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 SUBJECT: INTRODUCTION OF LMD1510W WIDESCREEN ENTRY LEVEL LCD MONITOR & THE BKM341HS HD/SD-SDI INPUT OPTION BOARD
 TYPE: INTRODUCTION

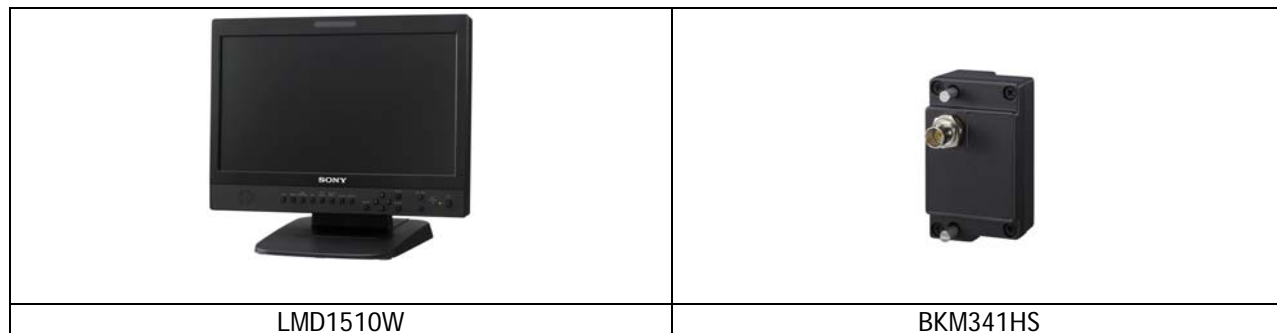
Sony is pleased to announce the introduction of LMD1510 Widescreen Entry Level LCD Monitor & the BKM341HS HD/SD-SDI input option board.

The LMD1510W is a WXGA (1366 x 768) multi-format professional monitor specifically designed to provide reference video monitoring solution for entry-level video applications.

A 10-bit processor ensures accurate picture reproduction, combined with a high purity filter, the LMD1510W provides excellent colour depth for precise colour reproduction.

PRODUCT NAME	NEW SUGGESTED LIST PRICE	RESELLER PRICE	AVAILABLE
LMD1510W	\$949.00	\$616.85	JUNE
BKM341HS	\$495.00	\$361.35	MAY

Equipped with a HDMI interface as standard, this new entry-level monitor is an ideal match for professional and semi-professional High Definition applications. In addition, the optional adaptor BKM341HS supports both HD-SDI and SD-SDI inputs.



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The LMD1510W wins hands-down in terms of breadth of operation and performance when compared to most standard PC monitors: video image reproduction is far superior due to its moving picture optimisation circuitry and colour temperature and Gamma control.

Slim and lightweight, the LMD1510W also offers outstanding installation flexibility. It has a table stand and VESA mount as standard, enabling it to be easily placed on a desktop, in a monitor wall or on a ceiling.

The BKM341HS option board allows this monitor to connect to HD-SDI equipment for wide range of broadcast and post production applications

<u>Features & Benefits</u>	
	<p>WXGA (1366 768) 16:9 LCD panel Delivers outstandingly crisp, high brightness and high contrast widescreen HD images with a fast transient response.</p>
	<p>Cost-Effective Feature-Rich Performance The LMD-1510W offers professional functionality in an economic package. Optimised for moving picture reproduction, it delivers accurate colour rendition and greyscale - thanks to its CRT-like gamma curve. And it sports a wide range of video interfaces and professional features allowing confident video signal evaluation.</p>
	<p>High-purity Colour Filter The LMD-1510W monitor provides high-brightness, high-contrast images thanks to its wide aperture LCD panel. In addition, the use of a precisely manufactured RGB colour filter allows this monitor to reproduce colours with stunning depth and saturation - creating highly natural images.</p>
	<p>109% Peak White and 10-bit Signal Processing Incorporating high-purity RGB colour filter and a 10-bit signal processing engine, the LMD-1510W monitor offers stunning 109% peak white reproduction without clipping and a smooth grey scale along CRT-like gamma.</p>
	<p>Safety Area Marker The LMD-1510W features a Safety Area Marker for a variety of areas: 80%, 85%, 88%, 90% and 93%. An Aspect Marker and Centre Marker are also available.</p>

<u>Features & Benefits</u>	SD Pixel Mapping The LMD-1510W is able to select the appropriate picture size setting (pixel number) for the SD analogue input signal from two options: 720x576 (in the case of 50i) / 720x487 (in the case of 60i) 702x576 (50i) / 712x483 (60i) SD pixel mapping is applicable to LINE (Composite and Y/C) and RGB/Component (Analogue RGB/Component) inputs.
	Minimized Picture Delay Picture delay can be minimised for audio synchronization. Selecting LINE DOUBLER in I/P mode, the signal processing (I/P conversion) period is less than one field (0.5 frames).
	Optional HD/SD-SDI Input With the BKM-341HS Optional Adaptor, the LMD-1510W supports both HD-SDI and SD-SDI input, with a higher picture quality and shorter depth compared to the BKM-320D input adaptor
	Input Versatility The LMD-1510W is equipped with a full range of analogue SD inputs including composite NTSC/PAL, Y/C (S-Video), 525i/625i component, and RGB. This monitor can also handle SD-SDI input using an optional BKM-320D SD-SDI input adaptor. Furthermore, it offers an HD signal input capability via the HDMI and analogue component interface
	Multi-Format Signal Support Includes NTSC, PAL, component, RGB, Y/C, 480/60i, 575/50i, 480/60p, 576/50p, 1080/50i, 1080/60i, 720/50p, 720/60p, 1080/24psf, 1080/25psf, 1080/24p, 1080/25p and 1080/30p. The LMD-1510W also accepts standard definition digital signals with an optional SD-SDI input adaptor
	.HDMI input for High Definition Display Increasingly an interface of choice for entry-level production.

Optional Accessories

- MB535 - Mounting Bracket (coming soon)

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

Features & Specifications subject to change without notice.

Good Selling!

Rose Jersey & Gary Mandle
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