SONY

FWD-40LX2F

40 inch W-XGA LCD Display (HD Ready)
Designed for heavy duty operations in public places.

Enthral your guests with Sony quality picture performance

The FWD40LX2 is specifically designed for heavy duty operations in public places. Its stylish, yet robust design, combined with high quality picture performance, make the FWD40LX2 an ideal product for digital signage at public places. Typical installations are Point-of-Information (POI), such as presenting timetables in airports and train stations, or Point-of-Sale (POS) with advertising and product promotions in retail outlets.

An ultra wide viewing angle of 178 degrees, industry-leading contrast ratio of 1300:1 and high brightness of 500 cd/m2, mean you can be sure of catching the attention of any passers-by.

This display is also fully compatible with our entry-level Digital Signage Option Board (BKM-FW50), which neatly fits inside an internal option slot - providing an elegant all-in-one solution that avoids the clutter and hassle of wiring in an external play-out device.

Features

Fine Tuning Colour like never before

This new feature, introduced with the LX2 range, means you can fine tune independent colours (Red, Green, Blue and Yellow) to exactly match your requirements - this is particularly useful where you wish to ensure a precise match with your company or brand logos, for example.

Built-in audio amplifier and optional speakers

For the typical dynamic signage application at Point-of-Sales the FWD-40LX2 is equipped with an audio amplifier for clear and powerful audio

reproduction with enhanced modes such as Surround, Bass, Treble and Balance. The optional SSSP40FW speaker set delivers great sound and features the same stylish design as the screen itself and high quality sound adopting BBE and SRSWOW technology is another attraction. Manufactured under license from BBE Sound, Inc.

60,000 hour panel life

The lifespan of the panel is approximately 60000 hours, which is equivalent to almost seven years of continuous operation 24 hours per day 7 days a week!

Picture-and-Picture (PaP)

PaP allows you to watch two input sources at the same time with the two sources displayed side by side. As a new feature of the LX2 range, three patterns are available; equal image size and a choice or making the left or right image larger.

Easy multi-display setup with new 'Window' option

To set-up a Video Wall Multi Display, simply select your wall configuration (2x2, 3x3 or 4x4) and then select the position of the screen within the grid. Couldn't be easier! In addition, you now have the choice of 'Tile' option which simply splits the image to suit your grid format, or a 'Window' option which removes those part of the image which would be obscured by the panel bezel - creating the impression of looking through a window!

Control Panel Lock

Disable the display's control panel (including the power button) to prevent unauthorised persons from changing the display's settings. This feature is accessed via the supplied remote control (RM-980) and On-Screen Display.

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Special Hotel Menu

Hotel dedicated controls such as volume limitation are available via a dedicated menu which is only accessible via a special command function.

On/Off timer

Power on/off time can be programmed as hh:mm per day as well as specific day(s) of the week

Self-diagnosis alarm

To ensure timely maintenance, a self-diagnosis alarm can be sent via the RS232C port or simply on the status menu.

Picture Settings Memory

Up to 20 custom picture settings can be created and stored, with the On-Screen Display allowing precise adjustments of the signal sampling. This is in addition to built-in settings for common computer signals, video and HDTV signals.

Benefits

Brilliant picture quality catches people's attention

Incredibly bright, clear images are made possible by a superb 13,000:1 contrast ratio, a very high brightness panel (500 cd/m2) and an anti-reflection glass coating which reduces reflections.

HD Ready helps future proof your investment

A native WXGA (1366 x 768) resolution and 16.77 million displayable colours brings out the sharpness of High Definition content, while unique WEGA Engine signal processing also means the FWD-40LX2 will bring out the best of any source content from standard definition PAL TV up to

UXGA PC content. The display can also be used in portrait or landscape orientation.

Stylish, practical Sony design

Reinforce your messaging with Sony Industrial Design, which not only ensures pleasing aesthetics for the display itself, but provides practical benefits such as elegantly hiding all your A/V and PC cabling. A transparent acrylic layer helps protects the bezel against scratching during intensive use. Attention to detail counts - you can even choose whether or not the integrated Sony logo is illuminated or not.

Expandability

LX2 Series displays come with dual HDMI inputs and the BKM-FW10 board is supplied as standard to support composite video, S-Video and audio input right out of the box, but you can adapt the FWD-40LX2 to suit your specific requirements with alternate Sony plug-in boards for Network Management, Digital Signage and additional A/V inputs.

Digital Signage made easy

Avoid the clutter of connecting up a DVD player or PC - our entry-level BKM-FW50 Digital Signage board plugs into an internal expansion slot and will run your promotional content off a Compact Flash card. It's ideal for small to medium-sized applications - please visit our BKM-FW50 product page for more information.

Control your display remotely

By installing the Remote Management board (BKM-FW32), you can remotely control the FWD40LX2 via IP network, wherever you are. Switch on/off, change inputs, adjusting volume are just some of the useful features. You can even setup an e-mail address where an alert message will be sent in case a problem is detected. A diagnostic report can also be obtained, so you will know exactly what the problem is remotely - including the location of the monitor.

Technical Specifications

Panel	40"
Panel size	40″
Maximum resolution	1366 x 768
Luminance	500 cd/m2
Contrast (dark room)	1300:1
Viewing angle (H/V)	178º/178º
Pixel size (HxV)	0.648x0.648 mm
Colours (millions)	16.77

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Display area (HxV)	885x498 mm
Panel life (hours)	60000

Input connectors

PC	HD15, HDMI (x 2)
Video	Video/S video, HDMI (x 2)
Audio	RCA (L/R)x2/ Stereo mini x 2
Control	RS232C/Control-S

Output connectors

Video	Video/S video
Speaker	L/R
Audio	RCA x 2 (L/R)
Control	Control-S

PC input

Frequency (H/V)	15-110kHz/48-120Hz (analogue) 31.5-75kHz/60Hz (digital)

Video signal

Video signal	NTSC/PAL/SECAM/NTSC4.43/PAL-M/ PAL60/PAL-N

Audio output

Audio output	2x7 W (SRS WOW/BBE DIGITAL*3)

Power

Requirements	AC100-240V, 50/60Hz
Consumption	200 W (typical)

Dimensions (WxHxD) (mm)

Non-Crystal Version (F)	approx. 25 kg
Crystal Version (X)	994 x 597 x 125
Non-Crystal Version (F)	988 x 591 x 125
Crystal Version (X)	approx.26 kg

Optional slots

Optional slots	2

Display options

Picture and Picture (PAP)	3 patterns
Multi-display setup	Yes

Supplied Accessories

Warranty card	
Batteries	
Remote controller	RM-FW001
Cable holder	4
BNC/RCA conversion adaptor	
Component video HD15/RCA cable	
Instruction manual	
Power cable	