



Sony's Business Plasma Display FWD-50PX3



FWD-50PX3

Hong Kong, August 27, 2007 – Sony Corporation of Hong Kong Limited today introduced a new 50-inch plasma display FWD-50PX3, which offers a total digital signage solution to fulfill the needs and requirements of any business environments ranging from corporate and hospitality to the retail industry. The FWD-50PX3 is equipped with a high contrast ratio of up to 15,000:1, bringing remarkably vivid and sharp images with improved gradation. The new plasma offers network connectivity with built-in LAN for easier control of plasma displays from a central station.

Customers can use the optional IP addressable streaming receiver adaptor BKM-FW50 to control and schedule the downloading of contents from the web server and play back still images, MPEG2 PS format and MP3 audio. The adaptor also supports streaming directly from the web server. It provides an ideal solution to small businesses without a network environment by directly playing back contents saved in a compact flash card.

For flexible enjoyment of contents on the plasma, the FWD-50PX3 provides more options of display layout to serve various display purposes when it is configured as a large multi-display array. In addition to connecting up to 16 monitors in up to a 4 x 4 arrangement, users can select from new multi display layout configurations including up to 1 x 4 horizontal or vertical arrangements in either landscape or portrait positions.

The FWD-50PX3 provides customers with two modes for displaying contents including the Picture and Picture (PAP) and Picture in Picture (PIP). With PAP, users can choose from

different configurations in displaying the content side by side and it is particularly useful as a tele-conferencing feature. Its wide viewing angle allows customers to place it in any location and the audience can see it from different angles.

Encased in an exclusively styled frame, the FWD-50PX3 features a sleek design in silver and black colour options, which can seamlessly blend in any decor of business environments.

Sony's business plasma display FWD-50PX3 will be available from the beginning of September 2007 at the suggested price of HK\$25,300.

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

About Hong Kong Marketing Company

Hong Kong Marketing Company (HKMC), a division of Sony Corporation of Hong Kong Limited, provides sales, marketing and after sales services for Sony's consumer electronics products as well as broadcast and professional products in Hong Kong and Macau. For more information on Sony's products and services, please visit its web site on www.sony.com.hk.

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Specifications of the FWD-50PX3 are as below:

PANEL	
Panel Size	50"
Display Resolution	1365 x 768 pixels
Number of Colours	1.07 billion
Pixel Pitch (H x V) mm	0.80 x 0.81
Picture Size (H x V) mm	1106 x 622
Sampling Rate	13.5 MHz to 140 MHz
Colour System	NTSC, PAL, PAL-M, PAL-N, NTSC4.43, PAL60
Panel Brightness	1000 cd/m ²
Contrast Ratio	15000:1
PICTURE	
Picture Mode	Vivid / Standard / Custom / Conference
Dynamic Picture	On / Off
Noise Reduction	Off / Low / Mid / High
Gamma Correction	Low / Mid / High
Colour Temperature	Cool / Neutral / Warm / Custom
Aspect Ratio	Wide Zoom / Zoom / Full / 4:3 (For video signal) Full 1 / Full 2 / Real (For PC signal)
Size Control	Horizontal & Vertical
Shift Control	Horizontal & Vertical
Multi Picture	Picture And Picture (PAP) / Picture In Picture (PIP)
Multi Display	Off / 2 x 2 / 3 x 3 / 4 x 4 / 1 x 2 / 1 x 3 / 1 x 4 / 2 x 1 / 3 x 1 / 4 x 1, Tiles/Window Output Format
Screen Saver	All White / Picture Inversion / Background / Auto Dimmer / Picture Orbit
Memory Function	Automatic Last Memory to Each User Mode
SOUND	
Speaker	7W + 7W, 6-ohm
Sound Mode	Dynamic / Standard / Custom
Digital Audio Amplifier	Yes
TERMINALS	
Remote (LAN)	10 BASE-T / 100 BASE-TX
Audio Out (L/R)	Pin Jack x 2
HD15 In	RGB/Component D-sub 15 pin
DVI In	Digital Video DVI-HDCP
Option 1 (BKM-FW21)	Remote (RD-232C) D-sub 9 pin
Option 2 (BKM-FW10)	Video In / Out BNC S Video In / Out Mini DIN 4-pin
OTHERS	
Power Requirements	100 - 240V, 50/60Hz

Power Consumption	440W
Dimensions (W x H x D) mm	1256 x 753 x 112
Weight (kg)	44
Operating Conditions	
Temperature	0°C to 35°C (32°F - 95°F)
Humidity	20% to 90%, no condensation
Atmospheric Pressure	800 to 1100 hPa
Storing/ Transporting Conditions	
Temperature	-10°C to 40°C (14°F - 104°F)
Humidity	20% to 90%, no condensation
Supplied Accessories	
AC Power Cord	1
AC Plug Holder	2
Cable Holder	6
Remote Commander	RM-FW002 x 1
Batteries	AA (R6) x 2
Others	Operating Instructions, Warranty Card
Optional Accessories	
Tabletop Stand	SU- 50FW
Wall-mount Bracket	WM-PFM01
Speaker System	SS-SP50FW
Video Input / Output Adaptor	BKM-FW10
Component / RGB Input Adaptor	BKM-FW11
RGB / Component Active Through Adaptor	BKM-FW12
Digital Signage Adaptor	BKM-FW50