Bulletin

DATE: OCTOBER 27, 2006   06-0491

TO: BPSD RESELLERS
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               MEDICAL SYSTEMS INTEGRATORS

FROM: TOM ANDERSON

SUBJECT: INTRODUCTION OF FWD-40LX2 AND FWD-32LX2 LARGE FORMAT
               LCD PUBLIC DISPLAYS (RESELLER)

Sony is pleased to announce our next generation of 32-inch and 40-inch (viewable area, measured diagonally) LCD displays designed for Public Display, Signage and Hospitality markets.   The new LX2 displays will come in 2 sizes, and 2 color variations per size.   They will be direct replacements for the current LX1 series.

The new models being introduced include two 32-inch models, FWD-32LX2F/B (matte black bezel) and FWD-32LX2F/S (matte silver bezel). Similarly, there will be two 40-inch models, FWD-40LX2F/B (matte black bezel) and FWD-40LX2F/S (matte silver bezel).   For each size, all specifications are identical for both bezel options.   The only difference is the bezel color.

PRODUCT NAME	DESCRIPTION	UPC CODE	SUGGESTED LIST PRICE	RESELLER QTY	RESELLER PRICE	MAP
FWD-40LX2F/B	40" LCD, WXGA, BLACK MATTE BEZEL	0 27242 70533 3	$2,899.00	1-4	$1,913.34	$2,399.99
				5-24	$1,855.36	
				25+	$1,797.38	
FWD-40LX2F/S	40" LCD, WXGA, SILVER MATTE BEZEL	0 27242 70516 6	$2,899.00	1-4	$1,913.34	$2,399.99
				5-24	$1,855.36	
				25+	$1,797.38	
FWD-32LX2F/B	32" LCD, WXGA, BLACK MATTE BEZEL	0 27242 70535 7	$1,899.00	1-4	$1,253.34	$1,599.99
				5-24	$1,215.36	
				25+	$1,177.38	
FWD-32LX2F/S	32" LCD, WXGA, SILVER MATTE BEZEL	0 27242 70517 3	$1,899.00	1-4	$1,253.34	$1,599.99
				5-24	$1,215.36	
				25+	$1,177.38	

The FWD-40LX2 and FWD-32LX2 series are high definition Professional LCD Displays, well suited for corporate and consumer applications that deliver high image quality, accurate color reproduction and long panel life. A series of card slot solutions make these displays perfect for Digital Signage or Hospitality applications. These displays include analog and digital inputs for both video and PC devices for a versatile viewing platform.

Features and Benefits:

Basic Bullets
- High definition (WXGA) LCD: 1366 x 768
- 1300 : 1 high contrast ratio
- Multi Input Connectivity
- Two option slots allow for flexible solutions
- Supports display video resolutions up to 1080i.

Spec/Feature Bullets
- High definition LCD: Brilliant image quality with ability to display over 16.7 million colors delivering hi-contrast video and sharp text for any display solution.
- Multiple Input Connectivity: Digital Video (HDMI x2), HD-15 (RGB), HD-15 (YUV/Component), Composite Y/C(S-Video) inputs provide hook-up flexibility.
- Flexible Option Boards: Optional input boards to match the exacting needs of the display application.
- High Resolution Video Display: LCD HD monitors are able to display video resolutions up to 1080i.

Features and Benefits:

Key Selling Features
- Dual option slots in all models allow for flexibility to scale the display to meet the needs of the customer
- 2x HDMI inputs have been included
- Automatic input mode selection
- Automatic Picture control allows the picture to be shown under best conditions automatically, regardless of dark or bright environments
- Picture mode – 2 presets (Vivid & Standard) and 1 custom mode are available.   The preset modes can also be adjusted as well as reset to factory standards
- Sound mode – 2 presets (Dynamic & Standard) and 1 custom mode are available.   The preset modes can also be adjusted as well as reset to factory standards
- Special Hotel menu provides menu controls
- True Color Control – using the color palette on the screen, the saturation and the hue of either red, yellow, green or blue can be adjusted individually without affecting other colors. White balance remains the same.   A 5x5 color palette is built-in to allow for individual color adjustment in 25 different zones on the display.
- Multi-display functionality – using a built-in multi-screen matrix, a 2x2, 3x3 or 4x4 video wall can be achieved.   A single image will be displayed across the 2x2, 3x3 or 4x4 matrix creating a large video wall.

Specifications:

General
- Screen Size: 40.0" (Viewable area, measured diagonally) – FWD-40LX2F/B, F/S
- Screen Size: 32.0" (Viewable area, measured diagonally) – FWD-32LX2F/B, F/S
- Colors --- 16.7 million
- Luminance --- 500cd/m²

Audio
- Audio Power Output --- 14W Total (7W+7W)
- Enhanced audio with BBE and SRS WOW

Convenience
- Cable Management System --- Yes
- On Screen Controls --- Yes
- Wall/Arm Mount --- Yes (capable)

Convenience Features
- Multiple Language Display --- English, French, Spanish, Italian, German, Japanese, Dutch, Swedish, Russian, Chinese
- Picture and Picture --- Yes

Hardware
- Color Systems --- NTSC, PAL, SECAM, NTSC4.43, PAL60, PAL-M, PAL-N
- Mount Design --- Landscape, Portrait
- Remote Control --- Multi-Function Remote

Inputs and Outputs
- Analog Audio Input(s) --- 1 (Left Side)
- Analog Audio Output(s) --- Speakers (L/R) Optional (Left Side)
- Analog Video Input(s) --- 1 (Left Side)
- PC Audio Input(s) --- 1 (shared input)
- PC Video Input(s) --- 1 (Left Side) - D-–ub 15
- Component Video (Y/Pb/Pr) Input(s) --- 1 (Left Side) (available through HD15 or optional BNC card)
- Composite Video Input(s) --- 1 (BNC - Left Side)
- Control-S Input(s) --- 1 (Left Side)
- Control-S Output(s) --- 1 (Left Side)
- RCA Audio Input(s) --- RCA (L/R)
- RF Connection Input(s) --- 1 (optional)
- RS232 Control --- 1 (Bottom)
- S-Video Input(s) --- 1 (Left Side)
- S-Video Output(s) --- 1 (Left Side)
- HDMI™ – 2 (Left Side)

Video
- Horizontal Scan (KHz) for PC --- N/A
- Closed Caption Decoder --- Yes
- Contrast Ratio --- 1,300:1
- Display Resolution --- 1366 x 768
- Viewing Angle --- 40LX2 - Horizontal: 178°, Vertical: 178°
  32LX2 - Horizontal: 176°, Vertical: 176°

Specifications:

Power
- Internal Power Supply --- Yes
- Power Consumption --- 200 W (40LX2 – typical), 120 W (32LX2 – typical)
- Power Requirements --- AC 100 to 240 V, 50 / 60 Hz,

Regulation and Standard Compliance
- Emissions/Ergonomics --- N/A
- Energy Star® Compliant --- N/A
- Plug & Play --- N/A
- Safety Regulations --- UL60950 Listed, CSA No.60950 (c-UL), CE LVD (EN60950), Den-an, FCC Class-B, IC Class-B, VCCI Class-B, CE EMC (EN55022 Class-B, EN55024, EN61000-3-2, EN61000-3-3), C-Tick (AS/NZS 3548/95, AS/NZS 4252.1), JEITA, KSA, PAI, CCC

Service and Warranty Information
- Extended Service Plan --- Optional Plans for up to 5 years on-site service in most areas (see actual plans for details).
- Limited Warranty --- 2 years parts, 2 years labor, 1 year panel including on-site service in most areas (see actual warranty for details).

Software
- Operating System Compatibility --- N/A

Weights and Measurements

	FWD-40LX2	FWD-32LX2
Dimensions (Approx) Width ---	39.1" (988mm)	31.6" (796mm)
Dimensions (Approx) Height ---	23.5" (591mm)	19.4" (486mm)
Dimensions (Approx) Depth ---	4.9" (125mm)	4.3" (107mm)
Weight (Approx.) ---	60.5 lbs (25.0 Kg)	38.5 lbs (16.0Kg)

Optional accessories for FWD-40LX2 & FWD-32LX2 LCD displays:

Model	Description – Primary Flat Panel Accessories	Suggested List Price	Reseller Price
	SPEAKER		
SS-SP32FW/S	Silver speakers for the FWD-32LX2F/S & FWD-32LX2X/S	$275.00	$192.50
SS-SP32FW/B	Black speakers for the FWD-32LX2F/B	$275.00	$192.50
SS-SP40FW/S	Silver speakers for the FWD-40LX2F/S & FWD-40LX2X/S	$275.00	$192.50
SS-SP40FW/B	Black speakers for the FWD-40LX2F/B	$275.00	$192.50
	INPUT BOARDS		
BKM-FW11	Component/RGB Input board using 5-BNC Connectors for all FWD models	$149.00	$104.30
BKM-FW12	RGB/Component active loop through for all FWD models.	$149.00	$104.30
	WALL MOUNTS / STANDS		
PLP-91/D	Tilt Wall Mount (Up to 15 degrees tilt without adjusting screws. Also good for portrait) for all models.	$245.00	$171.50
SPM-TRI/C	Clear Table Top Stand for all PlasmaPro™ FWD LCD Monitors	$325.00	$227.50
SPM-TRI/E	Silver Table Top Stand for all PlasmaPro and FWD LCD Monitors	$279.00	$195.30
	NETWORKING		
EBS-N200D	New! Network Media Player which allows for status, control and streaming over IP for all models. With 2GB hard drive.	$949.00	$664.30
BKM-FW32	Internal Network Management Device. Allows for status, control via IP. Internal card all FWD displays.	$499.00	$349.30
BKM-FW50	Internal Network Media Card. Allows network streaming play and local storage with a SD compact flash slot for cost effective digital signage solutions for the all FWD model displays	$699.00	$489.30
	TV TUNER/ HOTEL		
ICS-SP20	Internal card TV tuner. Also comes with Hotel networking for use in hospitality. Card available for all FWD Plasma and LCD displays.	$449.00	$314.30
EBS-SP15	Hospitality clone device for all models.	$749.00	$524.30

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Good Selling!

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