

SONY

Press Release

Sony Launches Two New Full High Definition LCD Displays for Commercial and Digital Signage Applications



Hong Kong, October 13, 2008 – Sony Corporation of Hong Kong Limited today introduced two new full high-definition LCD displays, the 47-inch FWD-S47H1 and 42-inch FWD-S42H1. Each of the new models is designed for high brightness and high resolution in 1920 x 1080 Full HD for a range of commercial installation applications, including digital signage.

The new display series features a highly sophisticated and stylish slim-bezel design with a width of just 19mm, making it ideal for wall-mount applications with multi-display function. This function can present one dynamic large-screen image by combining up to 16 display units and offers window mode and tile mode to choose. For maximum flexibility, the displays can be mounted horizontally and vertically for digital signage in either landscape or portrait mode and the Sony logo will be illuminated in the appropriate orientation.

For digital signage applications, the displays are specially designed to accommodate Sony's digital signage player VSP-NS7 that incorporates a high-capacity HDD of 120GB and a variety of functionality. The player can receive up to five layers of contents and save them on its hard disk for playback on the connected display in addition to accepting live streaming video and audio from a compatible Sony network camera. It can be easily mounted to the rear of the displays with screw holes. The displays can also be used with a table-top stand, and additional screw holes on top allow Sony's IPELA cameras to easily attach for videoconferencing. Invisible speakers and rear control buttons allow the displays to easily blend into the décor of any setting.

Each model has a higher brightness than previous versions, with a “brightness boost” setting for even brighter images. Three types of screen savers are available: standby, which is activated while the backlight is off; all-white and sweep.

Users can control and manage the displays remotely from a central location, with firmware upgrades available over a local area network. A “power on delay” function shifts the power-on timing of multiple displays to avoid system power down.

Both models offer versatile interfaces, including DVI (Digital Visual Interface) HDCP (High-bandwidth Digital Content Protection) IN with audio in (stereo mini), RGB/Component in/out (D-sub15pin) with audio in (stereo mini), S-video in, and composite Video in/out (BNC) with audio in (stereo mini). They also support a variety of analog interfaces for video, audio, and computer signals.

Optional adapters add increased capabilities, including component/RGB inputs (BKM-FW11), HDMI inputs (BKM-FW15), HD-SDI/SDI inputs (BKM-FW16), monitor control (BKM-FW21) and streaming receiver (BKM-FW50).

The new models are ideal for displaying content in stadiums, retail shops and event halls as well as showing trailers in movie theaters. The FWDS47H1 and FWDS42H1 are now available at the suggested prices of HK\$28,800 and HK\$23,000, respectively.

For customer enquiries, please contact Sony product enquiry 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 Sony’s web site on www.sony.com.hk

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Key Specifications of Sony Full HD LCD Displays FWD-S47H1 & FWD-S42H1:

Model		FWD-S47H1	FWD-S42H1
Picture Performance			
Panel	Panel Size	47-inch*	42-inch*
	Resolution (H/V)	1920 x 1080 pixels, Full HD	
	Pixel Pitch	0.54 x 0.54 mm	0.48 x 0.48 mm
	Picture Size (H/V)	1040 x 585 mm	930 x 523 mm
	Panel Drive	RGB: 8 bit + FRC (Frame Rate Control), Colour Number: 1.06 billion	
	Contrast Ratio	1000:1 (typical)	
	Brightness	700cd/m ² (typical)	
	Viewing Angle**	178° (typical)	
	Response Time	9ms (typical)	
	Type	a-Si TFT Active Matrix LCD	
Colour System		NTSC, PAL, PAL-M, PAL-N, NTSC4.43, PAL60	
Sampling Rate		13.5 to 162 MHz	
Input and Output			
Remote	Network Port	RJ45 (x1), 10BASE-T/100BASE-TX	
Audio	Audio Out	Stereo mini jack (x1), 500 mV rms, high impedance	
Video	S-Video In	Mini DIN 4-pin (x1) Y: 1.0 Vp-p ±2 dB, sync negative, 75 Ω terminated C: 0.286(NTSC)/0.3(PAL) Vp-p ±2 dB, sync negative, 75 Ω terminated	
	Video In/Out	BNC (x2), composite video, 1.0 Vp-p ±2 dB, sync negative, 75 Ω terminated, loop-through (automatic termination)	
	Audio In	Stereo mini jack (x1), 500 mV rms, high impedance	
HD15 (RGB/Component)	Video In/Out	D-sub 15-pin (female, x2)	
	Audio In	Stereo mini jack (x1), 500 mV rms, high impedance	
DVI	DVI In	DVI (x1), DVI Specification Rev. 1.0 compliant/HDMI (available by using a DVI-to-HDMI cable)***	
	Audio In	Stereo mini jack (x1), 500 mV rms, high impedance	
Speaker	Speaker Out (L/R)	Grip connector (x4), 7W+7W, 6 Ω	
General			
Power Requirements		AC100 to 240V, 50/60Hz, 3.3A (max)	AC100 to 240V, 50/60Hz, 2.9A (max)
Power Consumption		320W (max), 240W (typical)	280W (max), 210W (typical)
Operating Temperature		0°C to 35°C (32°F to 95°F)	
Storage Temperature		-10°C to 40°C (14°F to 104°F)	
Humidity		20 to 90% (no condensation)	
Dimensions (W/H/D)		1082 x 627 x 129mm	973 x 566 x 125mm

Mass	Approx. 30.5kg	Approx. 25.5kg
Supplied Accessories	AC power cord x 1 AC plug holder x 2 Cable holder x 9 LAN cable x 1 Remote control (RM-FW002) x 1 Size AA(R6) battery x 2 Operating instructions x 1	

* Viewable area, measured diagonally

** Measured at the contrast ratio more than 10:1.

*** Audio signals are not supported.