Professional Monitors
Product Line-up 2009

Daniel Dubreuil – 23rd June 2009

Sony Monitor Family

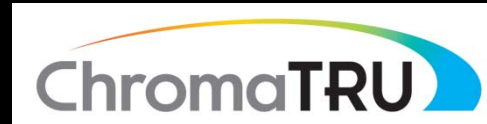- **Broadcast/Professional/Medical/ViewFinder Monitors**

TRIMASTER

ChromaTRU

- **Public Display/Digital Signage**

SONY

Sony Core Technology – What are the differences?

- TRIMASTER and ChromaTRU are the two core technologies that Sony has developed and implemented in its Broadcast & Professional Monitors range.

- TRIMASTER is a Premium technology implemented in the Master and Broadcast BVM and PVM Series to provide the most highest level of picture accuracy, stability and consistency.

- ChromaTRU is an Affordable technology mainly used in the high grade LMD Series to provide consistent quality images and colour accuracy.

SONY

Sony Core Technology

Sony Technologies

ChromaTRU

1. Precise colour reproduction and gamma accuracy with ChromaTRU technology– Similar to CRT
2. Precise signal accuracy and smooth colour gradation with 10-bit signal processing
3. High quality motion adaptive I/P conversion for improved picture performance

Model name
- LMD-4250W
- LMD-2451W
- LMD-2050W
- LMD-1751W

Target applications
- BC (Studio/OBVAN/Master Control Room)
- Production Company (Editing)
- Location/Hire Companies
- Videographers/Prosumers
- Institutional/Corporate/Education

TRIMASTER

1. Accurate Colour Reproduction
   - Colour Management System
   - Wide Colour Gamut
   - Digital Uniformity
2. Precision Imaging
   - High Resolution & High Colour
   - High Motion Picture Processing
   - Accurate Pixel Mapping
3. Quality Picture Consistency
   - Accurate Signal Processing
   - Precise Calibration System
   - Colour Feedback System

Model name
- BVM-L231
- BVM-L170
- PVM-L2300

Target applications
- BC (Studio/OBVAN/Master Control Room)
- Production Company (Editing)
- High-end Post Production & Cinema applications

Sony Professional Monitors range

Master | **Viewing**

High-end	Mid range	Entry level	Small size
CRT/LCD	**LCD**		
HD/SD	HD/SD	*HD/SD*	HD/SD
SRM-L560	LMD-4250W	LMD-2030W	LMD-9050
BVM-L231	LMD-2451W	LMD-1530W	
BVM-L170	LMD-2050W	*SD*	*SD*
PVM-L2300	LMD-1751W		
		LMD-1420	LMD-9030
BVM-A20F1M	LMD-940W	LMD-1410	LMD-9020
	BKM-250TG		

New models
EOL models

TRIMASTER

ChromaTRU

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High-end LCD Monitors
Master & Broadcast Series

TRIMASTER Series

Sony is renewing and expanding its TRIMASTER range with three new models

- BVM-L231
  - 23" Full HD Master Monitor

- BVM-L170
  - 17" Full HD Master Monitor

- PVM-L2300
  - 23" Full HD Broadcast Monitor

BVM-L170

**BVM-L231
PVM-L2300**

Mid Range Plan – For Internal Use Only

TRIMASTER

BVM-L231

PVM-L2300

LMD-2451W

BVM-L — **Reference Monitor**

PVM-L — **Control Monitor**

LMD Series — **Preview Monitor**

42　24　20　17　9

ChromaTRU

Mid-ranged Technical Development
- 3G-SDI Interface
- 4K Resolution
- New Device

TRIMASTER Technology
- Colour Management System
- Low latency High Quality I/P conversion
- Colour Feedback System
- Digital Uniformity
- Professional Display Engine with12 bit output accuracy
- 120Hz drive & Black Frame insertion
- New Features
 Picture & picture displays, Pixel zoom, HD Frame capture

SONY

2009

New Trademark "TRIMASTER"

TRIMASTER is the Mastering Technology, which ensure three key element for professional Monitors, as **Accurate colour reproduction**, **Precision Imaging** and Quality **Picture Consistency**.

Accurate Color Reproduction
- No-linear Cubic Conversion
- High-purity LED
- Digital Uniformity
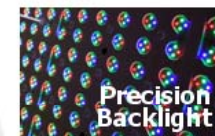
TRIMASTER
BVM-L230

Precision Imaging
- Full HD & 10 bit Panel
- 120Hz drive & Black Frame Insertion
- New I/P conversion Interlace Display Mode

Quality Picture Consistency
- Professional Display Engine with 12 bit accuracy
- Precise Calibration System
- Color Feedback System

BVM Panel

Precision Backlight

Display Engine

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TRIMASTER

Master LCD   BVM-L230

- First Reference 23-inch Full HD Master monitor on the market
- Superior SD and HD picture performance with low video delay
- Ultimate accuracy in colour and picture uniformity
- Extended colour gamut for Cinema applications
- S-Log gamma for CineAlta camera
- Enhanced production features
    - Picture & Picture various display mode
    - HD frame capture on memory stick
    - Pixel zoom
    - Gamut error
- No picture distortion and less adjustments required.
- Target applications
    - High-end post production
    - Colour grading
    - Program/Preview
    - Engineering
    - Reference image control

Over 1,000 units sold world wide!

iabm
peter wayne
AWARD
winner 2007

TRIMASTER

Master LCD   NEW BVM-L231

- Same features as the BVML-230 (Ver 1.3) plus:
    - 3G SDI
        - Supported by BKM-250TG
          (3G SDI, Audio Level Meter, VITC)
    - Black Frame Insertion by Backlight Blinking
    - HDMI input
    - Others
        - Color Gamut, User LUT and Marker Preset
          assignable by CH
    - Availability: July 2009
    - Price: Same as BVM-L230

* **BVM-L230 cannot be upgraded to support Backlight Blinking and HDMI.**

SONY PROFESSIONAL   **SONY**

Master LCD

NEW BVM-L231

- Top 5 FAB

Feature	Advantage	Benefit
1. TRIMASTER technology	Precise colour, gamma and picture consistency	Ultimate picture quality and consistency
2. Precision LED backlight system	Expand colour gamut near DCI (P3)	Expand scope of applications
3. Sony unique Display Engine	High accuracy and low video delay	The most precise and lowest video delay monitor in the market!
4. Black frame insertion and interlace mode	Backlight scanning technology allows maintaining good black level and motion blur reduction	Better blacks with less Blur, true Interlace reproduction
5. HDMI input	Future proof connection	For HDV or Blu Ray authoring system

TRIMASTER

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Master LCD

NEW BVM-L170

- 17 inch version of the BVM L230
- Full 1920 x 1080 resolution 10 bit panel
- LED blinking backlight
- Same feature set as BVM L230
- 4 input slots
- Includes both DVI & HDMI input
- Rack mountable (rack kit standard)
- 3G ready*
- Availability: Now
- EU List Price: €12k

*needs BKM-250TG

SONY PROFESSIONAL

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Master LCD

NEW BVM-L170

■ **Product Concept**
- 17" LCD Master Monitor
- Successor of the BVM-A20/A14
- Rack mountable
- Field usable

■ **Main Features**
- 17" Full HD(1920 x1080) LCD Panel
  - 10bit panel
  - High frame rate (96/100/120 Hz)
- Precision Backlight System
- Professional Display Engine
  - Nonlinear Cubic Conversion color management system
  - High-accurate I/P conversion
- 19" rack mountable (6U Height)
- DC operation available
- BKM-39H (Controller attachment stand) is available as an optional accessory

Master LCD

NEW BVM-L170

- Differences from BVM-L230
  - Backlight Blinking is newly adopted instead of Black Frame Insertion by panel
    - Backlight Blinking allows removing motion blur, while keeping the same black level
  - HDMI input is added on top of DVI-D terminal
  - Native panel resolution is 1920 x1080
    - WUXGA(1920x1200), UXGA(1600x1200)signals are not accepted via DVI-D
- Target Applications
  - Camera & VTR Control, On location shooting, Engineering, R&D, etc.

Master LCD

NEW BVM-L170

■ Comparison between BVM-L230 (Summary)

	BVM-L170	BVM-L230
Screen Size	16.52 inch 365.75(H) x 205.74(V)mm	22.5 inch 483.84(H) x 302.4(V)mm
Resolution	1920 x1080	1920 x1200
Standard Brightness	100 cd/m2	100 cd/m2
Max. Brightness @100% signal	250 cd/m2	250 cd/m2
Black Frame Insertion	Backlight Blinking	Black Frame Insertion by Panel
Weight	15 kg (Tentative)	22.5 kg
Dimensions	W: 426 x H: 265 (6U) x D: 280 mm (Tentative)	W: 565.5 x H: 436.4 x D: 243.1 mm
Rack Mount	Yes （6U）	No
Wall Mount	No	VESA 200 x100 mm
DC IN	DC 24V	No
HDMI	Yes	No

Master LCD

NEW BVM-L170

- Top 5 FAB

Feature		Advantage	Benefit
1.	TRIMASTER technology	Precise colour, gamma and picture consistency	Ultimate picture quality and consistency
2.	Precision LED backlight system	Expand colour gamut near DCI (P3)	Expanding scope of application range.
3.	Sony unique Display Engine	High accuracy and low video delay	The most precise and lowest video delay monitor in the market
4.	Black frame insertion and interlace mode	Backlight scanning technology allows maintaining good black level and motion blur reduction	Better blacks with less Blur, true Interlace reproduction
5.	HDMI input	Future proof connection	For HDV or Blu Ray authoring system
6.	24V DC power	Less electrocution risk	For on locations shooting
7.	19-inch rack mounting	Fits inside rack, easy connection of video inputs at rear	Ideal for Mobile video productions or in engineering racks

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TRIMASTER

Master LCD

NEW **BVM new Software!**

- New software coming in June
  - V1.4 for BVM-L230
  - V1.1 for BVM-L170
- Allows new functions for L170 & L230
  - Assign color gamut to input config
  - Assign user LUTs to input config
  - Assign markers to input config
  - Adds audio level meter*
  - Adds VITC reader*
- Availability: TBC

*needs BKM-250TG

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TRIMASTER

Broadcast LCD

NEW PVM-L2300

- Product concept
    - Control Monitor with TRIMASTER concept
    - Optimized for Broadcast applications
- Similar LCD panel and display engine as BVM-L230
- The backlight has been changed to wide CCFL (Cold Cathode Fluorescent)
- Broadcast standards colour gamut
    - SMPTE C, EBU and ITU-R BT709
- Side by side display mode only
    - blending, wipe, & butterfly N/A
- Uses same option cards as BVM-L230
- 3G ready*
- Cost effective version of BVM L230
- Availability: Now
- EU List Price €10k

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*needs BKM-250TG

Broadcast LCD

NEW PVM-L2300

- Main Features
  - 23" Full HD(1920 x1200) LCD Panel
    - 10bit panel
    - High frame rate (96/100/120 Hz)
  - Wide Gamut CCFL Backlight
  - Professional Display Engine
    - Non linear Cubic Conversion color management system
    - High-accurate I/P conversion
  - Inheriting most of the main features of BVM-L230
  - BKM-23M (Protection Panel) and BKM-38H (Controller attachment stand) is available as an optional accessory
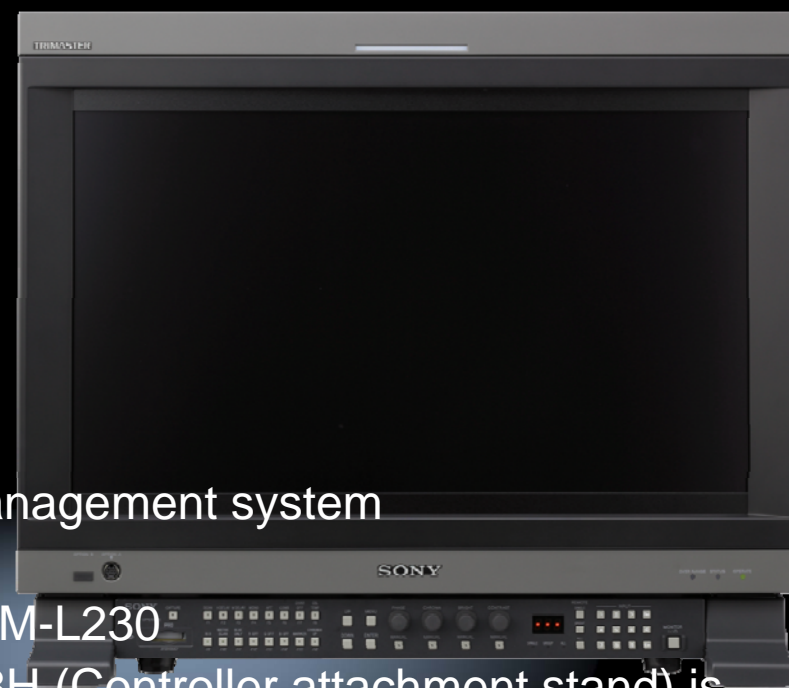
Broadcast LCD

PVM-L2300

- Price and features are optimized for broadcast and critical picture monitoring
- Wide Gamut CCFL backlight is adopted instead of LED backlight
- HDMI input supporting will be added on top of DVI-D terminal

	PVM-L2300	BVM-L230
Screen Size	22.5 inch 483.84(H) x 302.4(V)mm	22.5 inch 483.84(H) x 302.4(V)mm
Panel Resolution	1920 x1200	1920 x1200
Color Depth	10 bit	10 bit
Frame Rate	96 / 100 / 120 Hz	96 / 100 / 120 Hz
Light Source	Wide Gamut CCFL Backlight	High-purity LED
Standard Brightness	100 cd/m2	100 cd/m2
Weight	16 kg (Tentative)	22.5 kg
Dimensions	W: 565.5 x H: 436.4 x D: 243.1 mm	W: 565.5 x H: 436.4 x D: 243.1 mm
HDMI input	Yes	No

Broadcast LCD

TRIMASTER

NEW PVM-L2300

	PVM-L2300	BVM-L230
Color Spaces Emulation (3DLUT + Gamma)	ITU-R BT.709, SMPTE-C, EBU, L2300 Native	ITU-R BT.709, SMPTE-C, EBU, D-Cine, L230 Native
Gamma	ITU-R BT.709 / 601	ITU-R BT.709 / 601 / S-LOG
Film Cadence	No	Yes
Aspect Switch	4:3⇔16:9	4:3⇔16:9, 16:9⇔2.39 :1, 1.869:1⇔2.39 :1
Color Temperature	D65 / D93 / User 1-5 Adjustable 5,000K-10,000K	D65 / D93 / D61 / D56 / D-Cine / User 1-5 Adjustable 5,000K-10,000K
Gamut Error Display	No	Yes
Picture & Picture	Side by Side	Side by Side, Wipe, Butterfly, Blending
User Color Emulation	No	Yes

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Broadcast LCD

NEW PVM-L2300

Features differences versus BVM-L230

- Wider tolerances than BVM-L Master monitor (picture, uniformity, stability)
- Optimised for Broadcast colour gamut
- No Cinema features
    - (D-Cine, S-Log gamma, Film aspect, Film cadence)
- Limited Picture & Picture Display mode
    - Side by side mode only (no Wipe, Butterfly, Blending)
- No Gamut error detection
- No LUT's

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Broadcast LCD

NEW PVM-L2300

- Top 5 FAB

	Feature	Advantage	Benefit
1.	TRIMASTER technology	Precise colour, gamma and good picture consistency	Excellent picture quality
2.	Precision backlight system	Emulate various Broadcast standards colour Gamut: EBU, SMPTE-C, ITU-709	Accurate colour reproduction.
3.	Sony unique Display Engine	High accuracy and low video delay	The most precise and lowest video delay monitor in the market!
4.	Black frame insertion and interlace mode	Backlight scanning technology allows maintaining good black level and motion blur reduction	Better blacks with less Blur, true Interlace reproduction
5.	HDMI input	Future proof connection	For HDV or Blu Ray authoring system

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TRIMASTER

56-inch QFHD

NEW SRM-L560

- Shown as a technology sample last year
- 3840 x 2160 pixel resolution
- 10 bit panel
- LED backlight system from BVM
- Uses 4 BVM display engines
- Software application to run monitor
    - BKM 16R not compatible!
- All BVM option cards work
- Includes Quad DVI and HDMI inputs
- Model name changed (ex SRD-L560)!
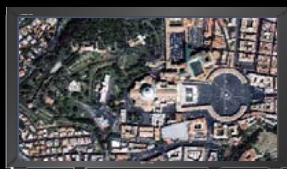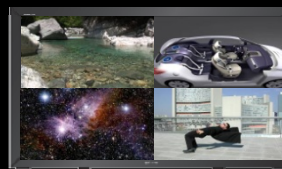- Availability target: TBC

SONY PROFESSIONAL

TRIMASTER

56-inch QFHD

NEW SRM-L560

◆ Multi Display Mode

4096 x 2160 Native Display (side cut)
3840 x 2160 Normal Display (pixel to pixel)

2048 x 1080
(side cut)
or   x 4 screens
1920 x 1080
(pixel to pixel)

Zoom

2048 x 1080
(side cut)
or
1920 x 1080

◆ Monitor Controller

- Advanced GUI

- Software tool will be distributed

Ethernet
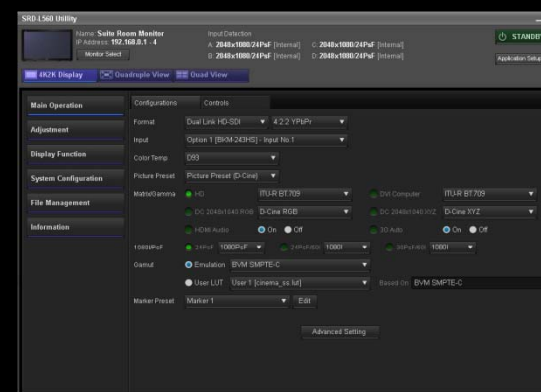
56-inch QFHD

NEW SRM-L560

- Features   _Tentative_

56" QFHD 10 bit panel with Precision backlight system (High purity LED)
The same Professional Display Engine as BVM-L230
Accurate color reproduction with the NCC CMS
Superb Uniformity and Stable color with the precision feedback system
Multiple display mode
> 4096 x 2160 Native (Side cut), 3840x2160 Normal (pixel to pixel)
> 2048 x 1080/ 1920 x1080 x quad split (Normal/Native)
> 2048 x 1080/ 1920 x1080 Full Screen (Native x4)

Input capability
> Dual-link HDSDI x 4 pairs
> : Option 243HS x8
> 3G Interface in the future
> DVI-D x 4   (Standard)
> HDMI x 4   (Standard)

SONY PROFESSIONAL

	56" QFHD Tentative Spec
Resolution	3840 x 2160 pixel
Color Depth	RGB 10 bit
Frame	60/50/48 Hz
Backlight	High Purity LED
Panel Dimension	1310 x 767 x 59 (WHD)

TRIMASTER

56-inch QFHD

NEW SRM-L560

- Target applications
    - 4K/QFHD Content Creation
    - Quad Full HD split
    - Industrial design
    - Simulation
    - Museum
    - Conventions, Events
    - High resolution Archive
    - Air Traffic Control,
    - Etc.

SONY PROFESSIONAL

56-inch QFHD

NEW SRM-L560

- Top 5 FAB

Feature	Advantage	Benefit
1. QFHD (3840x2160) pixels	4 times Full HD resolution	Ultimate picture resolution for top-end Contents Creation and industrial tasks
2. TRIMASTER technology	Aiming to be a reference monitor for the 4K CC market	Precise colour, gamma and picture consistency
3. The same Professional Display Engine as BVM-L230	Already mature technology	Reliable and consistent line-up with BVM series
4. Superb uniformity and stable pictures	Ultimate picture quality	Confidence in picture reproduction
5. Precision LED backlight system	Expand colour gamut near DCI (P3)	Expanding scope of applications.

3G BKM Interface

NEW BKM-250TG

- 3G monitor input
    - supports SMPTE 425 level B
- Also supports HDSDI and SDI inputs
- VITC reader display
- Audio level metering
- Works with BVM/PVM-L and LMD-xx51W series
    - BVM L230 needs V1.4 software
    - BVM L170 & PVM L2300 need V1.1
- Allows dual link input using one card
- Introduction: July 2009

SONY

Technologies for 3G

3G-SDI

- Double Transmission Rate of the Current HD-SDI 1.5G bps
- 1920 x 1080p50 Progressive Signal through one Cable
- 10bit/12bit RGB (DVI→8bit)
- Over 50m (DVI→max10m)
- 3D Display (Frame Synchronized Mode/Micro Polarizer/3D Glasses)

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Mid Range LCD Monitors
High-Grade LMD Series

SONY

High-Grade LCD   LMD-xx50W/51W Series

- Wide range of sizes
    - LMD-4250W   42"W   1920x1080 pixels
    - LMD-2451W   24"W   1920x1200 pixels
    - LMD-2050W   20"W   1680x1050 pixels
    - LMD-1751W   17"W   1280x768 pixels

ChromaTRU

High-Grade LCD **NEW** LMD-2451W / LMD-1751W

- 3G Ready*
- Improved LCD panel**
  - Better blacks!
  - Wider colour gamut & viewing angle
- Improved WFM/ALM (same as 1750W)
- Automatic audio lip sync function
- Side by side display now includes DVI input
- Compatibility with Harris QS-100HD
- Available in July (24") and this Autumn (17")
- Same price and market target as 50W Series

* Needs BKM-250TG
**24-inch size only, 17-inch already equipped

SONY PROFESSIONAL

SONY

LMD-50W/51W Series - Uniform Chassis Design

- Slot structure for optional boards
    - Cost effective and future proof solution
- Smart function keys
    - Convenient for monitor wall integration
- Detachable display stand
- Flexible installation with VESA holes
    - Rack mount adaptor MB-529/530 for LMD-2050W/1750W
    - AC/DC operation for LMD-2450/2050/1750W

Flexible installation with VESA mount
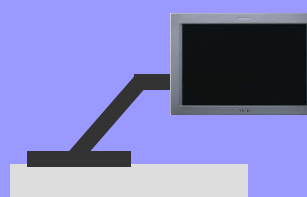
| Wall | Table stand | Desk mount | Ceiling | Rack* |
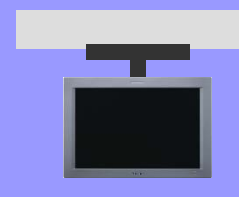
High-Grade LCD   **NEW**   LMD-2451W / LMD-1751W

- Top 5 FAB

Feature	Advantage	Benefit
1. ChromaTRU technology + 10 bits processing	Precise colour and gamma accuracy	Consistent image from monitor to monitor
2. 3G ready	Accept 1080p format on single link	Reduce system cost and cabling for 1080p
3. Smart lighting function key	Fit nicely in a production gallery	Fashionable design for desktop and monitor wall
4. Slot structure	Customised solution, Quad Split board from Harris	Future proof and cost effective option on demand
5. Ethernet remote	Monitor Control at distance	Enhanced User flexibility

ChromaTRU

SONY

Entry Level LCD Monitors
LMD-xx30W Series

SONY

Entry Level LCD   LMD-xx30W Series

20" & 15" WS Entry level HD Monitor

- Good combination with HDV Products
- Low-end video production market
    - DVCAM users shifting to HD environment with HDV products

HDV Camcorder

Entry HD Monitor

Non linear editing

HDV VTR

Simple viewing

Entry Level LCD

LMD-xx30W Series

- Reasonable price in combination with HDV Products

- HDMI input as standard function

- Advantages against IT Monitor
    - High quality video picture
        - Optimized for moving pictures
        - Correct colour temperature (D65/D93)
        - Gamma curve 2.2
    - Standard video interface
        - Composite, Y/C, Component/RGB with BNC connector
    - Variety of professional functions
        - Basic production functions from High Grade LMD Series for professional use
    - Built-in Speaker

HDMI™
HIGH-DEFINITION MULTIMEDIA INTERFACE

VS

Entry HD monitor (Video monitor)   **IT monitor**

See side by side comparison between IT Display and LMD on Sony1

Entry Level LCD

LMD-xx30W Series

1. Designed to complement Professional HDV product range
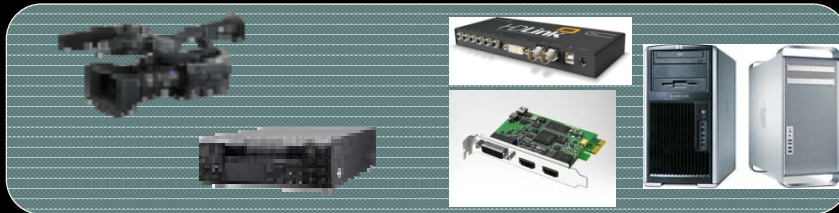
HDMI / analog video I/F

2. Equipped with a future proofed HDMI interface, Blu-ray disc authoring
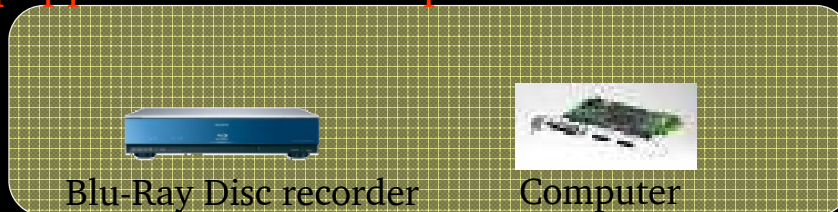
Blu-Ray Disc recorder   Computer

HDMI

3. CRT replacement market – Local TV station

LMD-xx30W

HDMI / SD-SDI

Entry Level LCD

NEW LMD-1530W

- Entry level Professional video monitor
- 15" WS 1280 x 768 LCD panel
- Same feature set as LMD 2030W
- Improved SD picture and viewing angle
- HDMI input included
- Optional SDI input (BKM-320D)
- Available in June, EU LP €1,220
- Target market
  - HDV, Local TV, CRT replacement, Videographer, Education, institutional, corporate, security etc.

Product Outlines

- 15″ WXGA (1280 x 768) LCD, IPS type
  - SD picture quality similar to that of 1750W!
- 1 x HDMI In available
- Professional Monitor Function
  - Composite, Y/C, Component/RGB with BNC connector
  - Optimized for moving pictures
  - Gamma curve 2.2
  - Picture delay minimum mode
  - Aspect Marker/Scan mode
  - Built-in Speaker
- SD-SDI interface optional
  - With BKM-320D
- Availability & Price
  - Availability: Now
  - EU List Price: €1,220 (Tentative)

SONY

Size Comparison (Tentative)

PVM-14L2

201 mm

346 mm

368 mm (min.)

1420/1410

212 mm

200 mm

343 mm

368 mm (min.)

1530W

Just image

1530W

1530W

Just image

- Height of the picture area:
  12 mm smaller than LMD-1420/1410
  1 mm !! smaller than PVM-14L2(CRT)

- Width of the set:
  25 mm wider than LMD-1420/1410
  22 mm wider than PVM-14L2(CRT)

SONY
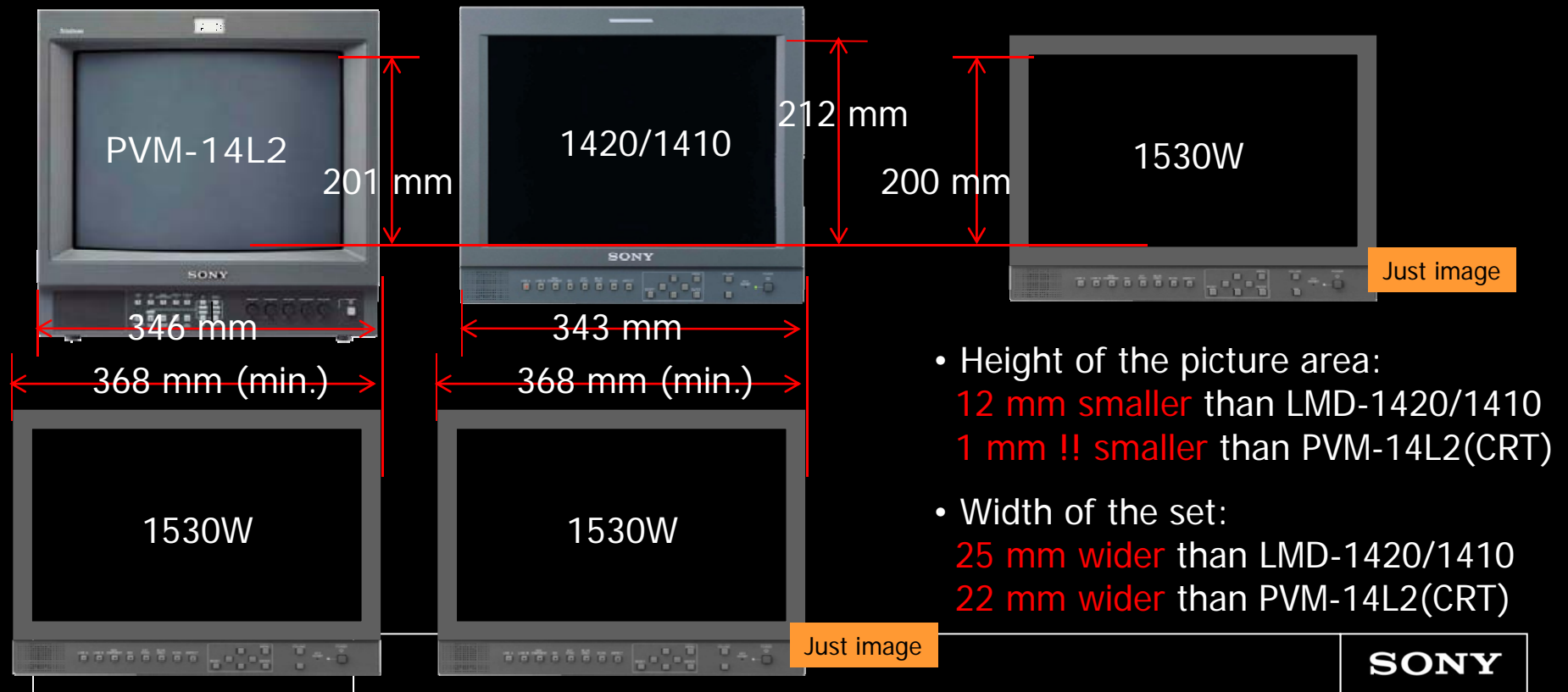
LMD-1530W Added Value

- First 15" WS Professional monitor equipped with HDMI input
- IPS LCD technology for a better viewing angle
- Higher picture resolution (1280x768) than LMD 14"
- Improve SD picture quality compare to LMD 14"
- Similar picture height as PVM CRT 14" monitor
  - ideal for CRT replacement in Studio
- Cost effective professional monitor
  - Market price below €1k!

"Handheld" LCD Monitors
LMD 9-inch Series

SONY

"Handheld" LCD   LMD-90xx Series

Portable 9-inch Monitoring for Field and Studio

- LMD-9050   HD/SD Multi-Format

    - 1024x768 XGA Resolution

    - Analogue SD and HD Component

    - Built-in HD/SD-SDI

- LMD-9030/9020   HD/SD Multi-Format

    - 640x480 VGA Resolution

    - Analogue SD and HD Component

    - Built-in SDI (LMD-9030)

- 19-Inch Dual Rack mountable

- DC/battery operation

LMD-9050/9030/9020

"Handheld" LCD

NEW LMD-940W

- 9 inch 15:9 WVGA panel
- Accepts 3G HD/SD-SDI and HDMI
- Assist function for camera focus
- Native scan for SD and HD signals
- Selectable I/P process for control of video/audio delay
- Waveform & Audio Level Meter
- Ethernet remote control
- Both AC and DC power operation
- Dual units in 19-inch Racks
- Target market: Field & Mobile studio
- Availability: July 2009
- EU List Price: €2,550

ChromaTRU

SONY

"Handheld" LCD

NEW LMD-940W

Tally lamp

LCD protection panel
(detachable)

Power switch
(on / stand-by)

Stereo headphone
(mini jack)

Mono speaker

Control panel

ChromaTRU

SONY

"Handheld" LCD — NEW — **LMD-940W**

ChromaTRU

3G/HD/SD-SDI In
3G/HD/SD-SDI Out

Composite In/Out
Audio In/Out

HDMI In

Parallel remote
(Modular 8 pin)

Serial remote
(Ethernet)
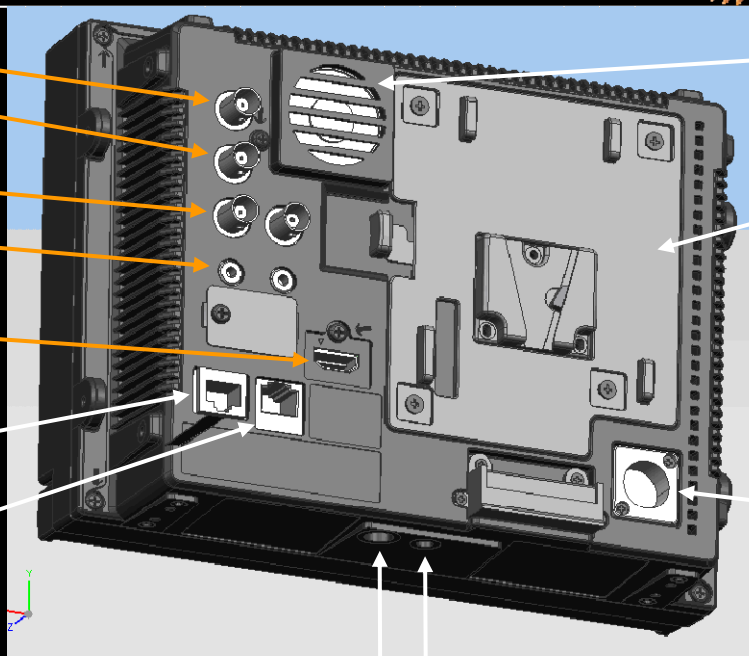
Cooling fan

V Mount for
Supplied AC Adapter
and Battery Packs
(BP-GL95, BP-GL65,
BP-L80S, BP-L60S)

DC 12V
(XLR 4 pin)

Screw holes for camera pedestal
(3/8" & 1/4")

SONY PROFESSIONAL

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Control Panel

NEW LMD-940W

SDI HDMI COMPOSITE F1 F2 F3 F4 F5 F6 F7 ENTER RETURN MENU
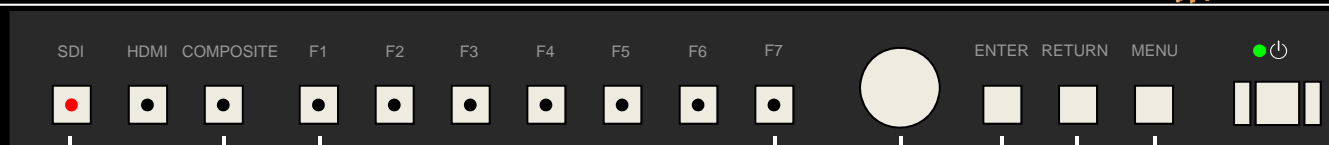
Input selection
buttons

Assignable function buttons*

Default setting:
F1 (BRIGHTNESS)
F2 (CONTRAST)
F3 (CHROMA)
F4 (SCAN)
F5 (H/V DELAY)
F6 (VOLUME)
F7 (I/P MODE**)

Up/down
volume
&
Enter/set
button

(Rotary encoder
with
push button)

Menu on/off button

Return button

Enter/set button

* Assignable functions: Brightness, Contrast, Chroma, Phase, Aperture, Audio volume, Scan, H/V delay, I/P mode, Aspect ratio,
  Blue only, Mono, Marker, Wave form / audio level, Camera focus.
**I/P Mode is equal to Picture Delay Min function.

SONY PROFESSIONAL

SONY

Control Panel

NEW LMD-940W

• Displaying the button assignment (RETURN)

1) If you press the RETURN button at non-menu status,
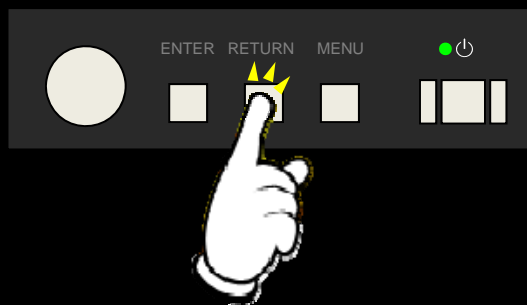
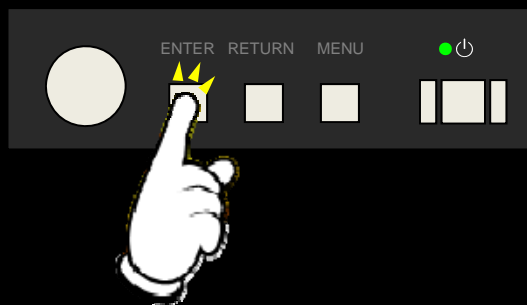2) The assignment of the each function button will be displayed on the screen.

ENTER RETURN MENU

F1 BRIGHTNESS
F2 CONTRAST
F3 CHROMA
F4 SCAN
F5 H/V DELAY
F6 VOLUME
F7 I/P MODE

F1 F2 F3 F4 F5 F6 F7
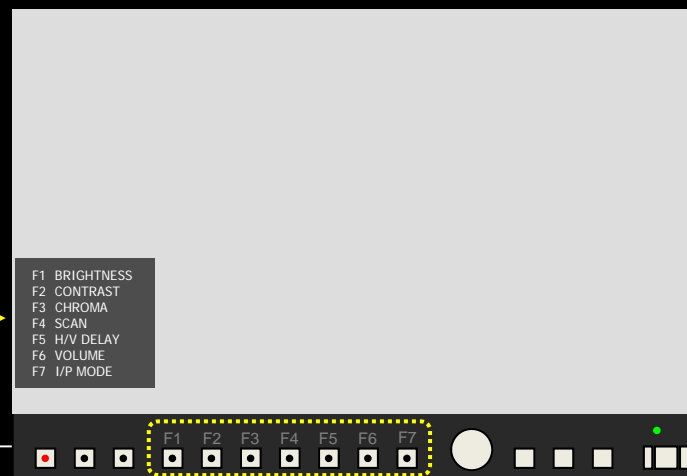
SONY

Control Panel

NEW LMD-940W

• Displaying the status (ENTER)

1) If you press the ENTER button at non-menu status,

2) Status information will be displayed on the screen.

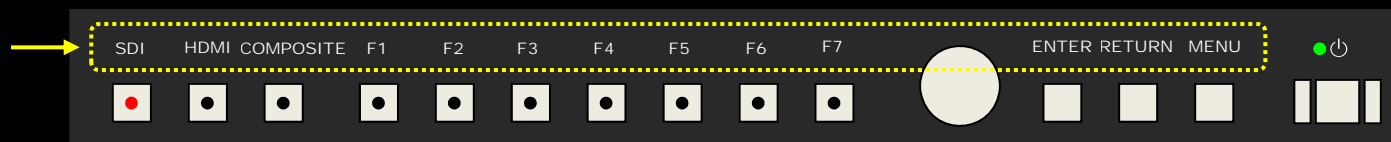| FULL | SDI |
| HD-SDI | 1080 / 60I |

Control Panel

NEW LMD-940W

• Illuminating the Indication LED (Rotary Encoder)

1) If you press the rotary encoder at
   non-menu status,

ENTER RETURN MENU

2) The indication* on the buttons will illuminate.

SDI   HDMI COMPOSITE F1   F2   F3   F4   F5   F6   F7   ENTER RETURN MENU

* Legible even when extinguished, under ambient light.

SONY PROFESSIONAL
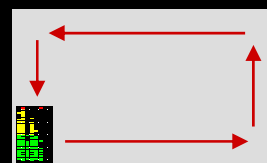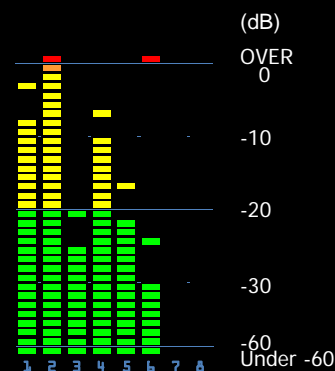
SONY

Wave Form & Audio Level Meter — LMD-940W

Wave Form Monitor (WFM)
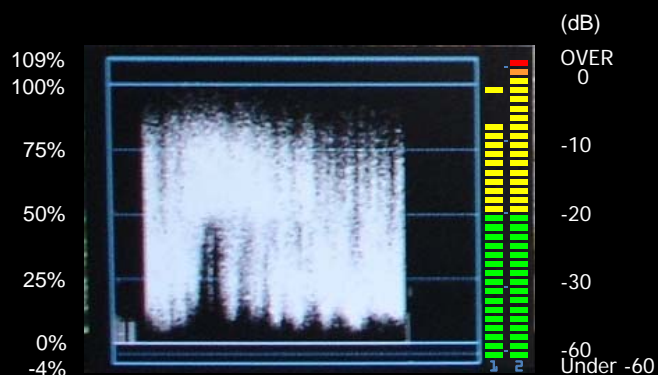
Audio Level Meter (ALM)

- For SDI embedded audio
- 8ch display
- Selectable from either 1-8ch or 9-16ch

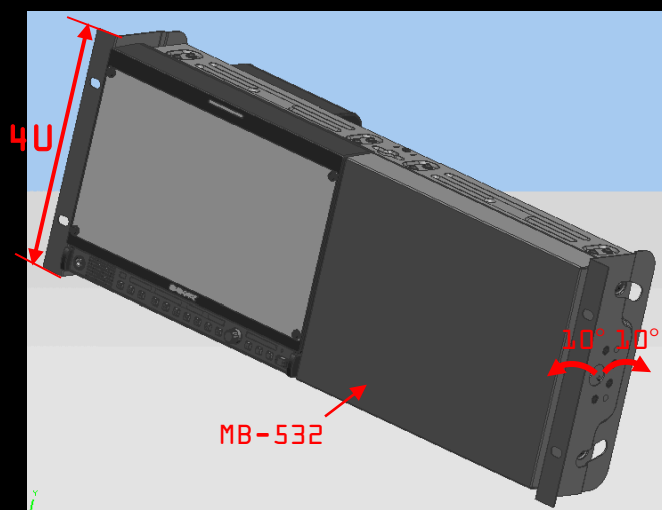Assignable to the front function buttons: WFM → ALM → Off (cyclic)
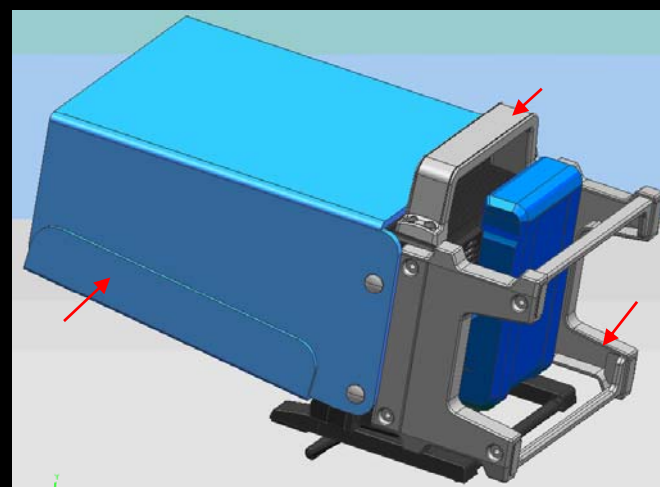
SONY PROFESSIONAL

SONY

ChromaTRU

Optional Accessories

NEW LMD-940W

MB-531   Mounting Bracket
MB-532   Mounting Panel (blank panel)

VF-510   ENG Kit
- Hood
- Handle
- Connector protector

SONY

Signal Format

NEW LMD-940W

ChromaTRU

Format	Composite	SD-SDI	3G/HD-SDI	HDMI
575/50i (PAL)	○	○		
480/60i (NTSC)	○	○		
576/50i				○
480/60i				○
576/50p				○
640x480/60p				○
480/60p				○
1080/24PsF			○	
1080/25PsF			○	
1080/24P			○	○
1080/25P			○	○
1080/30P			○	○
1080/50i			○	○
1080/60i			○	○
720/50P			○	○
720/60P			○	○
1080/50P	-	-	○	○
1080/60P	-	-	○	○

SONY

Sony's Added Value – Five key points over competition

BVM/PVM-L TRIMASTER Series

1. TRIMASTER Sony's unique technology for ultimate picture quality and consistency
2. Black detail mode function to improve Black level
3. Interlace mode and motion blur reduction functions
4. Highly stable monitor performance
5. Mature product

LMD ChromaTRU Series – 50W/51W Series

1. High picture quality with ChromaTRU and 10-bit internal processing with 3G capability
2. Good colour accuracy, gamma, picture consistency and low ambient light reflection
3. Quad Split capability (Harris) with internal slot structure
4. Ethernet remote for monitor wall control
5. Prime Support

LMD 1530W – Entry level Monitor

1. High quality 15"WS LCD panel with good V.A
2. Improved SD picture quality
3. Professional features with HDMI input
4. Cost effective professional LCD monitor below €1k
5. Prime Support

LMD 940W – Handheld Monitor

1. High quality 9"WS LCD panel
2. ChromaTRU technology fitted
3. 3G input as standard
4. WFM/ALM and Ethernet remote control
5. Prime Support

End of Life Models – Tentative

- LMD-1410 /1420 / 9050 / 9030 / 9020
    - August 2009 for LMD-1420
    - End of September 2009 for LMD-1410/9050/9030/9020
    - Run on fixed LCD panel Qty. EOL will depend on demand.
- BVM-A20F1M
    - Not yet confirmed. Still CRT is available.
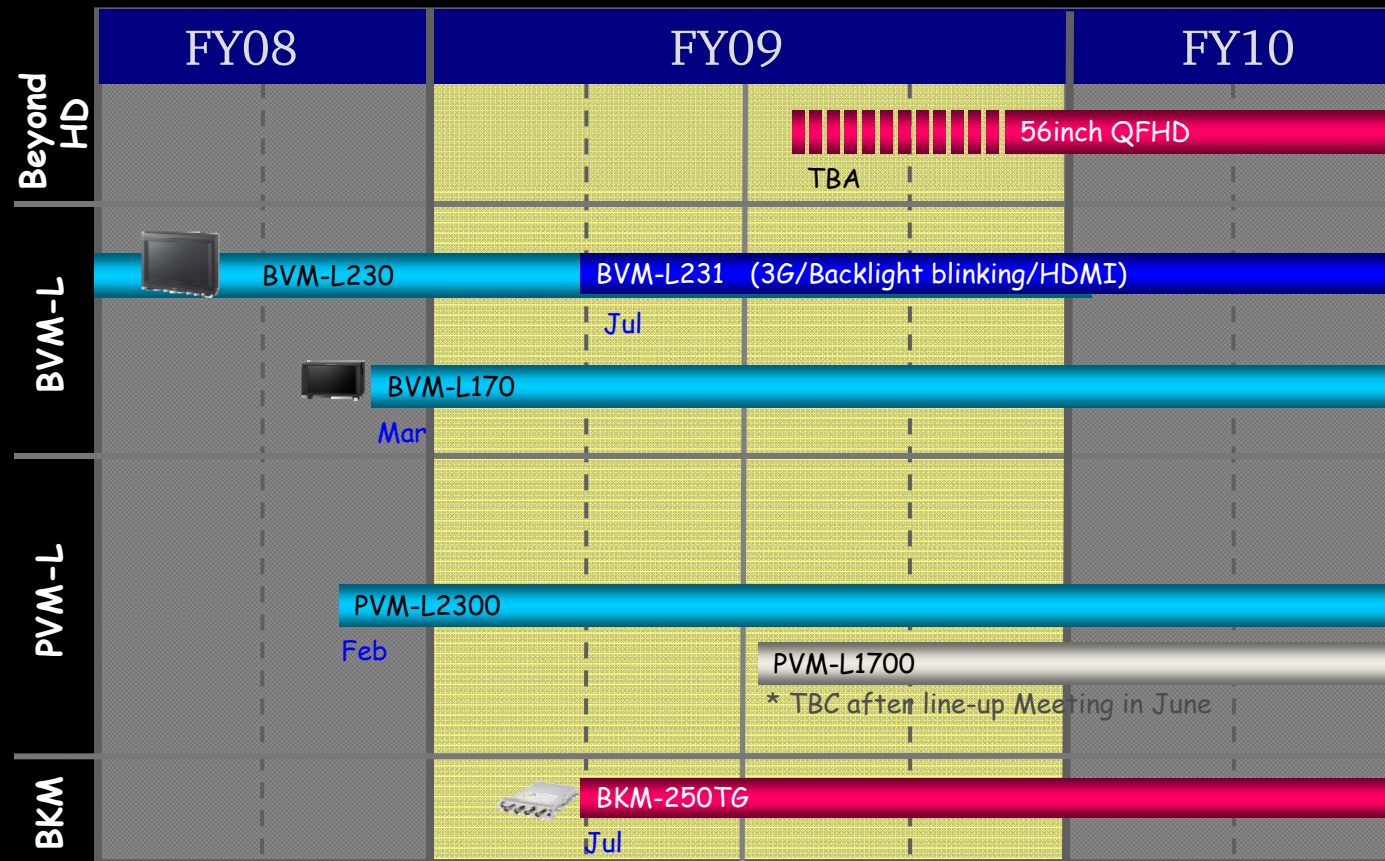
Product Roadmap

Product Roadmap BVM/PVM-L Series Sony Internal Info

	FY08	FY09	FY10
Beyond HD		56inch QFHD TBA	
BVM-L	BVM-L230	BVM-L231 (3G/Backlight blinking/HDMI) Jul	
		BVM-L170 Mar	
PVM-L		PVM-L2300 Feb	
		PVM-L1700 * TBC aften line-up Meeting in June	
BKM		BKM-250TG Jul	
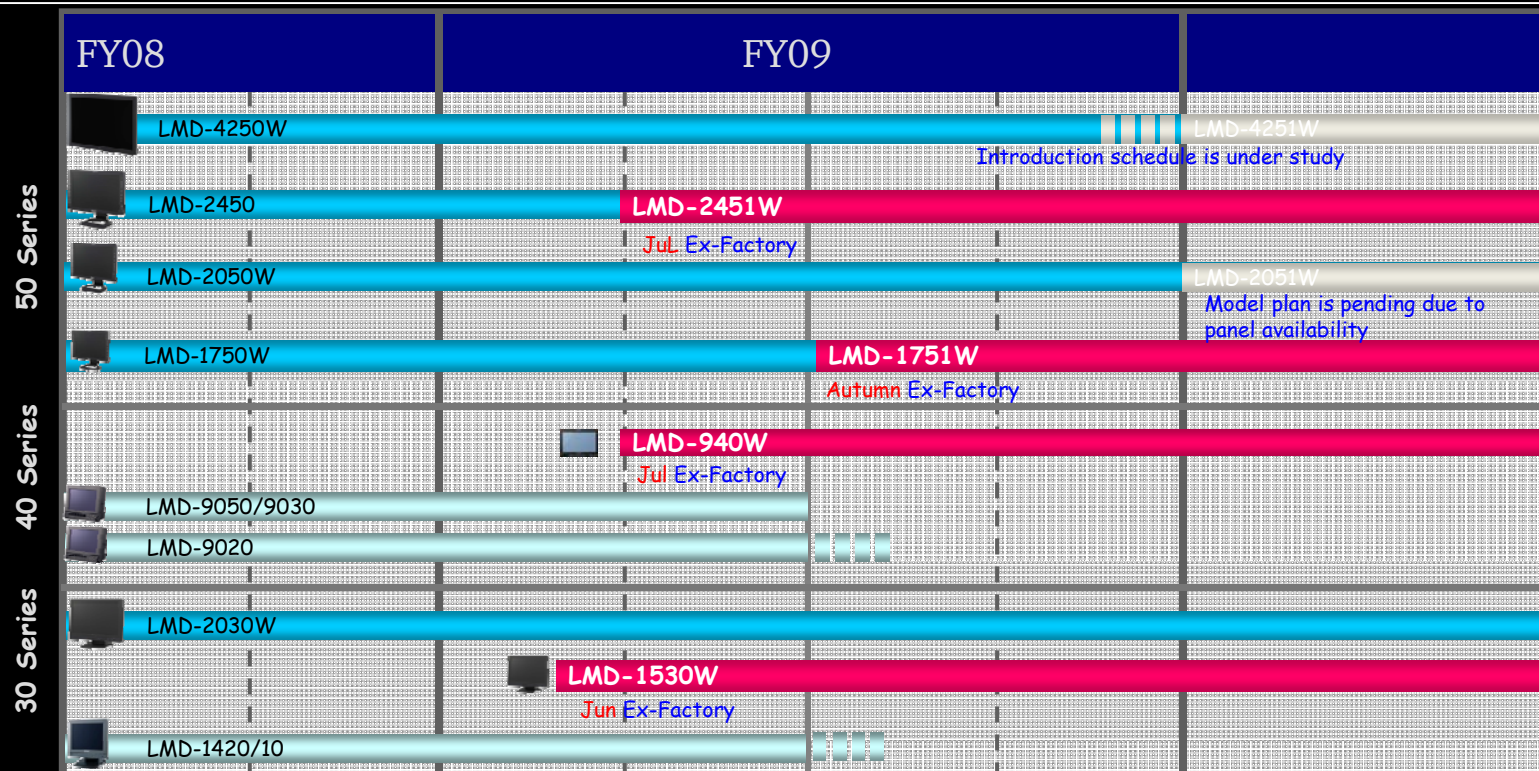
END.

Any questions?

More information is available on:
www.Sonybiz.net/Monitors