

# SONY

## Press Release

### **Sony Full HD LCD Display Offers Versatile Digital Signage Applications with High Picture Quality and Robustness**

*The latest 65-inch 1080 Full HD LCD display is extremely robust and durable, extending installation opportunities to even more harsh environments*



**Hong Kong, April 20, 2009** - Sony Corporation of Hong Kong Limited today introduced a new 65-inch model to its Full HD LCD display series - GXD-L65H1 - which adopts a professional full HD LCD panel to deliver excellent picture quality in 1920x1080 resolutions. This model takes robustness and durability to a new level by combining an aluminum frame bezel and an LCD protection panel made of tempered glass, extending digital signage applications to even more harsh environments.

The new display features a unique cooling system that utilizes multiple fans to circulate air inside the processor unit so that all heat generated in the unit is effectively dissipated through advanced heat sinks situated at the rear of the display. Compliant with the IP54 standard, the unit is completely sealed from external air and there are no air intake filters to be cleaned thanks to the design of the cooling system. This allows customers to deploy this unit in dusty places or any environments where extremely clean air is required such as laboratories, hospitals and

factories. The display can be attached with connector protection covers to the rear panel to help prevent water from leaking into the connectors situated on the rear panel.

The GXD-L65H1 incorporates Sony's original backlight system to eliminate the common problem of a complete display failure when just a single cold cathode fluorescent lamp (CCFL) malfunctions. This model also adopts a high-brightness panel that offers a high brightness of 700cd/m<sup>2</sup> (typical), which is ideal for use in bright light conditions. A high-performance scalar is integrated to provide accurate pixel-by-pixel image reproduction, offering optimum image quality whatever the signal format. Capable of offering 1080p (progressive scan) images at 60 frames per second, the display can input these signals via HDMI and component / RGB connectors. What's more, the glass protection panel on the LCD is covered by an anti-reflection (AR) coating and anti-glare (AG) coating to reduce light reflection more effectively under environments with bright light.

Besides the HDMI interface, the display supports DVI (Digital Visual Interface), HDCP (High-bandwidth Digital Content Protection) and RS-232C interface. It offers a range of network capabilities such as remote control and monitoring via a network port.

Sony Full HD LCD display GXD-L65H1 is now available at the suggested price of HK\$199,000. Complementing the GXD-L65H1 LCD display is Sony's digital signage player VSP-NS7, which is designed to match with Full HD display panels for a total Full HD signage solution.

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 Sony's web site on [www.sony.com.hk](http://www.sony.com.hk)

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## Specifications sheet for Sony Full HD LCD Display GXD-L65H1

<b>Model</b>		<b>GXD-L65H1</b>
<b>Picture Performance</b>		
LCD Panel	Panel Size (diagonal)	64.5-inch*
	Resolution (H/V)	1920 x 1080 pixels, Full HD
	Pixel Pitch	0.74 x 0.74mm
	Picture Size (H/V)	1428 x 804mm
	Panel Drive	RGB 10 bit
	Contrast Ratio	2500:1 (typical)
	Brightness	700cd/m <sup>2</sup> (typical)
	Viewing Angle**	178° (typical)
	Response Time	8ms (typical)
	Type	a-Si TFT Active Matrix LCD
Protection Panel	Light Transmittance	Approx. 90%
Acceptable Signals	Refer to “Preset Video Signals” and “Preset Computer Signals” in the catalogue	
Colour System	NTSC, PAL, PAL-M, PAL-N, NTSC4.43, PAL60	
Sampling Rate	13.5 to 162MHz	
<b>Input and Output</b>		
Remote	Network Port	RJ45, 10BASE-T/100BASE-TX
Audio	Audio Out	Stereo mini jack, 500mV rms, high impedance
Video	S-Video In	Mini DIN 4-pin Y: 1.0 Vp-p±2 dB, sync negative, 75Ω terminated C: 0.286 (NTSC)/ 0.3(PAL) Vp-p±2 dB, sync negative, 75Ω terminated
	Video In/ Out	BNC x 2, composite video, 1.0 Vp-p±2 dB, sync negative, 75Ω, loop-through (automatic termination)
	Audio In	Stereo mini jack, 500mV rms, high impedance
HD15 (RGB/ Component)	Video In/ Out	D-sub 15-pin, active through (female x 2)
	Audio In	Stereo mini jack, 500mV rms, high impedance
DVI	DVI In	DVI Specification Rev. 1.0 compliant
	Audio In	Stereo mini jack, 500mV rms, high impedance
HDMI	HDMI In	HDMI (1080p)
Speaker	Speaker Out (L/R)	Grip connector x 4, 7W+7W, 6 Ω
<b>General</b>		
Power Requirements	AC100 to 240V, 50/60 Hz, 5.5A (max.)	
Power Consumption	430W (typical), 540W (Max.)	
Operating Temperature	0 to 35 °C	
Storage Temperature	-10 to 40 °C	
Humidity	20 to 90%, no condensation	
Dimensions (W/H/D)	Approx. 1557 x 931 x 183mm (excluding protruding parts)	
Mass	Approx. 94kg	
<b>Supplied Accessories</b>		

	AC power cord x 1 LAN cable x 1 AC plug holder x 2 Remote commander RM-FW002 x 1 Size AA (R6) batteries x 2 Operating instructions x 1 Installation manual for dealers x 1
<b>Regulation Compliance</b>	
	IEC 60529 IP54, UL60950-1, CSA No. 60950-1-03 (c-UL), FCC Class B, IC Class B, EN 60950-1 (NEMKO), CE, C-Tick

\* Viewable area, measured diagonally

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