

- V77- Key Features***
- **THE SOUND:**
 - 1 Bit 64 times oversampling A/D (24 Bit resolution).
 - + Advanced-Pulse D/A (20Bit Resolution).
 - 52 bit internal processor .
 - **THE EFFECTS:**
 - 198 Factory/198 User Presets.
 - 13 Effects groups-45 Algorithms
 - Series/Parallel/Dual & Morphing Structures

V77 Key Features

- **THE USER INTERFACE:**
 - Large back-lit LCD display
 - Jog/Shuttle wheel & Numeric entry controls
 - Six parameters assignable to Quick Edit page
 - Six parameters displayed simultaneously
 - Left & Right ch parameter linking
- **THE CONNECTIONS:**
 - AES/EBU & SPDIF Digital I/O
 - Balanced, +4db XLR & Unbalanced -20dB phone jacks

V77: Featured Effects

High-density, world-class reverb w/ over 30 parameters

Multi-Delay algorithms including: Dynamic delay, Sampling (Freeze) & Hold delay

Digital Mastering tools like: DAL-1000 Digital Limiter & Parametric EQ (up to 6 bands per channel) plus Digital Noise Gate & Exciter

Intelligent Pitch Shift (+/- 2 oct). Virtually glitch-free!

Special Effects: Vocoder, Doppler, Vocal eliminator, Pitch breaker/roller, Ring Mod, Auto-pan

Combination Effects (each block) Rev & Chor, Delay Flanger,...etc.

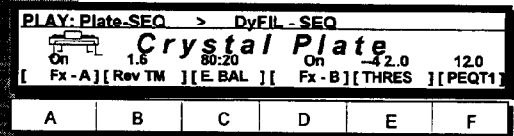
V77 Play Mode: Display

Play: Effect A type/EQ type, Routing, Effect B type/EQ type

Reset Application Icon, Preset Name

Parameter Value (1-6)

Assigned Parameter Select (1-6)



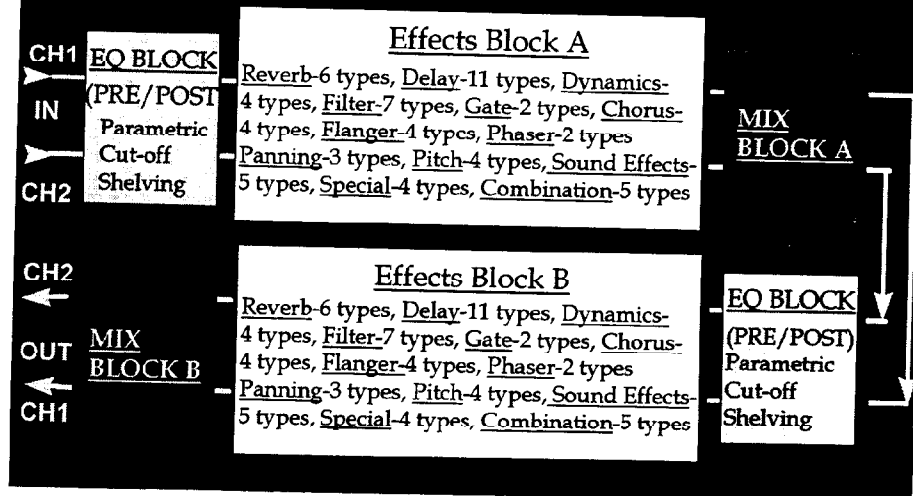
V77: Effective Selling Tips

- ~~Sell on flexibility but focus on feature(s)~~
- Most suited to your customers needs
- Look-up digital I/O between CD & DAT
- Morph preset changes to demo smooth transition between effects
- Stress effective ergonomics/creative control
- Demo (w/headphones) spatial effects
- Like Haas pan & Doppler as well as the various reverb & ambience effects
- Compare V77 look & feel to others

DPS-V77: Focus

- Enlighten salesforce on functionality of V77
- Encourage "hands-on" demos
- Build on heritage of "7" series effects & **SONY** reputation
- Generate enthusiasm in order to pull sales thru dealers

V77 Architecture



SONY V77 vs. Competition

	SONY V77	LEX PCM-8	T.C M2000
A/D/A Resolutio	24/20bit	18/18 bit	20/20 bit
Digital I/O	AES/SPDIF	SPDIF	AES/SPDIF
DSP Rate	52 bit	32 bit	32BIT
Ins/Outs	1/4", XLR	1/4" TRS	XLR
Large Display?	Yes	No	Yes
Dyn/Filter FX?	Yes	No	Yes
Numeric Entry ?	Yes	No	No
Jog/Shuttle?	Yes	ata entry Wh	ata entry Wh
Dual FX ?	Yes	es-w/pcm car	Yes
Morphing?	Yes	No	Yes
# of Para.Disp.	6	1	2
L/R Linking?	Yes	No	Yes
Retail Price	\$1,775	\$2,499	\$1,995