

FOR IMMEDIATE RELEASE

Contact: Rob Manfredo
Sony Electronics Inc.
(201) 930-6032
rob.manfredo@am.sony.com

SONY'S NEW PROFESSIONAL LCD DISPLAY IS "ECO-NOMICAL" AND "ECO-FRIENDLY"

LAS VEGAS (Digital Signage Expo, Booth #2211), Feb. 23, 2010 - Sony Electronics' new E Series of professional LCD display technology is designed to address marketers' needs and issues when it comes to fully utilizing digital signage, a fast-growing and increasingly effective marketing medium. According to *Channel Web*, the cost of screens is the first consideration on clients' minds, when building a digital signage campaign. The demand by marketers and information managers to provide more, higher quality content has created a need for additional display real estate utilizing higher resolution display devices.

The Sony E-series of LCD public displays incorporates a high-quality, professional 42-inch LCD panel, which offers superb picture quality in full HD resolution. The series' first model, the FWD-S42E1, offers excellent quality-per-cost for digital signage applications, and delivers features typically associated with higher-end models.

The FWD-S42E1 is designed to be ecologically conscious, with a stylish slim bezel design that accentuates the viewing area while reducing the use of plastics. Whether used in portrait or landscape installations the monitor operates with low-power consumption (typically less than 100 watts). As well as remote control capability via RS-232C interface, the monitor offers multiple inputs for either analog or digital interfaces. It is compatible with Sony's local and network playback devices and digital signage systems such as Sony's Ziris system.

The LCD monitor is constructed for use in a variety of indoor environments and maintains the same life expectancy whether mounted in landscape or portrait mode. Its low power consumption and easy mounting make it an ideal unit for new construction or retrofits where energy efficiency are serious considerations and can provide long-term cost savings. Additionally, users can benefit from the reduced operating costs thanks to a built in On/Off timer, three different screen saver choices and remote

connectivity, allowing for remote operation. These features allow users to manage power consumption and ensure efficient operations which are a benefit to the environment and the bottom line.

This latest addition to Sony's slim bezel lineup replaces the last of Sony's 720P displays providing twice the resolution and over 10% more viewing area for about the same cost as its 40" LX2 predecessor. With a goal of lowering the total cost of ownership for users with standard display requirements, Sony provides a targeted feature set at an affordable price for high-quality signage installations.