

PFM-42V1E
PFM-42B2E
PFM-50C1E

Professional Flat Monitors

CHANGING

THE WAY

BUSINESS

**PRESENT
A BETTER IMAGE.**

COMMUNICATES

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SONY



Create the right impression

In a fast-paced world where there are fewer chances than ever to capture an audience's attention, the Sony Professional Flat Monitor (PFM) Series will captivate attention, inform, persuade and entertain. Sony PFM displays make an eye-catching addition to any retail environment, public space or business environment, ensuring that you make the right impression when it counts.

Deliver a more seductive sales message

The clear, colourful images presented by Sony plasma displays are the perfect way to ensure that important sales messages stand out from the thousands of adverts, posters, leaflets and announcements that customers encounter on every shopping trip.

Sited in a shop window, Sony plasma displays will attract the attention of passing shoppers and encourage them to look inside. Inside the store, plasma monitors can be used to display the latest promotions and product information, or simply to display music videos or other content which will encourage customers to stay in the store longer.

Sony PFM displays enable retailers to replace static printed content with eye-catching, dynamic images featuring video clips, animations and sound.

This content can be updated instantly, allowing retailers to match promotions to customers visiting at a particular time of day, or to create 'instant' promotions on slow-moving items.

The displays can be linked to a central content management system so that promotions can be created and controlled by a central marketing department or they can be managed by individual stores. The Sony PFM series has been designed to offer flexibility and reliability and to help you drive turnover, profitability and customer loyalty.

Attract.

Choice.

Performance, value and reliability

The range of Sony Professional Flat Monitors includes screen sizes of 42 and 50 inches. The series has been designed to deliver superb picture quality, contrast and brightness and all models are equipped with an anti-reflective coated glass panel and a high performance scan converter to ensure accurate image reproduction, even in higher ambient light conditions.

A comprehensive choice of picture settings and input options, as well as a range of accessories ensures that Sony PFM displays integrate seamlessly into the AV infrastructure of retail, POI and business environments.

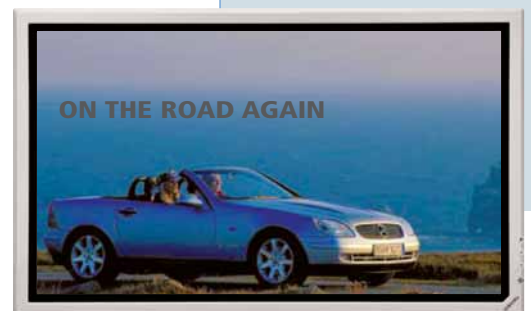
PFM displays present exceptional value for money and peace of mind. In addition to the assurance of Sony reliability, each monitor is backed by a comprehensive after-sales package (see page 7 for details of PrimeSupport).



PFM-42V1E



PFM-42B2E



PFM-50C1E

Delivering bright, high contrast pictures that can be seen from a viewing angle of up to 160 degrees, the elegant PFM-42V1E is the perfect choice to catch attention and set the mood in shops, clubs and other environments where customers need to be informed or entertained.

The choice of horizontal or vertical orientation and ceiling, wall or stand mounting options allows you to position the displays where your customers are guaranteed to see them. Once in place, the stylish, contemporary looks and superb image performance of the PFM-42V1E are sure to catch everybody's attention.

Busy, bright sales environments and public spaces place specific requirements on information displays. The PFM-42V1E is extremely bright, has a high contrast ratio and gamma correction to

show detail even in dark areas of a picture. These characteristics, combined with superb real natural colour reproduction ensure that customers will see bright, colourful, eye-catching images, whatever the surrounding conditions.

The programmable 24 hour on/off timer plus a choice of screen saver modes reduces power consumption and increases screen life – a valuable benefit in retail environments where the display may be operating unattended for long periods.

In addition to the standard features of the PFM series, the PFM-42V1E also offers:

- 42" / 1,058 mm diagonal viewable picture area
- WVGA resolution (852 x 480 pixels)
- Integrated digital audio amplifier for superb sound reproduction
- Picture-in-Picture function for simultaneous display of images from 2 inputs
- Digital Video (DVI-D) input allowing direct digital input from a PC

The stylish silver lines of the PFM Series give a sophisticated look and make an immediate impression in any business environment. With the high quality, high resolution images of the PFM-42B2E, you can be sure that what is shown on the screen will also remain in your audience's memory.

The PFM-42B2E is recommended for presentations and videoconferencing as the higher resolution ensures that even small text and detailed graphics, diagrams or charts are displayed clearly enough for everyone to see. Picture quality and legibility are further improved by the display's multilayer anti-reflection coated screen and wide 160 degree viewing angle, common to all models in the PFM Series. The PFM-42B2E can be connected to your

network, allowing the display of information without direct connection to a PC as well as control of the screen and content from remote locations*.

The PFM-42B2E is the perfect choice for POI applications where a mix of video, graphics and text are displayed over long periods of the day. The benefits listed above ensure that important communications will be seen in environments such as airports, stations and conference centres, where a large audience needs to be kept informed with up-to-date information.

In addition to the standard features of the PFM series, the PFM-42B2E also offers:

- 42" / 1,058 mm diagonal viewable picture area
- WXGA resolution (1024 x 1024 pixels)
- Anti-reflective screen coating for clear, high contrast viewing
- Network connectivity*

* Requires optional BKM-B30NW adapter.

Boasting exceptional visibility of text and graphics thanks to its impressive 50-inch screen size and enhanced WXGA resolution, the PFM-50C1E makes a firm statement and a big impression on customers, partners and staff. Ideal for use in public spaces where images may need to be clearly visible even from a long distance, the PFM-50C1E delivers bigger, more attention-grabbing pictures. A versatile performer across a wide range of POI or digital signage, retail and business applications, the PFM-50C1E teams a commanding image size with advanced picture performance, greater visibility and flexible mounting options.

In a meeting room or conferencing suite, the PFM-50C1E excels thanks to its ease of use and an assortment of features such as convenient

remote control, picture-setting memories and picture zoom. The display's built-in digital audio amplifier can drive optional SS-SP10A speakers for crisp, undistorted sound, ensuring that videoconferences and multimedia presentations can be heard as clearly as they can be seen.

Equally at home as part of a permanent AV installation or as an addition to the inventory of quality-conscious rental companies, the PFM-50C1E adds unparalleled impact and authority to any visual message.

In addition to the standard features of the PFM series, the PFM-50C1E also offers:

- 50" / 1,270 mm diagonal viewable picture area
- WXGA resolution (1,365 x 768 pixels)
- High quality digital audio amplifier



Advantages.

FLAT PANEL ADVANTAGES

Flat panel displays offer significant benefits for clear image display. Unlike conventional CRTs, flat panel displays are resistant to magnetic fields, providing drift-free colour uniformity, while linear pixel alignment ensures accurate image geometry to eliminate distortion.

PFM SERIES FEATURES

Slim, Lightweight Design and Mounting Flexibility

The PFM Series displays have a stylish silver bezel that looks good in virtually any environment. All models can be mounted on the optional stand or hung on a wall or ceiling. Each model can be mounted horizontally or vertically, ensuring maximum flexibility.

Multiple Inputs and High Performance Scan Converter

The PFM Series can accept input signals ranging from standard definition (SDTV)* to HDTV, as well as RGB computer signals up to UXGA resolution. An integrated high performance scan converter ensures accurate pixel-by-pixel image reproduction to guarantee optimum image quality from all input signals.

* Optional adapter required for composite video signals.

Multi-Layer, Anti-Reflection Coated Protection Panel

The anti-reflection coating on the glass protection panel reduces light reflection and improves subjective brightness, contrast and image quality.

High Quality Digital Audio Amplifier

The integrated amplifier* provides clear, high quality audio reproduction. The monitors are equipped with Speaker Out (L/R) connectors as well as an additional audio output**, allowing connection to optional speakers or to other audio equipment.

* PFM-42V1E & PFM-50C1E

** PFM-42V1E & PFM-42B2E

Remote Control

The monitors can be controlled directly by using the supplied remote control unit, or from another location via RS-232C control.

Selectable Aspect Ratio and Auto Wide Function

A range of aspect ratios can be selected, including Widescreen 16:9, Wide Zoom, Letter Box Zoom and Standard 4:3 formats. PFM-50C1E and PFM-42V1E also offer Subtitle mode. The auto wide function automatically enlarges the video image to fill the 16:9 wide aspect screen. Picture size and position can be manually adjusted if an image is not properly sized or correctly positioned on the screen.

Picture Zoom Control

It is possible to zoom in to and view details of a picture using the Picture Zoom Control function. This feature also allows up to 16 PFM Series displays to be arranged in a 4 by 4 matrix for use in video-wall applications.

Six-Language On-Screen Display

A quick and simple setup is available in English, French, German, Italian, Spanish, and Japanese.

Screen Saver and Picture Orbiting

Screen Saver, Picture Orbiting and Picture Inversion functions can be set to reduce the risk of burnt-in residual images.

Energy-Saving Mode and 24-Hour On/Off Timer

Energy-saving mode decreases power consumption by reducing panel emission levels, thus reducing operational costs. Power can be conveniently turned on and off using the built-in 24-hour on/off timer.

Precise Colour Temperature Control

Up to three colour temperature settings can be registered with the PFM-50C1E and PFM-42V1E, ensuring accurate colour balance and natural image reproduction from any video source and under any lighting conditions. The PFM-42B2E offers six settings.

Dot Phase Adjustment

(for analogue RGB input from a PC)

The sampling phase for signal digitisation is automatically adjusted to precisely match the input RGB analogue signal, guaranteeing the clearest possible image reproduction from PC sources. Users can also adjust the setting manually.

Picture Setting Memory and Picture Modes

Up to 20 individual picture memories can be stored and recalled, including settings for contrast, brightness, sharpness, noise reduction, colour temperature and aspect ratio adjustment. This function is convenient for multiple users to operate the display. Two pre-programmed Standard and Vivid picture modes are also provided for quick and easy set up.

Closed Caption Decoder

This enables the closed caption data embedded in a video signal to be displayed.

Digital Video Input (DVI-D)

PFM-42V1E

The DVI-D input enables direct input of digital signals, eliminating the analogue conversion process and thus improving picture quality.

Network Capability

PFM-42B2E

The PFM-42B2E can be connected to the network*, allowing you to send files** and control the monitor remotely and/or wirelessly. Conducting presentations, organising files and controlling display functions and set-up parameters can all be performed via a simple, familiar browser-based interface***.

* Requires optional BKM-B30NW adapter.

** Microsoft® PowerPoint® (PPT, PPS), Microsoft Excel (XLS), JPEG, GIF, BMP, and PNG file types are supported.

*** System requirements: Operating system: Microsoft Windows® 98, Windows 98 SE, Windows Me, or Windows 2000. Web browser: Internet Explorer 4.0 or later, or Netscape® Communicator 4.5x or 4.7x.

Excellent I/P Conversion

Quality

PFM-50C1E

Sony Real Digital System technology processes all signals digitally to reproduce highly accurate images. Developed exclusively for Sony plasma displays, a bi-pixel I/P (Interlace/Progressive) conversion circuit converts interlaced signals to progressive images of a higher definition quality.

For film-originated sources, the Cinema Drive function (3-2 pull-down technology) ensures more naturally-reproduced scene movement.

PrimeSupport

COMPLETE PEACE OF MIND

In addition to a standard guarantee, all PFM series flat panel displays are supplied with a 2-year PrimeSupport after-sales programme unique to Sony. PrimeSupport ensures total peace of mind by offering these valuable benefits:

- Original manufacturer repairs for the assurance of quality customer service by Sony
- Planned cost of ownership, with all parts and labour costs included for 2 years

PrimeSupport is included with all products shipped to EU countries, Norway and Switzerland.

Additional services or support for longer periods can be arranged through your local Sony Sales Representative.

ACCESSORIES

Speakers

Optional perfect fit speakers are available for each model.

Video Board

Optional video boards are required for composite video inputs.

Table Stand and Wall Mount Bracket

A sleek, perfectly-fitting table stand and wall bracket is available for each model.

Network Board

The optional BKM-B30NW network adapter provides an Ethernet 10Base-T/100Base-TX interface plus a PC Card slot, enabling the PFM-42B2E to connect to a standard data network. The adapter also provides Y/C and composite analogue inputs.

PFM Series Specifications

		PFM-42V1E	PFM-42B2E	PFM-50C1E
Panel	Resolution	852 x 480 pixels	1024 x 1024 pixels	1365 x 768 pixels
	Pixel Pitch	1.08 x 1.08 mm	0.90 x 0.51 mm	0.81 x 0.81 mm
	Active Area (W/H)	920 x 518 mm	921 x 522 mm	1106 x 622 mm
	Viewable Area (measured diagonally)	42-inch / 1058 mm	42-inch / 1058 mm	50-inch / 1270 mm
	Driver	8-bit RGB		
Colours	16.8 million colours simultaneously			
Colour System	PAL / SECAM / NTSC/ NTSC 4,43 / NTSC 4,43 / NTSC 3.58 / PAL60PAL-M / PAL-N		NTSC 3.58 / PAL-M / PAL 60	
Sampling Rate	13.5 to 140 MHz			
INPUT 1	D-sub 15 Pin			
	RGB	0.714 V p-p : non composite (without Sync) - 75 Ohm 1.0 V p-p (with composite Sync) - 75 Ohm		
	YUV	0.7 V p-p : U/V, 75 Ohm 1.0 V p-p : Y, 75 Ohm		
	AUDIO IN	-5 dBu, high impedance (500 mV rms)		
INPUT 2	DVI		D-sub 15 Pin	
	RGB	—		
	YUV	—		
	AUDIO IN	-5 dBu, high impedance (500 mV rms)		
Video Composite IN	BKM-V10 required		BKM-B10 required	
Composite	BNC, 1.0 V p-p +/- 2 dB, sync negative, 75 Ohm			
Y/C IN	Mini DIN, 4-pin, Y : 1.0 V p-p, +/- 2dB, sync negative, 75 Ohm C : PAL 0.3 V p-p, NTSC 0.286 V p-p, +/- 2 dB, 75 Ohm			
Audio IN	-5 dBu, high impedance (500 mV rms)			
Composite OUT	BNC, Loop through			
Audio OUT	Stereo mini Jack 3.5mm, 500 mVrms		No	
Speaker OUT	2 x 7W (L/R)	No		2 x 7W (L/R)
Control-S	IN/OUT	No		IN/OUT
Remote (RS-232C)	D-sub 9-pin			
General				
Power Requirements	AC 100 to 240V, 50/60Hz, 1.5 to 3.7A	AC 100 to 240V, 50/60Hz, 1.3 to 4.2A	AC 100 to 240V, 50/60Hz, 1.5 to 4.5A	
Power Consumption	360W (max.)		490W (max.)	
Operation Temperature	0 to 35 °C			
Storage Temperature	-10 to 40 °C			
Humidity	20 to 90 %, no condensation			
Dimensions (H x W x D) [mm]	1033 x 631 x 83		1246 x 755 x 100	
Mass	27 kg	29.4 kg	43 kg	
Supplied Accessories				
Remote Control	RM-971	RM-42B	RM-971	
Battery	2 x Type AA	2 x Type AA	2 x Type AA	
Power Cable	•	•	•	
Cable Clips	•	•	•	
Operation Instruction	•	•	•	
Optional Accessories				
Video Interface Board	BKM-V10	BKM-B10		
Component/ RGB Interface Board	BKM-V11	BKM-B12		
Network Board	Not applicable	BKM-B30NW	Not applicable	
Speaker	SS-SP20B	SS-X42B (horizontal) SSX-42 (vertical)	SS-SP10A	
Table Stand	SU-42B		SU-P50C	
Wall Mount Bracket	MB-42B		MB-50	

Sony address/contact details/dealer stamp

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