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**SONY EXPANDS LINE OF PROFESSIONAL OLED DISPLAY
TECHNOLOGY WITH NEW VIDEO PRODUCTION MONITOR SERIES**

*New 25- and 17-inch Models Deliver Maximum Flexibility and
Image Quality for Range of Production Applications*

LAS VEGAS, April 10, 2011 – Sony is once again re-defining professional monitor technology, expanding its line of OLED Trimaster EL models with two new models designed for professional video production – the PVM series (25-inch PVM-2541 and 17-inch PVM-1741).

“These new models complete a full lineup of professional video monitors for the content creation market,” said Gary Mandle, senior product manager at Sony Electronics’ Professional Solutions of America group. “The ability to have accurate monitors that match is something our customers have been requesting for quite a while. The PVM series feature set demonstrates a price/performance range of features including a ground-breaking dynamic range that lets you see details in the extreme blacks.”

The new monitors follow Sony’s most recent display innovation, the BVM-E Series of reference grade OLED monitors, with a revolutionary new signal engine, also in 25- and 17-inch sizes. These new monitors represent the next leap in reference monitor technology, incorporating new processing and imaging capabilities for signal evaluation and a basis of color and tone comparison. These are a true replacement for CRT technology in critical evaluation.

The new PVM Series offers a broad range of image quality and flexibility for video

production. Each model offers full 1920x1080 HD resolution with 10-bit signal processing. Both models support multiple color standards, and include an easy set up procedure for stability and matching.

These high dynamic range monitors complement Sony's new PMW-F3 camera as they are suited for high ambient light applications found on set. They also feature a new control system similar to Sony's PVM-740 OLED field monitor, with seven "F" key operation and a new menu navigation system.

Additional key features of the PVM series include: simple panel illumination control, built in 3G HD-SDI inputs, serial and parallel remote control, timecode display, embedded audio display, internal waveform monitor, auto white balance and DC operation (on the PVM-1741).

The OLED processor is designed to bring out the full performance of the monitor, producing deep blacks with high dynamic range, blur-free motion, wide color gamut and accurate picture reproduction.

The following are availability and suggested list pricing for Sony's professional OLED displays:

BVM -E250

- May - \$26,000

BVM- E170

- summer - \$17,000

PVM-2541

- summer – \$6,100

PVM1-741

- summer – \$4,100