



Press Release

Sony Expands LCD Display Series to Meet Growing Needs of Corporate Customers

The new series features Sony panels, WEGA ENGINE technology, high-resolution WXGA 1366 x 768 pixels and network content streaming capabilities

Hong Kong, February 24, 2006 - Sony Corporation of Hong Kong Limited today announced two new additions to its LCD Flat Panel display series, including the FWD-40LX1 and FWD-32LX1R, which utilize Sony panels that incorporate 7th generation technology. Both are equipped with Sony's breakthrough WEGA ENGINE technology to deliver true-to-life picture quality with enhanced clarity and sharpness. The 40-inch FWD-40LX1 and 32-inch FWD-32LX1R provide effective solutions for a variety of multimedia signage applications with the unique design and high performance features.

The FWD-40LX1 and FWD-32LX1R utilize the advanced WXGA panels for exceptional brightness and superb contrast with a high resolution of 1,366 x 768 pixels, which is optimum for moving images and videos. The FWD-40LX1 provides a wide-angle view of up to 178 degrees of viewing angle both horizontally and vertically, allowing for easy placement of the display unit in any locations.

The optional IP addressable streaming receiver adaptor BKM-FW50 provides an easy digital signage solution for users who can access, control and monitor a network of LCD displays from a central PC that is connected to LAN, WAN or the Internet. Network content streaming is made possible with two additional advanced features of local and remote play of movies and still pictures as well as presentation output from the PC on network.

The new series features a unique dual layer of acrylic bezel design that offers a scratch-resistant crystal layer for additional durability and better damage protection coupled with its clear rear view and smart cable management. The displays are available in Crystal Silver, Frosted Black and Pearl White to suit any interior design.

Both models feature the WEGA ENGINE to deliver highly realistic images, amazing detail and sharpness, reduced noise and enhanced clarity, with improved depth and contrast. The proprietary Sony WEGA ENGINE is an advanced picture quality system that integrates a host of unique technologies and circuitry to enable full precise digital image processing.

The Auto Wide Function enables the display to enlarge video images automatically to fill the 16:9 aspect ratio screen for greater viewing pleasure. Users can also change the aspect ratio to follow its native format if they want to display content other than 16:9 format. The Picture And Picture (PAP) and Picture In Picture (PIP) functions provide a flexible viewing experience as images or programs can be viewed from two separate signals simultaneously.

The 40-inch FWD-40LX1 and 30-inch FWD-30LX1R are now available at the suggested price of HK\$32,800 and HK\$19,900 respectively.

In addition to the LCD display series, Sony also announced the new Plasma Display FWD-50PX2. The 50-inch model is designed to offer a larger size option to fulfill the needs and requirements of the corporate arena. The ultra large display offers a high contrast ratio of 10,000:1 and a resolution of 1,366 x 768 for exceptional picture quality with enhanced colour and brightness. Sony's original Motion Picture Engine is equipped to enhance the quality of images from almost any sources. A great variety of functional features are incorporated, including network management (with optional board BKM-FW32), network content streaming (with optional board BKM-FW50), multi-display flexibility, auto wide function and variable viewing ratios. The FWD-50PX2 is available at HK\$46,000.

For customer enquiries, please contact Sony product enquiry hotline at (852) 2909-1865.

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