



“According to research carried out by an in-store marketing research company in the United States, the use of flat panel display monitors contributed, in certain retail stores, to an increased revenue of up to 37.4% compared to similar outlets not using the screens”.

Selfridges UK - A prestigious department store promoting latest in-store information.

PFM series monitors use Plasma Display Panel (PDP) technology for the very best in image quality, performance and reliability.

High resolution flat panel range.

Compact, lightweight design delivers large, bright, vibrant images in slim, space-saving format.

Superb colours, high brightness, high contrast, with even reproduction right across the picture area from edge to edge.

Outstanding reproduction of Video sources thanks to Sony I/P conversion technology.

Wide 160° viewing angle for maximum audience visibility in any application.

Anti-reflection coating on glass panel reduces ambient light reflection for clearer pictures still.

Increased resistance to interference from external electromagnetic fields assures drift-free colour uniformity and dependable performance.



features

- **Digital signal processing**
The entire PFM line-up is equipped with the latest technologies in Digital Signal Processing from Sony. These technologies deliver a set of clearly visible benefits, such as: perfect video quality characterised by crisp, vivid and highly detailed pictures from any computer or video source; a picture free from any distortion, and the assurance that whatever input signals you decide to use on your flat panel display monitor, the entire panel will always be used.
- **Extremely slim, lightweight design:** Slim and light enough to hang on a wall, or virtually wherever you want, in landscape or portrait mode.
- **Big, beautiful pictures:** Sony flat panel display monitor technology assures accurate colour reproduction images with high brightness and excellent contrast. Pictures stand out clearly even in daylight or with high ambient illumination.
- **Low-reflection screen:** improves subjective image quality even in brightly lit retail environments or important information systems where a clear, unambiguous message is vital.
- **High image resolution:** High resolution screen delivers crisper, clearer presentations. Smaller text can be read more clearly in information displays.
- **Selectable aspect ratio:** This widescreen 16:9 monitor can display pictures in virtually any aspect ratio with a choice of wide zoom, letterbox zoom or standard 4:3 modes. (32C1 also has Full and Subtitle selection).
- **Versatile connections:** With the optional Video Input Board, a wide range of inputs handle just about any source format with ease – from computers and television tuners to video recorders and DVD players – allowing quick, fuss-free connection with a wide range of sources. Accepts computer signals up to UXGA resolution; RGB/component; composite/S-video; television signals in all international standards including HDTV and DTV.
- **Network ready (models PFM-42B2 and PFM-50C1 only):** The optional Network Adaptor BKM-B30NW has a 10Base-T/100Base-TX Ethernet interface and PC Card slot to provide network connection for the PFM-42B2 and PFM-50C1. Wired or wireless, both monitors can be connected to an expanding world of visual networked communications.
- **Versatile mounting options:** Cabinet mounts vertically or horizontally (portrait or landscape formats) for greater installation flexibility – chose orientation to suit presentation and environment.
- **Attractive modern styling:** The sleek silver cabinet adds an exciting design note in any retail or point of information environment to add impact to your message.
- **Size control:** Image size can be adjusted vertically and horizontally.
- **Shift Control 32C1/50C1:** The centre of the picture can be adjusted both vertically and horizontally.
- **Picture zoom:** close-ups of a selected image area can show greater detail in a presentation to add extra impact.
- **Precise Colour Temperature Adjustment:** Up to six colour temperature settings can be stored and named for convenient recall – ensuring true, accurate colour pictures under any lighting conditions.
- **Dot Phase Adjustment:** Optimises scan converter sampling phase according to selected input signal. Automatic fine adjustment of the incoming signal increases picture crispness and overall quality.
- **Memory Save/Load:** Store and recall up to 20 individual picture settings for quick, fuss-free set-up in any environment or application.
- **Versatile Remote Control capabilities:** Control monitor functions either via supplied remote controller or via RS-232C.
- **Easy Maintenance Access:** Self-diagnosis alarm via status menu, service code indicator or RS-232C port.
- **Six language on screen display:** For quick, simple set-up in English, French, German, Italian, Spanish and Japanese.
- **Saver:** Choice of Picture Orbiting and Picture Inversion modes.
- **24 hour On/Off Timer**
- **Wide Range Power Supply:** Accepts AC 100-240V for mains operation anywhere in the world.

PrimeSupport

The PFM series comes with a 2 year PrimeSupport after sales programme that's unique to Sony. PrimeSupport ensures total peace of mind while using your Sony plasma monitor, bringing you these valuable benefits:

- Original manufacturer repairs, giving you the quality of customer service and repair you've come to expect from Sony
- Planned cost of ownership, with all parts and labour costs being included for 2 years

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

If you require additional services or support for longer periods, upgrades to the above services can be arranged through your local Sony Sales Representative.

Get better connected

Operational flexibility is vital when selecting a professional plasma monitor. The PFM series offers a choice of input connectors that allows quick, simple set-up and operation with virtually any audiovisual source. All PFM monitors can display RGB/component, HDTV, DTV and computer signals up to UXGA resolution. Composite and S-video (Y/C) signals can also be displayed with the addition of the optional BKM-B10 input adaptor. All signals are reproduced with superb quality thanks to a high-performance scan converter that samples each input source pixel to deliver high quality pixel-by-pixel image reproduction with enhanced clarity and detailing... whatever the subject material.

Specifications

	PFM-32C1E	PFM-42B2E	PFM-50C1E (tentative)
PANEL	Resolution	852 x 1024 pixels	1024 x 1024 pixels
	Pixel Pitch	0.84 x 0.39 mm	0.90 x 0.51 mm
	ACTIVE AREA (W/H)	715.7 x 399.4 mm	921 x 522 mm
	Viewable Area (measured diagonally)	32-inch / 820 mm	42-inch / 1058 mm
	DRIVER	8-bit RGB	
	COLOURS	16.8 million colours simultaneously	
COLOUR SYSTEM	PAL / SECAM / NTSC 4.43 / NTSC 3.58 / PAL-M / PAL 60		
SAMPLING RATE	13.5 to 140 MHz		
INPUT 1/INPUT 2	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	
	SYNC	H/C: 1.0 to 5 V p-p, High impedance V: 1.0 to 5 V p-p, High impedance	
	Composite Video as Sync for RGB (SCART)	Yes	No
	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)	
VIDEO COMPOSITE IN	BKM-B10 option board required		
	Composite Y/C IN	BNC, 1.0 V p-p +/- 2 dB, sync negative, 75 Ohm 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	No	Stereo mini Jack 3.5mm, 500 mVrms
	SPEAKER OUT	2 x 7W (L/R) 6 Ohm	No
	CONTROL - S	IN/OUT	
	REMOTE (RS232C)	D-sub 9-pin	D-sub 9-pin
GENERAL			
	Power Requirements	AC 100 to 240V, 50/60Hz, 1.6 to 3.2A	AC 100 to 240V, 50/60Hz, 1.3 to 4.5A
	Power Consumption	270W	360W
	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]	838 x 521 x 97	1033 x 631 x 83
	Mass	22 kg	29.4 kg
	approx.	1246 x 755 x 100	
	approx	40 kg	
Supplied Accessories	PFM-32C1E	PFM-42B2E	PFM-50C1E
	Remote Control	RM-971	RM-42B
	Battery	2 x type AA	2 x type AA
	Power Cable	•	•
	Cable Clips	•	•
	Operation Instruction	•	•
Optional Accessories	PFM-32C1E	PFM-42B2E	PFM-50C1E
	Video Interface Board, BKM-B10	•	•
	Component/RGB Interface Board, BKM-B12	•	•
	BKM-B30NW	not applicable	•
	Speaker	SS-S10A	SS-X42B (horizontal) SS-V42B (vertical)
	Table Stand	SU-P32C	SU-42B
	Wall Mount Bracket	MB-32	MB-42
			MB-50
PrimeSupport			
	3 year PrimeSupport (1 year upgrade)	•	•



SONY

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