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SONY DEBUTS 32-INCH WIDESCREEN DISPLAY FOR MEDICAL APPLICATIONS

PARK RIDGE, N.J., March 12, 2009 - Sony is announcing a new 32-inch (viewable area, measured diagonally) widescreen LCD display, model LMD-3250MD, with full HD (1920 x 1080) resolution for use as a primary display in hospital operating rooms, as well as a range of advanced features.

The LMD-3250MD display uses multi-picture technology, enabling images from two modalities to be simultaneously viewed in either a side-by-side or picture-in-picture display. Surgeons working on opposite sides of a patient and using multiple monitors can activate a mirror-image feature to invert images, giving each surgeon the correct field of view of a procedure regardless of their orientation to the patient.

The monitor uses a 10-bit panel that supports 1080i and 1080p images as well as 10-bit signal processing for color reproduction. Using Sony ChromaTRU™ color balance technology, each LMD-3250MD display is color-calibrated to provide consistent color accuracy and detail across multiple displays.

“Its large screen size, HD image quality and improved multi-modality support are only a few of the well-designed features that we believe are going to make the monitor a success,” said Brian Zimmer, marketing manager in Sony’s medical products group.

“The display can be used with many of today’s high-definition surgical cameras and optional input cards are available to accommodate integration into almost any medical

environment. It has a touch-activated front-bezel control system and supports cart, boom arm, wall and desktop mounting with an optional stand.

The LMD-3250MD display is available now from authorized Sony medical products and systems integrator resellers. For more information about the new monitor or other Sony medical products, please visit www.sony.com/medical.

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