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## **SONY EXPANDS LINE OF LUMA LCD PROFESSIONAL MONITORS WITH NEW NINE-INCH DISPLAY**

*LMD-940W is lightweight and 3G and SDI-ready, making it ideal for portable applications, OB vans or use in the field*

**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 family of LUMA® professional LCD displays to include the new LMD-940W 9-inch widescreen model (viewable area measured diagonally).

With a WVGA resolution of 800 x 400 and weighing less than 5 pounds, the new monitor is 3G SDI-ready and is ideal for rack-mount (4U bracket height), desktop, OB vans and portable applications. This 9-inch version includes a detachable screen protection panel, screw holes for a camera pedestal on the bottom, a camera focus support function that increases the monitor’s aperture level for easier focusing, and native scanning for both standard- and high-definition signals.

“The LUMA family is designed for video production flexibility in the field, the studio, post house or a broadcast truck,” said Sebastian Scala, Marketing Manager, Professional Audio and Monitors, Broadcast Communications Solutions Group, Sony of Canada Ltd. “Whether users are reviewing footage on-the-fly, previewing content for clients or editing video, the LUMA series has a size and range of features to fit every need.”

The new monitor features an SDI input/output that switches between HD-SDI and SD-SDI, and is also capable of accepting a 3G HD-SDI signal. It supports composite video input/output, and features an HDMI™ input.

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The LMD-940W model has 10-bit video processing and accepts multiple SD and HD video formats up to 1080/60P and 50P with 4:2:2 YCBCR 10-bit capability. Capable of AC-, DC- and battery-powered operation, the monitor provides versatility in the field by incorporating an improved wave form monitor.

Also new is an embedded 8-channel audio level meter for SDI embedded audio.

The monitor features Sony's ChromaTRU™ colour processing. This technology compensates for variations in LCD colour levels commonly caused by differences in chromaticity coordinates, colour temperature and gamma curves.

ChromaTRU processing is based on colour space conversion and white balance adjustment. Colour space conversion adjusts chromaticity coordinates, colour temperatures and gamma curves. White balance adjustment delivers broadcast-quality gradation while maintaining standardized gamma characteristics. The technology allows each model in this series to closely colour-match not only other LUMA monitors but also the SMPTE-C, EBU or ITU-BT709 colour standards traditionally used in CRT models.

The LMD-940W is expected to be available in May, with suggested list pricing to be announced.

### **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.

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**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<sup>(R)</sup> retail locations across Canada.

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