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New standard in imaging technology for medical applications



TORONTO, ON, September 29th, 2011: – Sony’s PVM-2551MD is the first OLED monitor for medical applications on the market. The 24.5” screen’s high contrast and excellent colour reproduction enable the PVM-2551MD to reproduce the smallest details true to life and to support more exact diagnosis in critical cases. The PVM-2551MD medical monitor enables clinical users to utilize the many benefits of OLED technology for the first time.

“The PVM-2551MD is the current culmination of professional display technology for medical applications and outperforms any other monitor in the market. This is particularly the case when used in applications such as tissue differentiation that require maximum resolution and precision in image reproduction,” said Rick Perkins, Marketing Manager, Professional Monitors. “This model is characterized by a combination of high image quality, exact colour accuracy, and excellent reliability.”

Sony developed this monitor particularly for applications such as flexible and rigid endoscopy and surgical microscopy. The high resolution, improved contrast (compared to LCD) and exact colour reproduction are intended to help medical personnel to arrive at swifter and more accurate diagnoses. In combination with modern HD endoscopy cameras, users can recognize the smallest details, such as in screening for early indications of cancer, in detecting flat lesions, or in differentiating tumours.

The new OLED monitor incorporates the revolutionary TRIMASTER EL technology (EL standing for electroluminescence). This technology maximizes the performance of professional flat-screen displays, at the same time improving the consistency and quality of colour reproduction.

The PVM-2551MD achieves an outstanding image performance, a wide colour scale and an extremely good black level. The monitor has a resolution of (1,920 x 1,080 pixels) with 10-bit signal processing for accurate colour management. It supports several colour standards and delivers optimal colour reproduction in natural colour shades.

Further performance features of the PVM-2551MD are an optional 3G HD-SDI input, user-defined storage, chroma phase control and flexible display modes. The monitor is housed in a lightweight white casing that is suitable for the requirements of a medical environment.

The PVM-2551MD is available with five different gamma curves: DICOM, 1.8, 2.0, 2.2, and 2.6 (2.2 being the gamma setting of a conventional cathode ray tube monitor). The user is thereby able, subject to the image source, to select the most suitable characteristic curve for the purpose.

The PVM-2551MD will be available at the end of November 2011.

-30-

About The Professional Solutions Group

The Professional Solutions Group is a division of Sony of Canada Ltd., headquartered in Toronto, Ontario. PSG Group markets and supports Sony's full range of broadcast, professional video and audio equipment, including high definition video, interactive and security applications for the broadcast, production, business, industry, government, medical and education sectors through a network of authorized systems integrators.

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Sony is one of the most comprehensive entertainment companies in the world with a portfolio that includes electronics, music, movies, games and online businesses. With headquarters in Toronto, sales offices in Vancouver and Montreal and distribution centres in Coquitlam, British Columbia, and Whitby, Ontario, approximately 1,000 employees support a network of more than 500 authorized dealers and 52 Sony retail locations across Canada.

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