



Bulletin

DATE: DECEMBER 29, 2004 04-0699

TO: BPSD RESELLERS
AUDIO DUPLICATION PRODUCTS RESELLERS
CONFERENCING PRODUCTS RESELLERS
DIGITAL PHOTOGRAPHY PRODUCTS RESELLERS
LEARNING SYSTEMS PRODUCTS RESELLERS
MEDICAL SYSTEMS RESELLERS
MEDICAL SYSTEMS RESELLERS NATIONAL ACCOUNTS
SECURITY SYSTEMS RESELLERS
CONFERENCING PRODUCTS DISTRIBUTORS
SECURITY MASTER STOCKING DISTRIBUTORS
VISUAL IMAGING PRODUCTS DISTRIBUTORS
MEDICAL SYSTEMS INTEGRATORS
MEDICAL SYSTEMS INTEGRATORS NATIONAL ACCOUNTS
FLAT PANEL DISPLAY PRODUCTS DISTRIBUTORS
CIS A/V SPECIALISTS
RESELLER SYSTEM INTEGRATORS
DIRECT SYSTEM INTEGRATORS

FROM: MARK BONIFACIO

SUBJECT: INTRODUCTION OF THE LMD-7220W & LMD-4420 LUMA SERIES LCD
VIDEO MONITORS AND DISCONTINUATION OF THE LMD-720W &
LMD-440 LUMA SERIES LCD VIDEO MONITOR

Sony is pleased to announce the expansion of the LUMA™ professional video monitor product line to include the LMD-7220W and LMD-4420. The LMD-7220W is the direct replacement to the LMD-720W and the LMD-4420 is the direct replacement to the LMD-440. Both new monitors feature new LCD panels with improved viewing angles, higher brightness and more contrast.

As a result of these introductions, the LMD-720W and LMD-440 monitors will be discontinued when inventory expires.

**INTRODUCTION OF THE LMD-7220W AND LMD-4420 LUMA SERIES LCD VIDEO MONITORS
AND DISCONTINUATION OF LMD-720W & LMD-440 LUMA SERIES LCD VIDEO MONITORS
BULLETIN #04-0699**

Page Two

PRODUCT NAME	BRIEF DESCRIPTION	SUGGESTED LIST PRICE	SUGGESTED RESELLER PRICE	QTY	PLANNED AVAILABILITY
LMD4420	4 x 4 Inch LCD Video Monitor (viewable area, measured diagonally)	\$1,899.00	\$1,348.29	1	February
			\$1,329.30	2-9	
			\$1,291.32	10+	
LMD7220W	2 x 7 Inch LCD Video Monitor (viewable area, measured diagonally)	\$2,299.00	\$1,632.29	1	Mid January
			\$1,609.30	2-9	
			\$1,563.32	10+	

Product Description:

The LMD-7220W is a 3RU rack mountable LCD Video Monitor and the LMD-4420 is a 2RU rack mountable LCD Video Monitor. Both are suited for OB vehicles and studios. Each monitor is compact and lightweight. The display allows simple plug-in cards for SDI that can be added at any time, providing user with a cost effective and easy way to reconfigure the monitor to accept additional signal formats.

<u>Features</u>	<u>Benefits</u>
High Brightness/ High Contrast Panel	<ul style="list-style-type: none"> • Can be utilized under various lighting conditions
Rack-Mountable	<ul style="list-style-type: none"> • Rack Mount Size - LMD7220W (3RU) , LMD-4420 (2RU)
Lightweight/ Thin	<ul style="list-style-type: none"> • Less than 2 inches deep • Minimal space requirements • Low power consumption • Low heat generation
NTSC/PAL Operation	<ul style="list-style-type: none"> • Monitor displays NTSC or PAL, using automatic detection
SDI Option	<ul style="list-style-type: none"> • SDI can be added per monitor at any time with the BKM-320D, optional SDI input module
Tilt Function	<ul style="list-style-type: none"> • Can be tilted up and down for comfortable viewing angle
Three Color Tally	<ul style="list-style-type: none"> • Tally lamps in red, green or amber and can be operated with remote function.
DC Operation	<ul style="list-style-type: none"> • Flexible operation
Supplied Accessories:	<ul style="list-style-type: none"> • AC power adaptor, AC power adaptor holder, operation manual, AC power cord

**INTRODUCTION OF THE LMD-7220W AND LMD-4420 LUMA SERIES LCD VIDEO MONITORS
AND DISCONTINUATION OF LMD-720W & LMD-440 LUMA SERIES LCD VIDEO MONITORS
BULLETIN #04-0699**

Page Three

All other product information can be obtained from the Sony web site at <http://www.sony.com/luma>

Features and specifications subject to change without notice. Non-metric weights and measurements are approximate

Please contact your local Account Manager for further information.

Good Selling!

Mark Bonifacio
Marketing Manager
Broadcast and Business Solutions Company

You have received this email advertisement because you have indicated a desire to receive communications from Sony Electronics regarding products, promotions, updated information and services.