

SONY®



*Display
Control
System*

***You Call The Screen Plays —
Every Game.***

Professional Services



Total Control at Your Fingertips

The Sony Display Control System lets you call the plays — from a central location, with a simple, intuitive user interface.

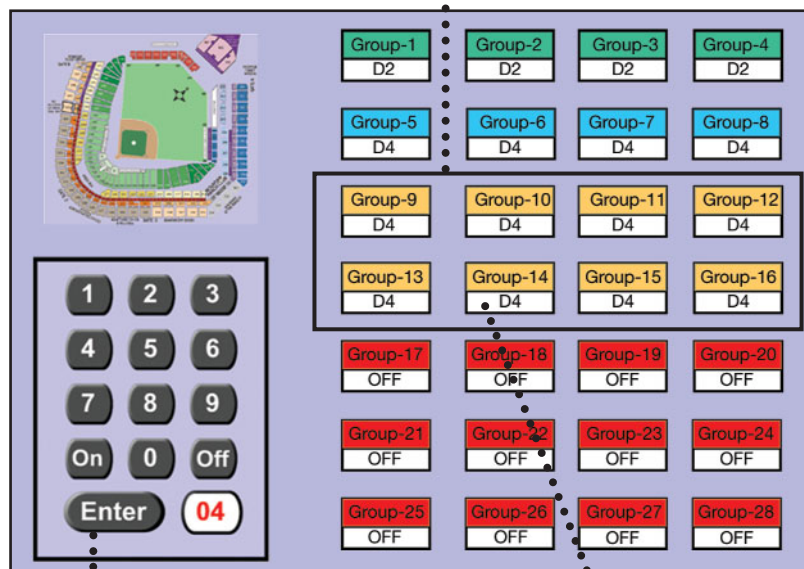


Your control system resides on a single computer that can be easily connected to your house system. Working on-screen with a graphical representation of your installation to guide you, you can send simple commands to your monitors and other connected devices using your existing RF distribution system.

With monitors and other peripherals organized in groups controlled by separate terminals, you can customize performance for the specific needs of your event — turning monitors on or off, configuring each group of monitors to the required input, even pre-scheduling commands to be sent.

And if your needs change, you can respond immediately — without sending maintenance personnel throughout your installation.

Select one or more groups to configure



Key in configuration code, "Enter"

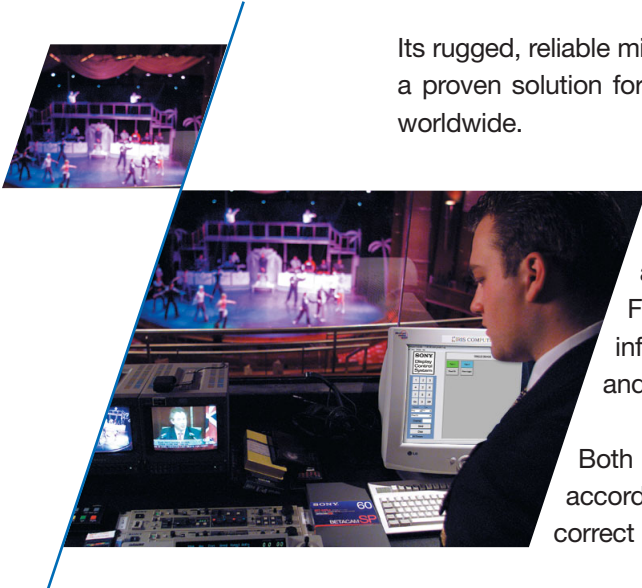
Last command appears in history display

A Simple GUI lets you call the plays throughout your display system.

Simple Hardware to Keep Costs Down

Your Sony Display Control System doesn't require over-sophisticated hardware or complex cable connections.

Its rugged, reliable microprocessor components operate your monitors via SIRCS — a proven solution for generations of consumer and business audio/visual systems worldwide.

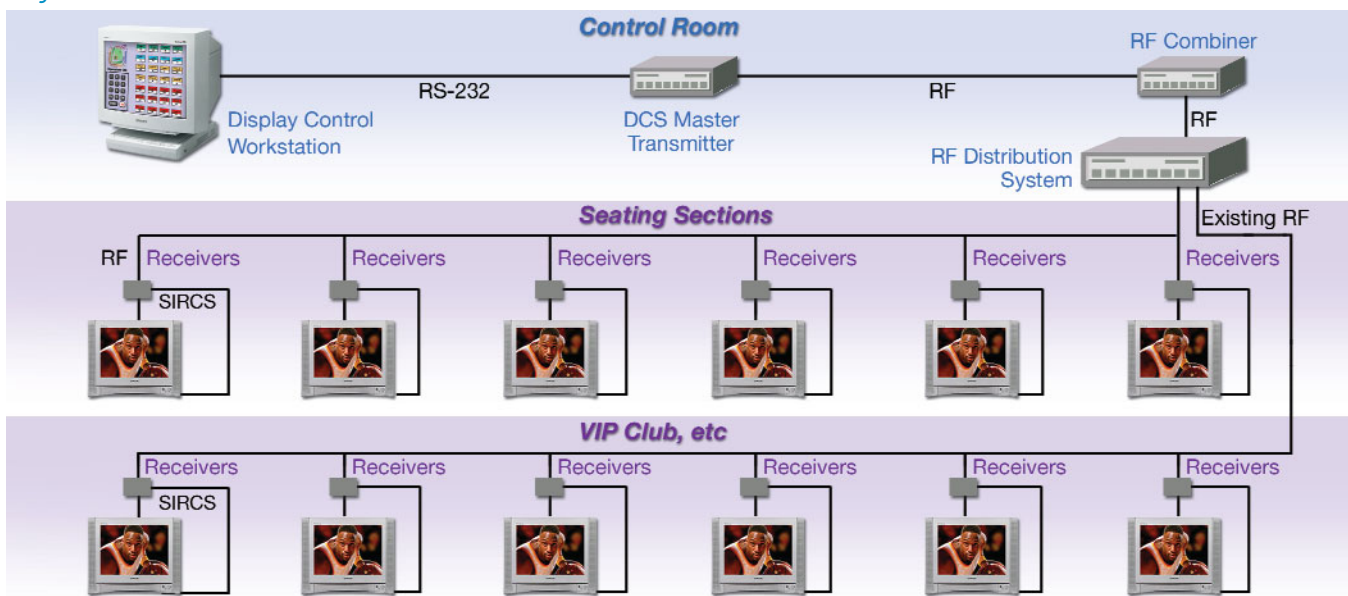


Using IR ports, one system can control all your equipment. IR-emitter cables can connect directly to monitors (like plasma and other displays), even ones that feature RS-232 connectors. For low-cost CRT monitors and other components that are infrared-controlled, there are IR-emitter cables with circuit-boxes and LED IR emitters.

Both RS-232 and infrared protocols can be sent to any group — so according to its IP address, each monitor or peripheral will receive the correct command set.

Sony's Display Control System can control any RS-232 or infrared-capable display — regardless of manufacturer. This can all be achieved by updating your DCS configuration tables for each particular device. Because many facilities will have a mix of different displays, Sony has created the DCS to tie all your devices into single-screen application.

Display Control System



Sample Configuration

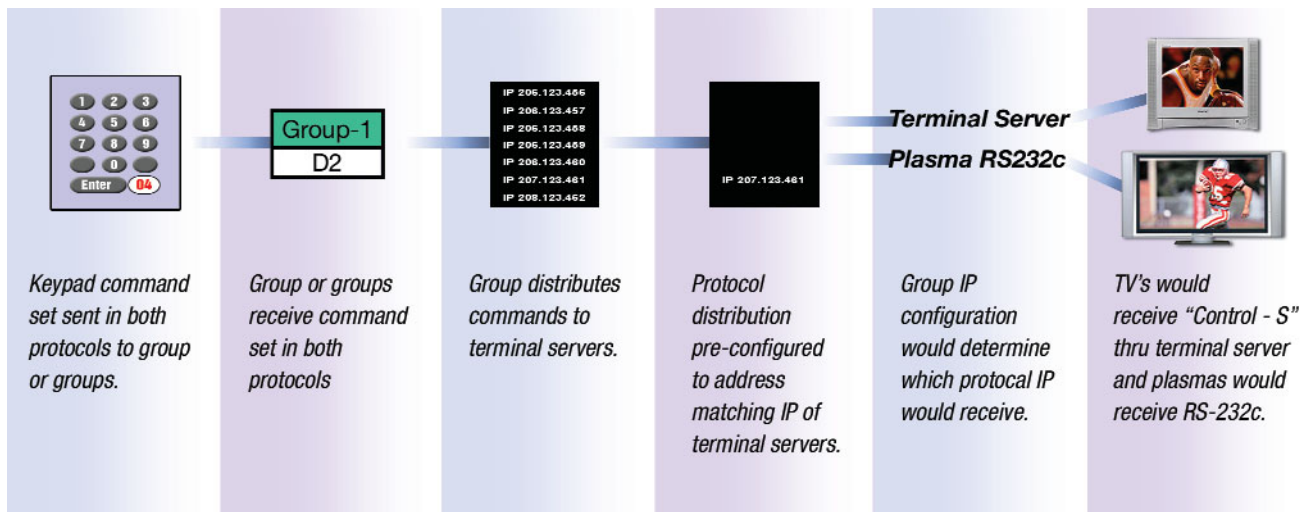
One System for All Your Displays

Wide-screen plasma and LCD displays. Low-cost CRT monitors. Video projectors, DVD players, even legacy consumer-grade video recorders. With a Sony Display Control System, you can control them all — and do it without leaving your command center.

Any RS-232 or infrared-capable device can be connected to your system. Hookups require no hardware modifications, so everything is plug-and-play. In many instances involving RS-323 controlled devices, we can provide set-ups and return status reports

And with a few simple keystrokes, you can bring instant replays, time-out entertainment, special announcements and advertising messages to tens of thousands of spectators. Your food court area might want content promoting specials — while your family section might want to announce season packets.

The Sony DCS allows you to customize content for specific seating areas — so every audience gets the most appropriate message.



Logic Flow provides total flexibility in grouping equipment and distributing protocols.



Sony Display Control System:

A Fast, Cost-Efficient Way to Control Every Monitor In Your Stadium

In sport stadiums, a large A/V installation can be a large administrative headache – because on game day, it can take hours to manually turn on and configure each monitor, projector or video component.

Sony has a better, faster solution. The Sony Display Control System (DCS) uses the built-in remote control capabilities of the equipment you already own, and lets you power up and configure all your screens and content sources from a single central location. Your DCS can even be accessed from a wireless PDA.*

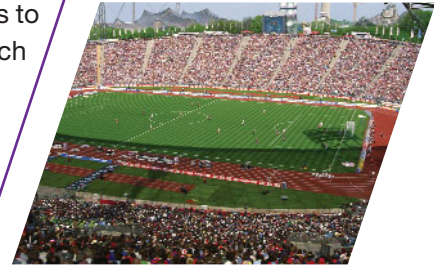
The Sony DCS can save hours of time spent walking from one display device to another. It can also save significant cost compared to custom remote installations. And it can be implemented quickly and easily, without hardware modifications, extensive re-wiring or high ongoing maintenance expenses.

Best of all, you'll save on labor costs at every game — and have fast, flexible control over hundreds or even thousands of monitors, projectors and content sources throughout your stadium or arena.

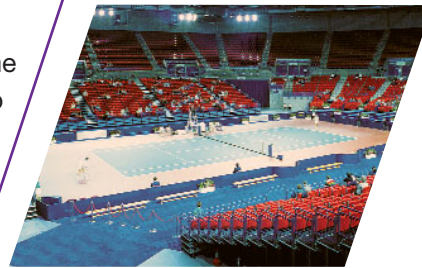
With Sony, every game day can be a winner!

* Wireless PDA communication is optional and requires additional installation of equipment specific to the desired communication range within the facility.

SPEED



FLEXIBILITY



COST CONTROL



Professional Services

Now's The Time To Call Your Play.



For sports stadiums and arenas, the Sony Display Control System can be a key player in saving time, controlling costs and getting more from your A/V installation.

And the same advantages of speed, flexibility and cost-control will also benefit corporate installations or educational campuses with large arrays of monitors, display devices and signal output equipment.

Even using a wireless PDA, you can access DCS to control and configure your displays — in many cases, regardless of the display's manufacturer.

So call your Sony Professional Services Representative today — and put the power of a Sony DCS into play for you tomorrow!



1.877.398.7664

Option 4

SONY®

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