

Bulletin

DATE: MARCH 15, 2010 09-0600

TO: MEDICAL PRODUCTS MASTER RESELLERS

FROM: ANNE BONDULICH

SUBJECT: INTRODUCTION OF LMD-2451MD 24" HD MEDICAL GRADE LCD MONITOR

Sony introduces the LMD-2451MD 24" full HD widescreen LCD monitor* to its comprehensive medical-grade display line-up. Built upon the same platform as the popular LMD-2450MD, it offers a superb quality WUXGA (1920 X 1200) LCD panel, 10-bit signal processing, Sony ChromaTRU™ color balance technology and new integration friendly features including enhanced DVI interface and multi-modality support capabilities.

The LMD-2451MD is equipped with two unique built-in option slots designed to accept a variety of option boards (including two new option boards) to easily expand, select, and change input/output signals for integration into virtually any system environment. Installation of the new BKM-256DD option board expands the monitor's capability to accept up to two DVI inputs and one DVI loop-through output. For optical fiber transmission, the 5V power required to power a DVI-D to fiber optic converter is supplied from both DVI-D input and output connectors of the BKM-256DD option board. This enables easy integration of optional DVI-D to fiber optic extension converters. Installation of the new BKM-250TG option board enables the LMD-2451MD to accept a 3G input 1080/60p signal via a single SDI cable.

Incorporating industry-leading Sony HD technology and versatile input/output signal capability, the LMD-2451MD is the perfect addition to today's HD operating rooms.



Simulated Image

*Viewable area measured diagonally

New Option Boards for LMD-2451MD

1. **BKM-250TG (3G/HD/SD-SDI input adaptor)**
 - Dimension (W x H x D) : Approx. 100mm x 20 mm x 162 mm
 - Mass : Approx. 270g
 - Power consumption : Approx. 4.0W
 - Signal input : BNC (2)
 - Monitor output : BNC (2)



2. **BKM-256DD (DVI-D input/output adaptor)**
 - Dimension (W x H x D) : Approx. 100mm x 20 mm x 154 mm
 - Mass : Approx. 250g
 - Power consumption : Approx. 2.0 W
 - DVI-D 24-pin connectors: 1 input and 1 loop-through output



Additional Option boards for LMD-2451MD

3. **BKM-220D (SDI 4:2:2 input adaptor)**
 - Dimension (W x H x D) : Approx. 100mm x 20 mm x 162 mm
 - Mass : Approx. 250g
 - Power consumption : Approx. 1.5W
 - Signal input : BNC (2)
 - Monitor output : BNC (2)



4. BKM-243HS (HD/D1-SDI input adaptor)

- Dimension (W x H x D) : Approx. 100mm x 20 mm x 162 mm
- Mass : Approx. 250g
- Power consumption : Approx. 2.0 W
- Signal input : BNC (2)
- Monitor output : BNC (1)



5. BKM-227W (NTSC/PAL input adaptor)

- Dimension (W x H x D) : Approx. 100mm x 20 mm x 162 mm
- Mass : Approx. 240g
- Power consumption : Approx. 1.8W
- Analog composite input : BNC (1)
 - Loop-through output : BNC (1)
- Y/C input : Mini DIN 4-pin (1)
 - Loop-through output : Mini DIN 4-pin (1)



6. BKM-229X (Analog component input adaptor)

- Dimension (W x H x D) : Approx. 100mm x 20 mm x 162 mm
- Mass : Approx. 250g
- Power consumption : Approx. 4.0 W
- Analog component input(Y/PB/PR, G/B/R) : BNC (3)
- External Sync input : BNC (1)



Product Description

LMD-2451MD 24" Full HD Medical Grade Widescreen LCD Monitor.

Key Features and Benefits

The LMD-2451MD incorporates the same great features of the LMD-2450MD model and offers some key enhancements:

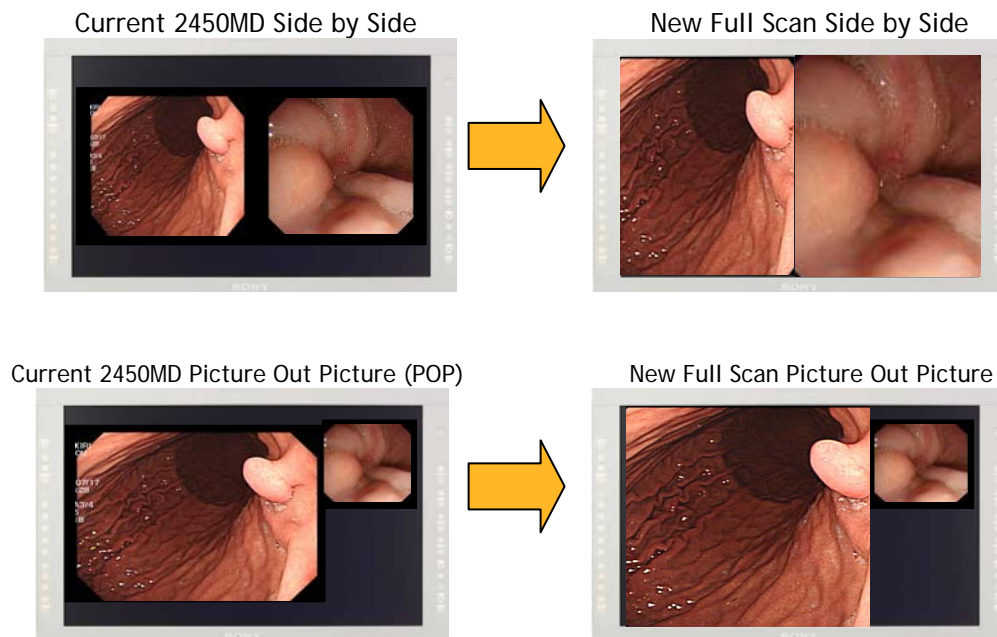
Same Standard Features as LMD-2450MD:

- **Sony ChromaTRU Color Balance:** advanced color space conversion and white balance calibration technology for vivid and accurate colors
- **16:10 Widescreen Aspect Ratio:** larger field of view for better visibility of surgical area and full screen display of HD signal
- **Touch-activated Picture Controls:** located on front bezel, controls are backlit when activated; provides a simple user interface
- **8 DVI Signal Presets:** designed to match various OEM endoscopic systems
- **Various Color Temperature, Gamma Selection and Scan Settings:** for customization to specific applications and/or users
- **Sophisticated I/P (Interlace to Progressive) Conversion:** using advanced technology, images from interlaced video sources are converted for display on the progressive panel without scaling thus maximizing quality
- **20 User Memory:** function settings programmable to user preferences
- **Serial RS232C or Ethernet Remote:** for flexible remote control options
- **Flat Surface LCD Panel:** for easy cleaning
- **Key Lock Control Button:** conveniently prevents unintentional picture setting changes during procedures
- **VESA Mounting:** complies with the 100mm hole spacing VESA mounting standard
- **7 Language On Screen Display:** English, French, Spanish, German, Italian, Chinese and Japanese
- **24/5V DC Operation Capability**

New Enhanced/Improved Features for LMD-2451MD:

- **Two Built-in Option Slots:** to easily expand, select, and change input/output signals via optional input adapter boards
- **Accepts Two New Option Boards:** BKM-256DD to accept a second DVI-D input and one DVI loop-through, BKM-250TG to accept a 3G 1080/60p signal via single SDI cable
- **5V DC to power a DVI-D to Fiber Optic Converter:** If fiber optic integration is required, the BKM-256DD supplies the 5V DC to power a DVI-D to fiber optic converter, enabling the LMD-2451MD to be used with optional DVI to fiber converters such as the Vitex branded model M1-201SA (Fiber Optic DVI extension module)

- **Enhanced Multi-Picture Display:** picture-outside-picture (POP), & side-by-side for flexible multi-image viewing with full scan capability



(Simulated Images above)

The full scan improvement increases image size/viewing distance and provides a more efficient use of screen real estate.

Suggested Applications

For displaying HD surgical video in the operating room or for any other medical application requiring a high performance medical grade monitor. Ideal for mounting on surgical carts, boom arms, or walls. For mounting on carts or at a desktop workstation use the matching Sony SU-560 monitor stand (optional). Can be integrated into virtually any medical environment.

Pricing

The LMD-2451MD is available in the following configurations:

MODEL	DESCRIPTION	SUGGESTED LIST PRICE	MEDICAL PRODUCT MASTER RESELLER PRICE	AVAILABLE
LMD-2451MD*	24" HD Medical Grade LCD Monitor	\$5,395.00	\$3,075.15	3/15/2010
LMD-2451MD/HD*	24" HD Medical Grade LCD Monitor with built-in BKM-243HS HD-SDI Board	\$6,037.00	\$3,441.09	3/15/2010
LMD-2451MD/DVI**	24" HD Medical Grade LCD Monitor with built-in BKM-256DD DVI Board	\$6,037.00	\$3,441.09	3/15/2010

*Standard model LMD-2451MD does not include the BKM-243HS HD-SDI option board. If HD SDI interface is required, purchase model LMD-2451MD/HD.

**Standard model LMD-2451MD does include a single DVI interface, the BKM-256DD option board is required for the monitor to accept two DVI inputs and one DVI loop-through output.

INTRODUCTION OF THE LMD-2451MD 24" MEDICAL GRADE HD LCD MONITOR
BULLETIN #09-0600
PAGE SEVEN

Optional Accessories for the LMD-2451MD:

MODEL	DESCRIPTION	SUGGESTED LIST PRICE	MEDICAL PRODUCT MASTER RESELLER PRICE	AVAILABLE
SU-560	Desktop Stand for LMD-2451MD	\$445.00	\$253.65	Now
BKM-220D	SDI 4:2:2 Input Adapter for LMD Series Monitors	\$525.00	\$393.75	Now
BKM-243HS	HD/D1-SDI Input Adapter for LMD Series Monitors	\$1,950.00	\$1,462.50	Now
BKM-227W	NTSC/PAL Input Adapter for LMD Series Monitors	\$750.00	\$562.50	Now
BKM-229X	Analog Component Input Adapter for LMD Series Monitors	\$750.00	\$562.50	Now
BKM-250TG	3G/HD/SDI Input Adapter for LMD-2451MD	TBD	TBD	TBD
BKM256DD	DVI Input Adapter for LMD-2451MD	\$650.00	\$494.00	3/15/2010

Please contact your Sony Account Manager should you have any questions.

Good Selling!

Anne Bondulich
Marketing Manager for Surgical Products
Medical Systems