatile input/ output options includes:
 - Line A - Y/C or Composite Video In
Y/C or Composite Video Out
Audio In
 - Line B - Composite Video In
Composite Video Out
Audio In
 - Analog RGB/Component In/Out with audio in/ out
 - 2 HD-SDI or SDI Inputs with one output. Auto-detect between HDSDI or SDI signal
- 4:3 / 16:9 aspect ratio selection
- Monaural Speaker
- Adjustable color temperature (High/ Low/ user select)
- Parallel Remote
- Scan Mode (0%, 5%)
- AR coated protection panel
- Five Gamma Selections
- Mono/ Blue only mode
- Center marker, 4:3/ 16:9 aspect marker, safety marker, 4:3 zoom
- Three color tally
- Seven language on-screen menu
- 3 mode power system ~ AC100V, DC12V, Battery Adaptor

Optional accessories for the LMD-9050 include:

- VF-509 ENG Kit - includes carrying handle, hood, cable protector
- MB-525 Rack Mount - Enables a side-by-side mounting of 2 LMD-9050's with 5RU size
- MB-528 Blank Panel

Features and Benefits:

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

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Features and specifications subject to change without notice.

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Good Selling!

Mark Bonifacio
Marketing Manager
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