

**Bulletin**

DATE: JANUARY 15, 2010 09-0540

TO: SOLUTION SYSTEMS RESELLERS
SYSTEM PRODUCT RESELLERS
PRODUCTION PRODUCT RESELLERS
KEY STRATEGIC SYSTEM INTEGRATORS
PREMIER AUDIO AND SYSTEM PRODUCT RESELLERS

FROM: MARK BONIFACIO

SUBJECT: INTRODUCTION OF THE LMD-1751W 17-INCH LUMA MONITOR AND LMD-1751W BUNDLE PACKAGES

Sony is pleased to announce the next generation of the LUMA™ series professional video monitor product line. The next generation LUMA monitor further expands with the introduction of the new LMD-1751W 17-inch high level LCD video production monitor. The LMD-1751W will be a direct replacement for the LMD-1750W. Sony will also offer 3 packaged bundles for the LMD-1751W. They are the LMD-1751WHD (includes BKM-243HS HDSDI option board), LMD-1751WCC (includes BKM-244CC HDSDI closed caption option board) and the LMD-1751WQS (includes QS-100HD quad split option board). The LMD-1751W and the related bundle packages are scheduled to be available for delivery in January 2010.

The LMD-1751W features the following enhancements over the LMD-1750W:

- 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-1750W.
- 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.
- Auto White Balance Function (requires the purchase of a X-Rite light probe model EOPHRWK)

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Pricing for the new models is as follows:

PRODUCT NAME	BRIEF DESCRIPTION	REPLACES	SUGGESTED LIST PRICE	RESELLER PRICE	MAP PRICE	QTY
LMD-1751W	17" WXGA (1366x768) wide-screen LCD Monitor*	LMD-1750W	\$2,900.00	\$1,972.00	\$2,330.00	Any
LMD-1751WHD	17" WXGA (1366x768) wide-screen LCD Monitor* w/ BKM-243HS HDSI Board	LMD-1750WHD	\$3,600.00	\$2,448.00	\$2,895.00	Any
LMD-1751WCC	17" WXGA (1366x768) wide-screen LCD Monitor* w/ BKM-244CC HDSI Closed Caption Board	LMD-1750WCC	\$5,200.00	\$3,484.00	\$4,125.00	Any
LMD-1751WQS	17" WXGA (1368x768) wide-screen LCD Monitor* w/ QS-100HD Quad Split Board	LMD-1750WQS	\$7,395.00	\$4,954.65	\$5,850.00	Any

*Viewable area measured diagonally

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Product
Description:

The LMD-1751W features:

Higher Resolutions for Higher Picture Quality

- WXGA (1366x768)

Modular design, buy only what you need

- Optional Desktop Stand (SU-561)
- Optional Rack Mount (MB-531)

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-1751WCC 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 monitor
 - Audio Level Metering of 2 channel dB indicator of embedded audio
 - Side by side display of two video inputs
- Auto Color Temperature Adjustment using optional EOPHWK light probe
- Scan Size selection for video input
- Advanced Markers: Aspect, Center, Safety Area
- Blue Only Mode
- Three Color Tally: Green, Red, Amber, off

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- Product** Additional Professional Features include:
Description:
- Parallel Remote Function (modular 8-pin)
 - Key Inhibit Function
 - 100mm x 100mm VESA spacing for rack or wall mounting
 - H/V Delay
 - Monochrome Mode
 - Auto chroma/phase set-up
 - Auto Chroma Control (ACC) on/off selections
 - Serial Remote RS232C
 - Ethernet Remote (RJ45) for control using Sony BKM-15R or BKM 16R control panel
 - DC Operation using 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