

Top reasons to switch to Sony's  
LUMA™ professional LCD Monitors

**SONY**®

**LUMA**



THE NEW WAY OF BUSINESS™

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

Sony LUMA 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 LUMA family 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's 3 year warranty\* on 2 piece models, 1 year warranty\* on the one piece models and extended warranties available, there's never been a more compelling argument to switch to the benefits of Sony professional flat screen monitors.

\*(See actual warranty for details)

## Reasons to switch to Sony professional LCD LUMA monitors

- Ultimate picture quality
- Enhanced flexibility
- Improved productivity
- Lower Total Cost of Ownership (TCO)
- Investment Protection with warranty options

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 LUMA Series of 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 labor requirements and the cost of shipping units between locations as well as relaxing health and safety requirements.

#### **Greener solution**

Due to their high lead glass content, CRT displays are designated as hazardous waste by the European Union. 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 minimizing overall impact on the environment. As a global company, Sony is adapting the EU initiative.

## **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
- Greener solution



### Slim & thin bezel

Sony design innovation separates the LCD display of LUMA Series monitors from the Multiformat Engine 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 maximized 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 LUMA monitors allows you to enjoy today HD viewing pictures through the analog inputs or prepare tomorrow for an easy migration by using the optional plug-in HD/SD-SDI decoder board: This solution offers a cost-effective migration path to HD when your business needs dictate.

### Ideal for AV and IT applications

Sony LUMA 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 LUMA monitors include a range of screen sizes to suit a variety of applications, 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 nonlinear editing suites to large scale monitor walls, you'll be sure to find a Sony professional LCD LUMA 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 LUMA 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 Multiformat Engine Unit



Rear Panel of Multiformat Engine Unit

### Indoor & outdoor operation

The low power consumption, high brightness/contrast performance and innovative design of LUMA 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 LUMA monitors maximizes 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 LUMA 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 LUMA 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.

### ChromaTRU™ color matching technology

Sony's ChromaTRU technology brings CRT color reproduction and precise panel-to-panel color matching into the world of professional LCD monitoring.

### 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.

### Improved picture performance

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

### HD & SD compatibility

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

## Improved productivity

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



## Ultimate picture quality

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



### Warranty

Standard warranty\* for 2 piece models, one piece models offer 1 year warranty\*. Extended warranties and Sony SupportNET™ agreements available.

### Telephone support

Operational telephone support is available, offering advice and help to get the most out of your Sony monitor and maximize its performance.

\*(See actual warranty for details)

## Support

- 3 year warranty\* on 2 piece models
- Telephone support
- Extended warranty\* available



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