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SONY DEBUTS COMPACT, COLOR ULTRASOUND PRINTER AT RSNA 2009

Supports Printing on Durable Laminated Media

CHICAGO (RSNA Booth #8316) Nov. 29, 2009--Sony introduces at the Radiological Society of North America (RSNA) 2009 conference the UP-D25MD digital color dye sublimation printer optimized for ultrasound applications.

The new UP-D25MD offers an ultra-compact footprint and range of enhanced features. It adds a new option for laminated media, providing long-lasting picture quality with high resistance to water and fingerprints--an ideal choice for a medical environment.

The compact, high-speed medical device delivers excellent quality, durable, 423 dpi resolution prints in less than 20 seconds and easily integrates into a medical cart with its slim 8-3/8-wide form factor. The new printer's convenient front-panel design offers user-friendly menus, two user pre-set color options as well as color adjustment. The device provides flashing LED notification of data transmission and print cartridge status.

The UP-D25MD is the latest addition to Sony's versatile family of high-performance medical printing devices that support several imaging modalities and span a full range of hardcopy needs. The new UP-D25MD replaces the UP-D23MD and adds a range of upgraded features.

Sony printers are based on today's leading edge printing technologies and support both color and black-and-white options, high resolution diagnostic films for referring physicians, and cost-effective thermal paper for patient records and education.

Sony printers are designed for ease of use and low operating costs and are optimized for key medical applications. By selecting appropriate models from Sony's diverse printer offerings, a medical facility can custom craft a printing solution that meets its specific needs.

Visit the Sony radiology website at www.sony.com/radiology.

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