Sony Electronics Inc.   SONY

Bulletin

DATE: JANUARY 1, 2010   09-0530

TO: MEDICAL MEDIA PRODUCT STOCKING RESELLERS

FROM: ANNE BONDULICH

SUBJECT: INTRODUCTION OF LMD-1530MD 15″ HD MEDICAL GRADE LCD MONITOR

As a successor model to the LMD-1420MD, Sony introduces the new LMD-1530MD 15" HD medical grade widescreen monitor* to its comprehensive line-up. Incorporating a higher resolution WXGA panel (1280x 768) and a wider viewing area than the LMD-1420MD, the LMD-1530MD offers clear and precise images essential for today's demanding medical applications.

The LMD-1530MD is equipped with a 10-bit signal processor to reproduce lifelike images with smooth gradation and accurate color consistency that's faithful to the original source. The monitor features HDMI and component HD signal inputs and accepts a wide variety of SD signal inputs. For ultimate flexibility, users can easily select from a variety of scan modes including Full Scan mode, which enables an image to be displayed fully both vertically and horizontally on the screen.

Its outstanding picture quality, versatile inputs, multiple display modes and lightweight compact design make the LMD-1530MD an ideal cost effective choice for easy integration into a variety of applications such as a doctor's office or operating room.

*Viewable area measured
diagonally

MODEL	DESCRIPTION	SUGGESTED LIST PRICE	MEDICAL MEDIA STOCKING RESELLERS PRICE	AVAILABLE
LMD-1530MD	15" HD Medical Grade LCD Monitor	$1,695.00	$1,033.95	January 15, 2010

Product Description: LMD-1530MD 15" HD Medical Grade Widescreen LCD Monitor
(Viewable area measured diagonally)

Features and Benefits:

WXGA (1280 x 768) LCD Panel: for outstanding HD image quality, detail and clarity.

Full Digital 10 bit Signal Processing: to produce accurate and lifelike images with smooth and natural gradation.

Input Versatility: accepts a wide variety of signals including digital and analog video computer signals. Accepts wide variety of SD signal inputs and accepts an HD signal input via either HDMI   interface or analog component connectors.

Multiple Image Scan Modes: users can easily select the appropriate scan mode for their application including overscan, normal, and full scan modes.

Anti-Reflection (AR) coated Protection Panel: to protect the surface of the display and reduce reflections from ambient light even in brightly illuminated operating rooms and clinical areas.

Operational Conveniences: Five gamma settings
Color temperature settings
On-screen display in seven languages
Built-in tally lamp: to identify when images are captured or recorded
Key inhibit function: prevents unintentional setting changes
Parallel remote control interface
Built-in monitor stand
VESA 100 mounting (100 x 100 mm spacing)

Suggested Applications: For displaying SD or HD medical images and surgical video in a doctor's office, operating room, or any other medical application requiring a high performance low cost medical grade monitor where space may be constrained. Ideal for mounting on surgical carts, boom arms, or walls. Built-in stand allows it to be easily integrated at a desktop station.

Model Comparison Chart LMD-1420MD vs LMD-1530MD:

			LMD-1530MD	LMD-1420MD
Panel	Screen size		15 inch	14inch
	Aspect		15 ： 9	4:03
	Resolution		WXGA (1280x768）	VGA(640x480）
	Protection panel		AR (Multi layers) coating	
Signal process			10 bit	8 bit
I/P conversion			Inter-field or Line-doubling	OFF (Inter-field) or ON (Line-doubling)
Functions	Color temperature		9300˚/6500˚/ 5600˚/User	
	Gamma setting		Selectable from 1~5 (1.8/2.0/2.2/2.4/2.6）	
	Scan	Under	No	Yes(-5%)
		Normal	Yes(0%)	Yes(5% over)
		Over	Yes(5%)	No (same as Normal)
		Full	Yes	No
		Zoom(16:9）	No	Yes (4:3 zoom)
	Tally		Yes (Green)	
	Grand earth terminal		Yes(x2)	
Remote	Parallel remote		Modular 8pin	
Input	Standard input			
		Composite, Y/C	Yes (LINE A only)	Yes (LINE A and B)
		RGB/Component	Yes	
		Ext. Sync.	Yes	
		HDMI	Yes	No
		Audio	Yes	
	Optional input		No	Yes (BKM-320D)
Output		Composite, Y/C	Yes	
		RGB/Component	Yes	
		Ext. Sync.	Yes	

Features and specifications subject to change

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

Good Selling!

Anne Bondulich
Marketing Manager for Surgical Products
Medical Systems