


**Bulletin**

DATE: FEBRUARY 26, 2006 05-0745  
 TO: MEDICAL SYSTEMS RESELLERS NATIONAL ACCOUNT  
 FROM: EVAN KRACHMAN  
 SUBJECT: LMD-1950MD 19" SURGICAL MONITOR INTRODUCTION

Sony is pleased to introduce the LMD-1950MD LCD Monitor, a medical-grade 19-inch (viewable area, measured diagonally) LCD monitor optimized for surgical operation room environments. This monitor features a completely sealed chassis and has a 24volt DC power supply making it easy to integrate with surgical arm supports.

PRODUCT NAME	BRIEF DESCRIPTION	SUGGESTED LIST PRICE	RESELLER NA PRICE	QTY	AVAILABLE
LMD-1950MD	19" Medical Grade LCD Monitor	\$4,295.00	\$2,448.15	Any	March 2006

**Product Description:**

The LMD-1950MD provides superb performance by incorporating a full 10 bit video processing that delivers over 700 TV Lines of resolution. This unit displays an extremely high level of brightness, contrast, and color depth. In addition, this monitor provides a variety of signal input capabilities for analog or digital, standard definition or high definition, and DVI-D, as well as user-friendly operational conveniences such as its User Memory functionality.

**Features and Benefits:**

**Sophisticated I/P (Interlace to Progressive) Conversion.** With conventional LCD monitors, interlaced signals are displayed on a progressive LCD pixel array by combining two adjacent picture fields, which can reduce the quality of moving images. X-Algorithm technology combines the pixels above, below and in the diagonal direction of the moving picture part, and then inserts a natural pixel to create the absent lines. This process results in a smooth image reproduction for both moving and static pictures.

## INTRODUCTION OF THE LMD-1950MD

BULLETIN #05-0745

Page Two

### Features and Benefits:

**10 bit signal processing**-By adopting a newly designed full 10-bit digital video signal processor, this unit provides accurate lifelike images with smooth and natural gradation. Conventional 8-bit LCD monitors inherently exhibit color shift; however the LMD-1950MD with its 10-bit processing minimizes this and displays accurate color reproduction with consistent color temperature throughout the grayscale.

**Outstanding Horizontal Resolution**- The LMD-1950MD achieves a high horizontal resolution exceeding 700 TV lines, providing extremely precise and detailed images, which is essential during endoscopic procedures.

**Sealed Chassis**- The LMD-1950MD was designed without air vents to prevent any matter from entering or exiting the unit, this helps prevent possible damage to the unit. The unit is encased with a steel back panel providing additional protection during movement on surgical arms.

### **High Clarity & Contrast SXGA-Panel**

The LMD-1950MD incorporates an extremely bright LCD panel with a 5:4 aspect ratio and a robust multi-layer AR-coated protection layer. This coating minimizes the damage caused by accidental scratching of the panel and reduces the reflection from ambient light to a minimum. As a result, when used in bright lighting conditions, high contrast is maintained even in dark areas of the picture. This panel features a high contrast ratio of 600:1.

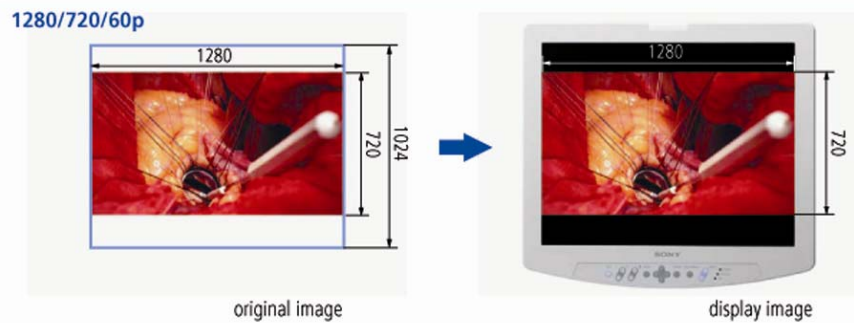
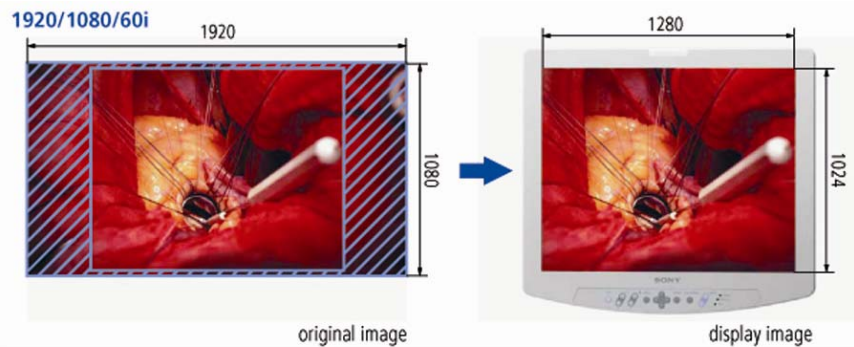


LMD-1950MD shown with optional SU-560 stand

**Features and Benefits:**

**Native Scan Mode:** The LMD-1950MD enables a Native Scan mode when displaying images generated by HD Signals (1080i/720P). This mode performs pixel to pixel mapping without scaling when processing high-definition signals to provide a native HD image on the monitor. The center area of the image is displayed, which is most critical during endoscopic procedures.

**NATIVE SCAN MODE**



**\* Actual Images**

**Versatile Inputs**

The LMD-1950MD can accept a variety of signals ranging from SD to HD video, analog VGA to SXGA, 3 PC input, as well as DVI-D input. In addition to its standard inputs, 4 types of optional input adapters are offered for use in its two rear slots. This allows multiple signal sources from a variety of equipment to be connected and monitored simply by selecting them via the input button on the front panel.

**INTRODUCTION OF THE LMD-1950MD  
BULLETIN #05-0745  
Page Four**

<p><b><u>Features and Benefits:</u></b></p>	<p><b>Memory for 20 users</b> The User Memory functionality provides the capability of saving 20 patterns of memory settings. This allows users to easily set, save, and recall their preferred picture settings using an assigned user name. In addition, factory default settings can instantly be recalled by the touch of two buttons. The following parameters can be saved:</p> <p>Color temperature, Brightness, Contrast, Chroma, Phase, Aperture, Gamma, Aspect, Scan, Picture Delay Minimum, User Memory Name and User Color Temperature. Instant access to most of these controls is available from the buttons on the front bezel, as well as the On Screen Display menu, which is provided in 7 languages.</p> <p><b>VESA Mounting</b> Complying with the VESA standards of 100 mm hole spacing, the LMD-1950 MD can easily be mounted on a VESA compliant surgical equipment arm, rack, cart or wall.</p>
<p><b><u>Optional accessories:</u></b></p>	<p><b>SU-560 Monitor Stand, Izziton and Input adapters ( below)</b></p>

Features and specifications subject to change without notice.

	Standard (always available)	BKM-227W	BKM-229X	BKM-220D*	BKM-243HS
Composite	●	○			
Y/C	●	○			
RGB	●		○		
Component	●		○		
DVI-D	●				
VGA	●				
SDI				○	○
HDSDI					○

Please contact your local Account Manager for further information.  
Good Selling!

Evan Krachman  
Marketing Manager, Display and Storage Products, Sony Medical  
Broadcast and Business Solutions Company

*You have received this email advertisement because you have indicated a desire to receive communications from Sony Electronics regarding products, promotions, updated information and services.*