Sony Electronics Inc.

SONY

Bulletin

DATE: JUNE 15, 2009   09-0252

TO: PROFESSIONAL AUDIO / VIDEO DISTRIBUTOR

FROM: MARK BONIFACIO

SUBJECT: INTRODUCTION OF THE LMD-2451W 24-INCH LUMA MONITOR AND LMD-2451W
                 BUNDLE PACKAGES

Sony is pleased to announce the next generation of the LUMA™ series professional video monitor product line.   The next generation LUMA monitor will begin with the new LMD-2451W 24-inch high level LCD video production monitor.   The LMD-2451W was successfully introduced at the NAB 2009 show in April, and will be a direct replacement for the LMD-2450W.   Sony will also offer 3 packaged bundles for the LMD-2451W.   They are the LMD-2451WHD (includes BKM-243HS HDSDI option board), LMD-2451WCC (includes BKM-244CC HDSDI closed caption option board) and the LMD-2451WQS (includes QS-100HD quad split option board).   The LMD-2451W and the related bundle packages are scheduled to be available for delivery by the beginning of July 2009.

The LMD-2451W features the following enhancements over the LMD-2450W:
- 3G SDI ready
  - 1080/60P & 50P 4:2:2 YcBcR 10-bit signals accepted via a single BNC cable when using the optional BKM-250TG input/output board.   Please note, BKM-250TG is not compatible with LMD-2450W.
- New & Improved LCD panel and wide CCFL backlight provides wider color gamut and improved viewing angle
- Improved Waveform Monitor
- I/P mode (inter-field, field merge or line doubler)
  - Determines how the monitor handles interlace to progressive conversion (for interlace signals only)
  - Allows user to decide if picture performance or frame delay is most important
  - Assignable to function keys on the front panel
- Lip Sync function
  - Synchronizes the audio (speaker, headphone out, SDI embedded audio out) to the picture according to the I/P mode setting
- DVI now available for side by side / picture in picture use.

Pricing for the new models is as follows:

PRODUCT NAME	BRIEF DESCRIPTION	REPLACES	SUGGESTED LIST PRICE	DISTY PRICE	MAP PRICE	QTY
LMD-2451W	24" WUXGA (1920x1200) wide-screen LCD Monitor*	LMD-2450W	$4,795.00	$3,308.55	$4,175.00	Any
LMD-2451WHD	24" WUXGA (1920x1200) wide-screen LCD Monitor* w/ BKM-243HS HDSDI Board	LMD-2450WHD	$6,095.00	$4,205.55	$5.275.00	Any
LMD-2451WCC	24" WUXGA (1920x1200) wide-screen LCD Monitor* w/ BKM-244CC HDSDI Closed Caption Board	LMD-2450WCC	$7,095.00	$4,469.85	$5,795.00	Any
LMD-2451WQS	24" WUXGA (1920x1200) wide-screen LCD Monitor* w/ QS-100HD Quad Split Board	LMD-2450WQS	$9,290.00	$5,852.70	$7,595.00	Any

*Viewable area measured diagonally

Product Description:

The LMD-2451W features:

Higher Resolutions for Higher Picture Quality
- WUXGA (1920x1200)

One piece design for efficient use of space
- Stand included (detachable)

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%

Additional functions include:
- Closed Caption decoding of EIA-608 standard
  - EIA-708 closed caption available with LMD-2451WCC package or by adding BKM-244CC HDSDI closed caption input board
- Multiple Display – Picture in picture (PIP) for 16:9 images or Picture outside of main picture (POP) for 4:3 images cable of displaying:
  - Wave-Form monitoring
  - Audio Level Metering of 2 channel dB indicator of embedded audio
  - Side by side display of two video inputs
- Color Temperature Adjustment
- Scan Size selection for video input
- Advanced Markers: Aspect, Center, Safety Area
- Blue Only Mode
- Three Color Tally: Green, Red, Amber, off

**Product
Description:**

Additional Professional Features include:
- Parallel Remote Function (modular 8-pin)
- Key Inhibit Function
- 100mm x 100mm VESA spacing for rack or wall mounting
- 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
- DC Operation usinc DC24V

Support of all HD/SD frame rates up to 1080/60i through video inputs

Multi-Format Input Versatility
- 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)
  - BKM-244CC   HD-SDI / SD-SDI auto-detect with EIA-708 closed
                   caption (2 input, 1 output)
  - BKM-250TG   3G SDI option board (2 input, 2 output)

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.

Please contact your local Account Manager for further information.

Good Selling!
 Mark Bonifacio
 Group Marketing Manager
 Professional Display Marketing Group
 Broadcast and Business Solutions Company