

SONY®

Sony Large LCD and Plasma Displays

ATTRACT. ENTERTAIN. INFORM.



Why Sony?

Elevate your environment.

Sony® displays are an elegant choice for information and entertainment environments. Bring refinement and sophistication to guest rooms, conference rooms, reception areas, restaurants, lounges or anywhere video performance and simple style are essential.

A history of excellence.

Derived from a heritage of award-winning television and professional broadcast excellence, Sony displays provide unparalleled picture quality, networking flexibility and intuitive setup. No matter which technology you choose, count on Sony to bring you an uncompromising combination of superior performance and industry-leading reliability.

Powerful solutions.

From advanced networking options that let you centrally control, deliver and troubleshoot digital content to tuner options that integrate data, video and televisions, Sony displays offer powerful solutions that help you attract, entertain, and inform your audience.



Multiple Connections

PC and video inputs give you the flexibility to connect to cable boxes, satellite, HD video sources and other peripherals such as DVD players and VCRs.

Easy Video Wall Setup

Intuitive, on-screen setup with remote control makes it easy to create (up to) a 16-panel video wall with easy set up through your remote control. Ideal for large scale, high definition visual display applications for entertainment, retail and conference rooms applications.

Expansion Slots

Additional slots let you customize your display to fit your application. Choose from a range of interface boards to accommodate Sony® TV tuners, networking cards or input/output boards.

- Networking Solutions - Centrally manage one or hundreds of networked displays across a standard IP network
- Input/Output Boards - Additional video inputs or output boards will help you meet your needs, such as augmenting the RGB/component input with BNC connectors or RGB/component active loop-through
- TV Tuners - Optional TV tuner card (sold separately) integrates data, video, television and hotel networking services



WEGA ENGINE™

SONY

Flat panel technology offers new and exciting ways to broadcast information, television programs, and HDTV. Both the plasma and LCD technologies offer sharp, detailed pictures and bright, lifelike colors. When deciding which system to go with, it's helpful to assess your needs and pick the display technology that will best suit your application.



Flat Panel LCDs with WEGA Engine™ system

State-of-the-art LCD technology for businesses that need digital still or motion signage and video solution with premium features and upscale style.

Choose LCD technology if:

- You display still images or are concerned about image retention
- The environment is often filled with natural light
- Energy efficiency is a priority
- You display still or video images that require high resolution for crisp text

32" / 42" LCD Display FWD-32LX1 / FWD-42LX1

- WEGA Engine™ system – Sony's unique solution optimizes the display's potential to achieve better resolution and sharpness, higher contrast, less digital noise, and greater picture dimension
- Phenomenal picture performance – High brightness, superior contrast and super-fast video response time combine to deliver crisp, clear text and smooth motion images for video applications
- Low power consumption and long-life panel delivers hours of use to keep total cost of ownership low
- New crystal-coated design with pearl white bezel option gives a new, elegant look
- Clean back panel with cable management prevents tampering with wires in hotel guest rooms and other public areas
- Internal option network/tuner cards (sold separately) allow easy use in hotel guest rooms and digital signage areas



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4
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6
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8
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11
12



PlasmaPro™ Displays

Leading edge plasma technology for businesses that need digital motion signage and video solution at an affordable price.

Choose plasma technology if:

- You display constant-motion video or dynamic multimedia
- You need real color reproduction such as broadcast applications
- Larger screen sizes or low cost per inch is a priority

50" PlasmaPro™ Display FWD-50PX1

- Large, high resolution screen (1280 x 768) for stunning digital video signage and conference rooms
- New crystal-coated design with pearl white bezel option; gives a new, elegant look
- Clean back panel with cable management prevents tampering with wires in hotel guest rooms and other public areas
- Usable in high altitude locations

42" PlasmaPro™ Display PFM-42X1

- 1024 x 768 (XGA) resolution with exceptional crisp image for high definition video content
- 60,000 hour panel life for high ROI (return on investment)
- Multiple inputs
RBG/YUV(component), DVI-HDCP, Composite, Y/C(S-Video)

42" PlasmaPro™ Display FWD-42PV1

- 10,000:1 ultra-high contrast and 500 cd/m2 high brightness are excellent for signage and entertainment
- Low cost, high value solution with 60,000 hour panel life
- Internal option network/tuner cards allow easy use in hotel guest rooms and digital signage areas

Specifications



LCD Displays		
Model Number	FWD-32LX1 / FWD-42LX1	
Screen Size (viewable area measured diagonally)	32" / 42"	
Resolution	1366 x 768 WXGA	
Pixel Pitch	0.51 x 0.51 mm/ 0.68 x 0.68 mm	
Colors	16.7 Million	
Panel Type	a-Si-TFT active matrix LCD panel	
Weight	32LX1=38 lbs., 0.5 oz./ 42LX1=61.7 lbs.	
Dimensions (W x H x D)	32LX1=31.6" x 19.4" x 4.2"/ 42LX1=40.6" x 24.3" x 4.9"	
Screen Protector	Anti-Glare/Anti-Reflective	
Color Systems	NTSC, PAL, SECAM, NTSC4.43, PAL60, PAL-M, PAL-N	
Audio	14W Stereo AMP (7W x 2 Digital AMP)	
Video Inputs	RGB/Component (HD-15), DVI-HDCP, Composite (BNC), Y/C (S-video)	
Video Output	Composite (BNC), Y/C (S-Video) Composite Out Loop Through	
Remote Control	RS232C and Multi-Function Remote	
Color Temperature Control	Discrete Control RGB	
Closed Caption Decoder	Yes	
High Altitude Capable	Yes	
Mount Design	Landscape or Portrait	
Power	32LX1=170W, 42LX1=240W	
Design Color	Crystal-coated Black, Silver, Pearl White	
Picture in Picture Picture and Picture	Yes	
Safety Regulations	UL1950, CSA No.950 (c-UL), CE LVD (EN60950), FCC Class B, VCCI Class B, CE EMC (EN55022 Class-B, EN61000-3-2, EN61000-3-3), C-Tick (AS/ NZS 3548/ 95, AS/NZS 4252.1), CCIP, JEIDA, CB, KTL, MIC	
Supplied Accessories	AC Power Cord, Operating Instructions, AC Plug Holder (2), AA/R6 size Battery (2), Cable Holder (4), Remote Control	
Optional Accessories (Sold separately)	Universal Table Stands & Wall Brackets, Multiple Networking options that include Status/Control/Streaming Content/Storing Content, Tuners, Tuners with Hospitality Connections, Alternate Inputs, and Component/RGB Loop Through	
Limited Warranty	2 years parts and labor, 1 year panel (Extended service available- Sold separately)	
Optional Card Slots (Sold separately)	32LX1=1 / 42LX1=2 Networking, Input, and Loop Through	



PLASMA Displays			
Model Number	FWD-42PV1	PFM-42X1	FWD-50PX1
Screen Size (viewable area measured diagonally)	42"	42"	50"
Resolution	852 x 480	1024 x 768	1280 x 768
Pixel Pitch	1.08 x 1.08 mm	0.90 x 0.676 mm (non-square)	0.86 x 0.81 mm
Colors	1.06 Billion	1.06 Billion	1.06 Billion
Panel Type	AC-Type Plasma Display Panel	AC-Type Plasma Display Panel	AC-Type Plasma Display Panel
Contrast Ratio	10,000:1	5,000:1	1,000:1
Brightness	500 cd/m2	360 cd/m2	450 cd/m2
Dimensions (W x H x D)	40.75" x 24.875" x 3.375"/59 lbs.,8 oz.	40.75" x 24.875" x 4"	49.4" x 29.6" x 4.37"
Screen Protector	Anti-Glare/Anti-Reflective	Anti-Glare/Anti-Reflective	Anti-Glare/Anti-Reflective
Color Systems	NTSC, PAL, SECAM, NTSC4.43,PAL60, PAL-M, PAL-N	NTSC, PAL, SECAM, NTSC4.43,PAL60, PAL-M, PAL-N	NTSC, PAL, SECAM, NTSC4.43,PAL60, PAL-M, PAL-N
Audio	7W x 2 Digital AMP	7W x 2 Digital AMP	7W x 2 Digital AMP
Video Inputs	RGB/Component (HD-15), DVI-HDCP, Composite (BNC), Y/C (S-video)	RGB/Component (HD-15), DVI-HDCP, Composite (BNC), Y/C (S-video)	RGB/Component (HD-15)(x 2), Composite (BNC), Y/C (S-video)
Video Output	Composite (BNC), Y/C (S-Video) Composite Out Loop Through	Composite (BNC), Y/C (S-Video) Composite Out Loop Through	Composite (BNC), Y/C (S-Video) Composite Out Loop Through
Remote Control	RS232C and Multi-Function Remote	RS232C and Multi-Function Remote	RS232C and Multi-Function Remote
Color Temperature Control	Discrete Control RGB	Discrete Control RGB	Discrete Control RGB
Image Retention Protection	Multi-Mode Picture Orbit/Picture Inversion/White Screen/Timers/Power Save/ Auto WideMode/Background/Smart Fan Technology/Auto Dimming Function		
Closed Caption Decoder	Yes	Yes	Yes
High Altitude Model	FWD-42PV1A/S	N/A	Yes
Mount Design	Portrait Model FWD-42PV1P/B	Landscape or Portrait	Landscape or Portrait
Power	260W, Stand-by 1W	400W	380W (approx.)
Design Color	Silver or Black	Silver or Black	Crystal-coated Silver, Black or Pearl White
Picture in Picture Picture and Picture	Yes	Picture and Picture	N/A
Safety Regulations	UL1950, CSA No.950 (c-UL), CE LVD (EN60950), FCC Class B, IC Class B, VCCI Class B, CE EMC (EN55022 Class-B,EN55024, EN61000-3-2, EN61000-3-3), C-Tick (AS/ NZS 3548/ 95, AS/NZS 4252.1), JEIDA, CB		
Supplied Accessories	DVI-D Cable, AC Power Cord, Operating Instructions, AC Plug Holder (2), AA/R6 size Battery (2), Cable Holder (4)	DVI-D Cable, AC Power Cord, Operating Instructions, AC Plug Holder (2), AA/R6 size Battery (2), Cable Holder (4)	AC Power Cord, Operating Instructions, AC Plug Holder (2), AA/R6 size Battery (2), Cable Holder (4)
Optional Accessories (Sold separately)	Universal Table Stands & Wall Brackets, Multiple Networking options which include Status Control/Streaming Content, Storing Content Tuners, Tuners with Hospitality Connections, Alternate Inputs, and Component/RGB Loop Through		
Limited Warranty	2 years parts and labor, 1 year panel (Extended Service available - Sold separately)		
Optional Card Slots (Sold separately)	1- Input and Loop Through 2-Networking, Input, and Loop Through	1- Input and Loop Through 2-Networking, Input, and Loop Through	1- Input and Loop Through 2-Networking, Input, and Loop Through

Bringing It All Together.



Sony offers networking devices, television tuners and software solutions that let you centrally manage, control and deliver digital content and information. From promoting a special offer in a shopping environment, to broadcasting presentations in a conference room setting or providing guest room entertainment, Sony's solutions provide you an easy-to-use, cost-effective way to deliver your message when you want it, where you want it.

TV Tuners

TV tuners with hotel networking capability integrate data, cable, TV channels and hotel networking services for hotel guest rooms, conference rooms and lounges.



ICS-SP20 Internal TV Tuner with Hospitality Support

- Supports major view-on-demand systems including LodgeNet, OnCommand, Hospitality Network, and NXTV
- 181 channel access, closed captioning, V-chip program controls, and channel lock capability
- Input mapping to TV channels-DVI and other inputs can be assigned to unused TV channels for hospitality applications

BKM-FW31 and BKM-FW32 Internal Network Management Device

Allows for status and control via IP address to manage multiple monitors from a single remote location using a standard IP network.

- Internal single card slot solution
- For Ethernet status and control
- Compatible with SNMP protocol for advanced software control and automation



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Networking Solutions

Optional networking devices (sold separately) let you centrally control, deliver and troubleshoot digital content across a standard IP network to one or hundreds of networked displays. Reduce labor and production costs associated with managing individual content.

- Integrated Software Support - Use Display Commander or use PJNet!™ Software to manage and control your display and projector assets.

EBS-N200 Network Streaming Content Device

The network streaming device provides status, control and streaming video/audio over IP, enabling affordable and flexible asset management and streaming content solutions for classrooms, conference rooms and digital signage applications.

- Transmit, receive, and control video and audio over an IP network with your Sony® display
- Real Time Streaming Content - Deliver powerful content with real time streaming and decoding of MPEG/4/2/1 files, jpgs and even Internet websites
- Asset Management - Centralize your AV/IT support resources while saving your company time and money by remotely troubleshooting and diagnosing up to 255 Sony displays or projectors
- Remote PC Desktop View - Access your conference room display or projector through your company's network utilizing remote view capability to control your presentation, either wireless or wired
- Integrated Software Support - Utilize Display Commander to create playlists, schedule playback times and locations, and deliver streaming content, or use PJNet!™ Software to manage and control your display and projector assets
- 5.1 digital audio capability for full surround sound



NSP-1 Digital Signage Player

The powerful NSP-1 is the engine that drives revenue-generating digital signage solutions.

- Handle layers of high-quality graphics, text, and video, for delivering dynamic programming directly to customers
- Dedicated audio track and an option to feed live video to the unit
- Use grouping function of BZNP1 software by combining several groups of NSP1s and programming different content to each of these groups



NSP-100 Network Storage Player

Download, store and play digital content.

- Receives content over an IP network from a central server to a remote location
- Built-in hard disk drive stores and plays MPEG-2 video, graphics and text
- Synchronize multiple displays
- Small size makes it easy to fit into areas where space is at a premium
- Track and log for enterprise-level installations
- DCDS software allows you to do satellite uploads across satellite network and download to all boxes



Accessories

Networking and Tuners



EBS-N200 (all PFM and FWD models): Network Streaming Content Device includes an integrated web browser for easy digital signage

EBS-N100 (PFM-42X1): Network Management Device enables status and control over IP and connectivity to PNet!™ software

BKM-FW31 (FWD-50PX1) and BKM-FW32 (FWD-42PV1, FWD-42LX1, FWD32LX1): Internal Network Management Device

NSP-1 (all PFM and FWD models): Digital Signage Player

NSP-100 (all PFM and FWD models): Network Storage Player

ICS-SP20 (all FWD models): Internal TV tuner with hospitality support

EBS-SP20 (PFM42X1): External TV tuner with hospitality support

Speakers



SS-SP50FW/S (50"):

Silver speakers for FWD-50PX1/S and FWD-50PX1/B

SS-SP50FW/W (50"):

Pearl White speakers for FWD-50PX1/W

SS-SP20B/S (42"):

Silver speakers for PFM-42V1/S and PFM-42X1/S

SS-SP20B/B (42"):

Black speakers for PFM-42V1/B and PFM-42X1/B

SS-SPFW42/S (42"):

Silver speakers for FWD-42LX1/S, FWD-42LX1/B, FWD-42PV1/S, and FWD-42PV1/B

SS-SPFW42/W (42"):

Pearl White speakers for FWD-42LX1/W

SS-SP42FW/B (42"):

Black speakers for FWD-42PV1/B

SS-SPFW32/S (32"):

Silver speakers for FWD-32LX1/S and FWD-32LX1/B

SS-SPFW32/W (32"):

Pearl White speakers for FWD-32LX1/W

Wall Brackets and Stands



PLP-91/D (all models):

Automatic Tilt Wall Mount allows for a flat installation with angled viewing of up to 15 degrees. Ideal for high installations or installations requiring portrait mounting. This sturdy mount provides tilted viewing of a plasma monitor, without adjusting screws. Includes additional security flange to lock monitor to bracket

SPM-TRI/C (all models):

Tabletop stand with clear acrylic base specifically designed for all PlasmaPro™ and LCD models

SFM1 (all models):

Flat wall mount, single wallplate features multiple mounting slots

Input Boards



BKM-V11 (PFM-42X1):

Additional component/RGB input board, using 5-BNC connectors for the PFM-42V1 and PFM-42X1 PlasmaPro™ displays

BKM-V12 (PFM-42X1):

RGB/Component active loop-through for PFM-42V1 and PFM-42X1 PlasmaPro™ models

BKM-FW11 (all FWD models):

Additional component/RGB input board, using 5-BNC connectors for the FWD-50PX1 PlasmaPro™ display

BKM-FW12 (all FWD models):

RGB/Component active loop-through for FWD-50PX1 PlasmaPro™ display

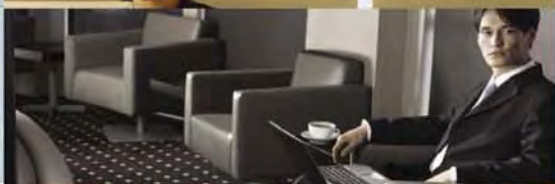


Applications & Solutions



Lobby & Reception Areas

Welcome your guests with dynamic messaging on Sony's high brightness screens make a great first impression.



Guest Room Entertainment

Hotel networking options allow your guests to enjoy pay-per-view movies on the dynamically upscale design of a Sony® flat display.



Conference / Training Rooms

Sony's easy-to-use networking products enable business clients to deliver their presentation with polish and impact.



Restaurants & Lounges

Attract and entertain customers with live sports and movie broadcasts at a low cost with Sony's power-saving, long-life panels.



Shopping Malls

Sony's easy-to-use Digital signage solutions and bright panels can influence your sales with lively, effective digital signage.



Home Theater

Entertain your family with Sony's high definition, vivid picture, framed with elegantly-styled panels.

Sony stands behind its family of office technology products with value-added programs including flexible warranty options, program support and outstanding customer care.

Display Evaluation Program: Receive access to samples for timely evaluation of new display products, resulting in a smoother transition period and decision-making process.

Trade-in Program: The Sony Trade-in program offers you the ability to receive a trade-in value for your pre-owned IT products, when you purchase a new Sony IT Display, Tape Storage device, or VAIO® Notebook or Desktop computer, making your new Sony purchase even more affordable!

Program participation may be subject to approval. Please see your Sony representative for more details.

Sony offers extended service plans can be purchased as additional coverage.

Extended Warranty Service: Convenient three, four or five-year limited product warranty options allow you to extend your coverage beyond the standard two years. (Sold separately)

On-site Service Program: Providing up to 5 years of on-site service from the day the product is purchased. If the product is within 50 miles of a Sony authorized service provider, service is performed on-site. Otherwise, coverage includes all shipping and depot costs. (Sold separately)

Priority Business Technical Support: Sony offers its clients 24-hour technical support by phone, seven days a week, for troubleshooting advice and display-related assistance. (Sold separately)

SONY®

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www.sony.com/businesssolutions or

www.sony.com/professional

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