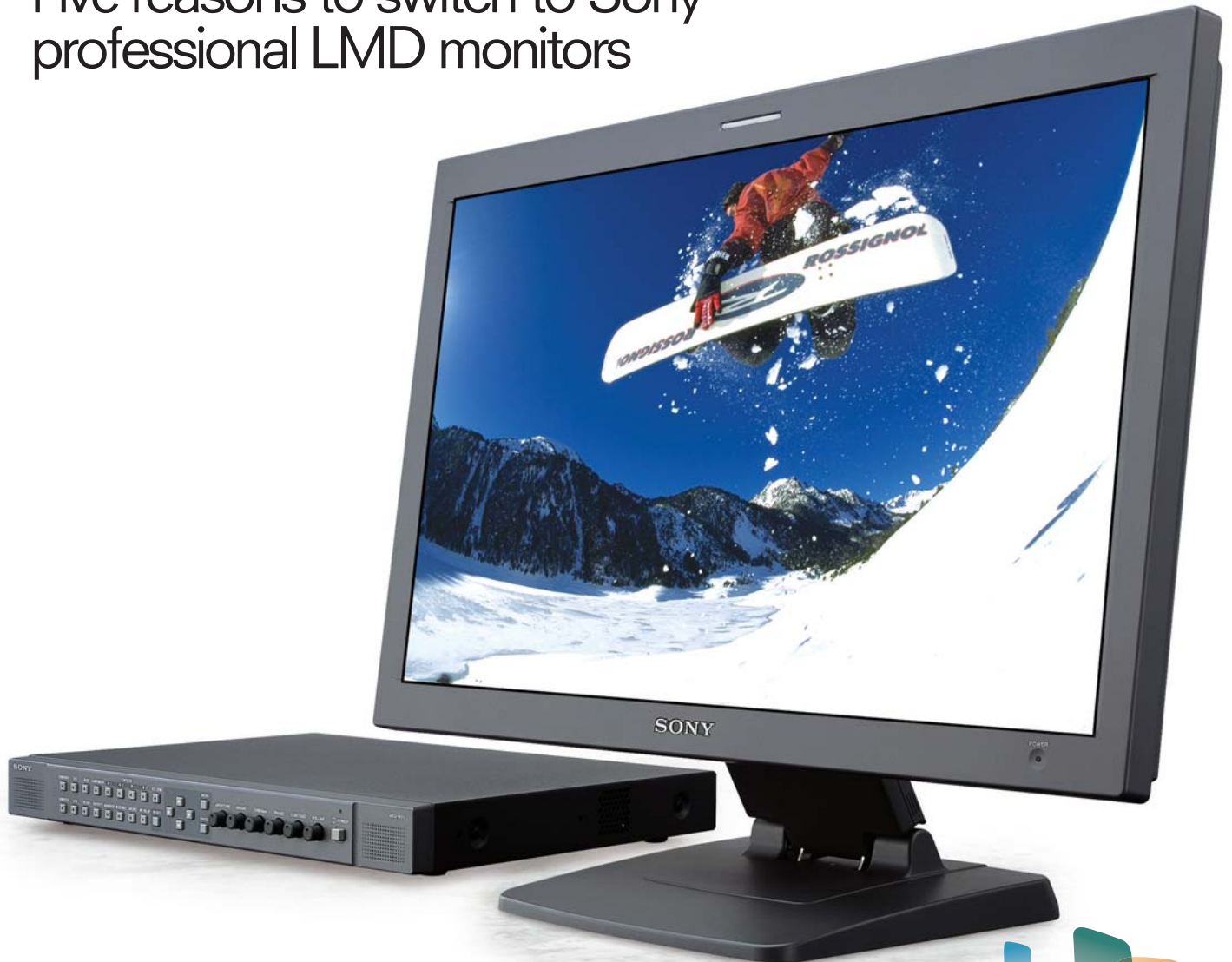


# SONY

Five reasons to switch to Sony  
professional LMD monitors



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## Ultimate picture quality

### Improved picture performance

Sony LMD Series monitors deliver flicker-free, high brightness images with enhanced contrast for maximum legibility in a wide range of viewing conditions. Improved picture performance makes LMD Series monitors equally suitable for use in broadcast studios, post production suites, OB trucks and even in conditions of high ambient lighting including office locations or outdoor environments.

### Perfect picture geometry

Sony LMD Series monitors use fixed position pixels to reproduce video images, thus eliminating the geometrical and linear distortion affecting CRT monitors.

### X-Algorithm DSP technology

Sony patented Digital Signal Processing technology delivers superior picture quality with all types of programme material. Exclusive X-Algorithm technology uses superior interpolation methods for conversion of interlaced to progressive images, resulting in dramatically improved picture performance with moving images.

### HD & SD compatibility

Reproducing high quality images in HD is not an issue for the LMD Series professional LCD monitors. As standard, the LMD Series can display high quality viewing HD pictures by using the analogue video inputs available on the processor.

- High brightness
- Improved contrast
- Flicker-free image
- Perfect picture geometry
- X-Algorithm DSP technology
- HD & SD compatibility



Designed for broadcast and multimedia applications where performance and reliability are critical, the Sony LMD range of professional flat screen LCD (Liquid Crystal Display) monitors offers a significant breakthrough in LCD display technology at a highly accessible price.

Sony LMD Series monitors are ideal for all kinds of quality-critical viewing applications, including live and studio based video production as well as multimedia content presentation and display.

As well as delivering superb picture quality, every flat screen monitor in the Sony LMD range can help your business to enhance operational flexibility and productivity while reducing the total cost of ownership compared with traditional CRT (Cathode Ray Tube) monitors. With the added reassurance of Sony Silver Support to protect your investment, there's never been a more compelling argument to switch to the benefits of Sony professional flat screen monitors.

## Five reasons to switch to Sony professional LMD monitors

- Ultimate picture quality
- Enhanced flexibility
- Improved productivity
- Lower Total Cost of Ownership (TCO)
- Silver Support



LCD technology offers a significant reduction in total operating costs compared with CRT monitor designs:

#### **Extended operational life**

Thanks to solid state imaging technology that reduces component count and power consumption, LCD monitor displays typically offer a significantly longer lifespan than conventional CRT designs. In addition, LCD monitors offer more consistent imaging performance throughout their longer operational life, in contrast with CRT designs where light output reduces more rapidly over a more limited lifespan.

#### **Lower maintenance costs**

LCD technology eliminates the need for convergence adjustments and is effectively immune to electromagnetic interference, thus reducing the need for regular maintenance and special care requirements.

#### **Lower power consumption**

Sony LMD Series monitors consume approximately less than half the electrical power of an equivalent CRT monitor, leading to significantly reduced energy bills.

#### **Lower air conditioning requirements**

Lower power consumption means that LCD monitors generate less heat – a major advantage in confined spaces such as OB vehicles or large studios where air conditioning costs can be reduced.

#### **Lower storage cost**

Storage costs are a critical consideration for busy rental companies. Significant reduction in space allows an easy storage and a reduction in storage cost.

#### **Lower transportation costs**

LCD monitors are slimmer and far lighter to carry than CRT monitors, reducing labour requirements and the cost of shipping units between locations as well as relaxing health and safety requirements.

#### **Cost-effective upgrade path**

The MEU processing unit common to all LMD Series monitors affords maximum flexibility. Changing screen size in a monitor wall or replacing an accidentally damaged screen doesn't mean buying a new MEU: only upgrading the screen itself means dramatic cost savings.

#### **Greener solution**

Due to their high lead glass content, CRT displays are designated as hazardous waste by the EU. LCD displays, in contrast, are manufactured using smaller quantities of heavy metals and other hazardous chemicals, reducing the cost and complexity of disposal as well as minimising overall impact on the environment.

## **Lower Total Cost of Ownership (TCO)**

- Extended operational life
- Lower maintenance costs
- Lower power consumption
- Lower air conditioning requirements
- Lower storage cost
- Lower transportation cost
- Cost-effective upgrade path
- Greener solution



### Slim & thin bezel

Sony design innovation separates the LCD display of all LMD Series monitors from the processing unit, radically increasing the range and flexibility of mounting options. This approach extends to the super-slim screen bezel that ensures maximum picture area when 'tiling' multiple screens to create a monitor wall.



### Extensive user features & versatile input options

The processing unit itself offers maximised production capabilities, featuring all the input/output interfaces and operational features one would expect of a truly professional monitor.

### Easy migration to HD

While the mainstream broadcast industry is migrating to the benefits of High Definition (HD) production, it's sensible to plan your own investment strategy. The separate processing unit and display of Sony LMD Series displays allows you to enjoy today HD viewing pictures through the analogue inputs or prepare tomorrow for an easy migration by using the optional plug-in HD/SD-SDI decoder board: This solution offers, cost-effective migration path to HD when your business needs dictate.

### Ideal for AV and IT applications

Sony LMD Series monitors are highly suitable for displaying video signals from a wide range of sources including computers and conventional AV devices. Sony monitors can therefore increase the overall value of your investment in LCD technology to meet a wide range of broadcast production and multimedia needs.

### Wide range of screen sizes

The Sony LMD Series includes a range of screen sizes to suit any application, ranging from 4" right up to 32" in widescreen (WS) models including 4:3 and 16:9 aspect ratio designs. From office viewing or as a desktop monitor in non-linear editing suites to large scale monitor walls, you'll be sure to find a Sony professional LMD monitor that suits your needs.

## Enhanced flexibility

- Slim & thin bezel
- Extensive user features
- Versatile video input options
- Easy migration to HD
- Ideal for AV and IT applications
- Wide range of screen sizes



Screen type	Aspect ratio design	Screen sizes in inch of LMD Series	Compatibility with High Definition or Standard Definition
single screen	Widescreen (WS)	32", 23", 17"	HD / SD compatible
single screen	4:3	21", 15", 9"	HD / SD compatible
single screen	4:3	20", 14", 9"	SD compatible
multi screen	Widescreen (WS)	7" x 2 screens	SD compatible
multi screen	4:3	5.6" x 3 screens, 4" x 4 screens	SD compatible



Front Panel of processing unit



Rear Panel of processing unit

## Improved productivity

### Indoor & outdoor operation

The low power consumption, high brightness/contrast performance and innovative design of LMD monitors offers ultimate flexibility for indoor and outdoor applications – whether it's in a busy production studio or within the confines of an OB truck at a high-profile live event. In today's rapidly changing business climate, an investment in Sony LMD Series monitors maximises your ability to adapt to new applications and new commercial opportunities.

### Space saving design

Space matters. In the confines of a production suite or OB vehicle, Sony LMD Series monitors make more efficient use of available space than CRT designs, resulting in increased productivity.

### Quick set-up & instant use

Unlike CRT monitors, LCD designs are immune to magnetic field interference. Automatic set-up and internal picture adjustment means that Sony LMD Series monitors deliver optimum results from any source material with minimal manual intervention. Less wasted time means you can focus on production tasks and forget about the performance of your monitor image.

- Indoor & outdoor operation
- Space saving design
- Quick set-up & instant use



## Silver Support

Silver Support

### 2 years support

The Silver Support Pack extends care for your LMD Series monitor from the standard one-year warranty to two years while adding valuable extra benefits and services.

### Telephone support

Operational telephone support is available, offering advice and help to get the most out of your Sony monitor and maximise its performance. Telephone support is available from Monday to Friday and in five languages: English, French, German, Italian and Spanish.

### Collection anywhere

For maximum convenience in the event of equipment failure, Sony will arrange collection of a faulty unit directly from and delivery of the repaired unit directly to the customer's location - anywhere in mainland EU, Norway or Switzerland.

### Repair within 7 working days

Sony will collect, repair and return a repaired monitor to your preferred location within 7 working days - minimising downtime and enhancing the ability to plan your business.

### Loan

If a faulty monitor cannot be repaired promptly, we'll contact you and arrange free delivery of a loan unit. We'll also collect the loan unit as soon as repairs have been carried out.

Silver Support is available in EU countries, Switzerland, Norway as standard.

- 2 years support
- Telephone support
- Collection anywhere
- Repair within 7 working days
- Loan



# SONY



**For more information**

For further information about Sony professional LCD monitors,  
please visit our website [www.sonybiz.net/lmd](http://www.sonybiz.net/lmd)

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