

Bulletin

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TO: SOLUTION SYSTEM RESELLERS
 SYSTEM PRODUCT RESELLERS
 PREMIER AUDIO & SYSTEM PRODUCT RESELLERS
 BPSD ACCOUNT MANAGERS

FROM: GARY MANDLE

SUBJECT: INTRODUCTION OF BVM-L231 CRITICAL EVALUATION MONITOR

Sony is pleased to announce a new addition to the Trimaster™ LCD Master Monitor series.

PRODUCT NAME	NEW SUGGESTED LIST PRICE	RESELLER PRICE	SCHEDULED TO BE AVAILABLE
BVM-L231	\$21,500.00	\$15,480.00	E/JULY

The BVM-L231 is the replacement for the highly successful BVM-L230. The BVM-L231 incorporates several new enhancements to the Trimaster lineup including new optics, backlight drive and 3G input capability. The BVM-L231 offers all of the features that were available in the BVM-L230 including a proprietary 22.5 inch¹ 10 bit LCD panel, LED backlight system and 12 bit video engine.



Shown with optional BKM-16R control panel and BKM-37H attachment kit

INTRODUCTION OF BVM-L231 CRITICAL EVALUATION MONITOR

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Features & Benefits

- Superb picture quality and stable color reproduction
 - Precision imaging achieved using 1920 x 1200 LCD panel using 10 bit drivers
 - Multiple color gamut display (SMPTE C, EBU, ITU-R BT709, S Gamut, & Native)
 - 12 bit professional display engine
 - User color management system^{*2}
- Multi format input signal support using the current optional input cards
- PC input signals through DVI-D (HDPC compatible)
- Dual picture modes
 - Includes side by side
 - Wipe
 - Butterfly
 - And Blending
- Interlace display and picture zoom
- Frame capture to .Tiff file format
- **New to the BVM-L231**
 - New LCD panel optics for improved black level and viewing angle
 - New blinking backlight technology for better motion reproduction
 - The addition of an HDMI input
 - Support for the new BKM-250TG 3G SDI input card

Optional Accessories

- BKM-16R Control Panel
- BKM-220D SDI Input Card (525-625 line only)
- BKM-227W Composite Video Input Card
- BKM-229X Analog Component Video Input Card
- BKM-243HS Auto Switching SDI & HDSDI Input Card
- BKM-244CC Auto Switching HDSDI/SDI input with EIA 608 & 708 Closed Caption Decoder
- BKM-250TG 3G single wire SDI RGB input card
 - This card adds additional features including
 - 16 channel audio monitoring of the HDSDI embedded audio
 - VITC reader and display
- BKM-23M LCD Protection Panel
- BKM-37H Control Panel Attachment Kit with Tilting Function
- BKM-38H Control Panel Attachment Kit w/o Tilting Function
- PRK-L2300R1 Rack Mount Kit
- SMF- 700 Control Cable

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

Good Selling!

Gary Mandle

Product Manager, Professional Display Systems

Business Solutions and Systems Company

^{*1} Viewable area measured diagonally

^{*2} Requires LUT conversion tool

Features and specifications subject to change without notice.