



FOR IMMEDIATE RELEASE

SONY EXPANDS LINE OF LCD MONITORS FOR HIGH-END BROADCAST AND VIDEO PRODUCTION

PVM-L2300 and BVM-L170 deliver high levels of colour accuracy and reproduction

March 2, 2009 – Toronto, Ontario – Sony of Canada Ltd., Canada’s leading electronic and computer products solutions provider for consumers and business, is expanding its line of TRIMASTER™ LCD monitors for critical evaluation and broadcast video production with two new models.

The PVM-L2300 23-inch broadcast-grade monitor is the newest entry in the TRIMASTER series. The BVM-L170 17-inch panel is Sony’s second entry in its series of LCD master monitors for critical evaluation applications, joining the BVM-L230 monitor already used in film and video production. Both screen sizes are in terms of viewable area, measured diagonally.

Both monitors incorporate a 10-bit 120Hz LCD panel, non-linear cubic conversion imaging technologies, 12-bit signal processing engine, optical feedback stability systems and automatic calibration operation. Each is designed to deliver high levels of colour accuracy and colour reproduction, imaging quality and picture consistency, following specifications outlined by industry standards.

“With more HD content being produced and consumers more discerning in what they will accept as high-quality images, monitors that can reproduce colours as accurately and consistently as possible are critical for broadcast production,” said Sebastian Scala, Marketing Manager, Professional Audio and Monitors, Broadcast Communications Solutions Group, Sony of Canada Ltd. “These new models expand the range of monitoring capabilities for video professionals, especially as their production requirements become more complex.”

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The BVM-L170 model features full 1920 x 1080 HD resolution, a wide viewing angle, 10-bit driver and LED backlight system. This compact panel allows for flexible installation in an EIA standard rack, using DC power, or in field operation.

The PVM-L2300 monitor has 1920 x 1200 resolution and a 10-bit driver. It is designed for broadcast and video production, capable of reproducing images consistent with its BVM-L series counterparts but at a greatly reduced price. The only significant difference from the BVM-L series is its use of a cold cathode fluorescent backlight system.

Both models support multiple colour standards, including SMPTE-C, EBU, ITU-R BT.709. The BVM-L170 also supports D-Cine and the wide gamut colour space offered by Sony's F23 and F35 digital cinematography cameras.

The new monitors incorporate a professional display engine using Sony's exclusive non-linear cubic conversion colour management system, and deliver consistent picture quality using internal panel calibration and colour feedback systems.

The new monitors accept multiple sources, including video signals from analogue composite to Dual-Link HD-SDI, and PC signals from VGA to WUXGA via DVI-D and HDMI™ interfaces for the PVM-L2300 (VGA to full HD for the BVM-L170).

A new input adaptor, BKM-250TG, is available as an option for each monitor, enabling 3G SDI capabilities. Video interfaces are offered as optional boards, with PC interfaces (DVI-D and HDMI) standard.

Additional features common to both monitors are Pixel Zoom, HD Frame Capture and a variety of display modes (Interlace Display and Black Frame Insertion). Both have Picture and Picture (Side-by-Side), with the BVM-L170 also offering Butterfly, Wipe and Blending capabilities. The BVM-L170 features S-LOG gamma modes, DCI colourspace replication and gamut error displays.

The BVM-L170 and PVM-L2300 LCD monitors are available now at suggested list prices of CDN\$17,250 and \$14,950, respectively.

About The Broadcast Communication Solutions Group

The Broadcast Communication Solutions (BCS) Group is a division of Sony of Canada Ltd., headquartered in Toronto, Ontario. BCS Group markets and supports Sony's full range of broadcast, professional video and audio equipment, including high definition video, interactive and security applications for the broadcast, production, business, industry, government, medical and education sectors through a network of authorized systems integrators.

About Sony of Canada Ltd.

Established in 1955, Sony of Canada Ltd. is a wholly owned subsidiary of Sony Corporation of Tokyo, Japan, a world leader in the manufacture and marketing of electronic and computer products for consumer, business, electronics publishing and multimedia applications on a global scale. With headquarters in Toronto, sales offices in Vancouver and Montreal and distribution centres in Coquitlam, British Columbia, and Whitby, Ontario, approximately 1,200 employees support a network of more than 500 authorized dealers and 80 Sony Style^(R) retail locations across Canada.

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BVM-L170



PVM-L2300