

**FOR IMMEDIATE RELEASE**

## **Sony Adds Lightweight, Slim Models to TRIMASTER EL Professional OLED Line**

*New 25- and 17-inch Monitors Achieve Industry-leading Light Weight with an Easy-to-Carry Design*

**PARK RIDGE, N.J., Nov. 12, 2013** -- Sony's newest professional OLED monitors combine lightweight, slim and easily portable designs with the technology's proven features of high color accuracy, contrast and picture quality. The new models (PVM-A250, 25-inch and PVM-A170, 17-inch) achieve approximately 40 percent reductions in depth and weight compared to previous Sony models, delivering more flexibility for live program production and broadcast truck applications.



### ***Sony's new PVM-A250 and PVM-A170 lightweight, slim professional OLED monitors***

To achieve the new monitors' decreased weight and depth, Sony re-engineered their entire design, from the chassis to the OLED panel module's structure to the signal processing board, material and parts. The result is savings in space and weight, which can directly affect logistics expenses, especially important in the tight confines of a broadcast truck. For example, if 50 of the new monitors were loaded on a conventional truck, total weight is reduced by about 400 lbs. (180 kg). Power consumption is also reduced by nine percent in the PVM-A250 and 14 percent in the PVM-A170 monitor, compared to previous Sony models.

"Given that OLED offers size and weight advantages over other display technologies, we can build the lightest and most power efficient production monitors available," said Gary Mandle, senior product manager, professional displays, Sony Electronics. "These new models have the screen size needed for critical evaluation, with a thinner and lighter design that's perfect for live broadcasts and outdoor shooting. They even have a handle for easy carrying."

Durability is also important for field monitors, to guard against shipping damage and the rigors of on-location use. On the new models' chassis, the connectors are sunken into the body of the monitor to protect them from abuse in the field. Also protecting the panel and cabinet is an optional panel protection kit with corner bumpers. This kit can also help maintain high image quality by reducing outside light reflection.

Other operational improvements over previous models include an I/P conversion system that automatically optimizes signal processing according to input signals, with low latency (less than 0.5 field). Users can also upgrade the monitors via ethernet cable for future feature enhancements.

Sony's OLED panel uses its Super Top Emission technology for high light efficiency, high color purity, high contrast and high reliability. The new models also achieve industry-leading wide viewing angles, enabling group monitoring by video engineers or colorists and improving overall productivity and workflow efficiency.

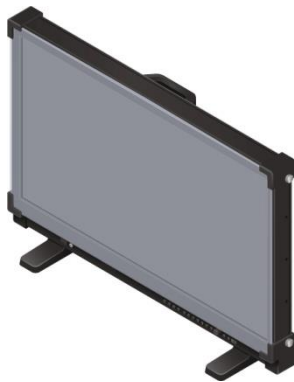
Sony's professional TRIMASTER EL OLED monitor line has expanded from master monitors to picture monitors since its launch in 2011. The TRIMASTER EL technology and Sony's uniquely developed OLED panel reproduce accurate blacks and colors, and features exceptional dynamic range and outstanding motion response to enable the most accurate picture evaluation in the industry.

Sony has shipped more than 25,000 units to date worldwide of its TRIMASTER EL monitors. The new monitors will be available in January 2014 at suggested list prices of \$4899.99 for the PVM-A170 and \$6899.99 for the PVM-A250.





***High quality texture with double coated paint finish. Light, slim, easy-to-carry design. The connector panel on the rear is designed to allow space saving and cabling flexibility.***



***Sony's monitor PVM-250 with protection kit and screw holes on its side bezels for use with yoke mounts commonly used for program production (3<sup>rd</sup>-party vendor yoke-mount is required).***

**Notes:**

- The new monitors are the industry-leading lightest weight for AC built-in broadcast and professional monitors with HD-SDI input/output, as of Nov. 2013, Sony investigation.
- PVM-A250 reduces the depth by 40% and the weight by 42%, PVM-A170 reduces the depth by 45% and the weight by 41% compared with previous Sony models.
- Worldwide shipment information as of April 2013