

SONY®



GXD-L52H1

Public Display

Bringing a New Level of Robustness to Full HD Digital Signage - the GXD-L52H1 52" Public LCD Display

As the use of digital signage becomes more widespread, there is a growing demand for content to be delivered quickly and presented effectively in full high definition (HD).

To fulfill this demand, Sony introduces the GXD-L52H1 full HD 52"* public LCD display.

Adopting a newly developed professional 52" LCD panel, the GXD-L52H1 offers excellent picture quality in full HD (1920 x 1080) resolution.

In addition to high-quality images, the GXD-L52H1 offers a range of features and functions for operational reliability and installation flexibility. Combining an aluminum frame bezel and an LCD protection panel made of tempered glass, the GXD-L52H1 is extremely robust. It has a unique cooling system that does not use air suction, but circulates air inside the unit and then effectively dissipates all heat generated through an advanced heat sink situated at the rear of the display.

Plus, Sony's original backlight system eliminates the common problem of a complete display failure when just a single cold cathode fluorescent lamp malfunctions.

Furthermore, when used together with the VSP-NS7 Digital Signage Player, the GXD-L52H1 offers a very simple full HD digital signage system.

With all the unique features and functionality of Sony's professional public displays, the GXD-L52H1 offers dynamic and brilliant full HD digital signage in locations ranging from retail shops, enterprises, schools, and hospitals to shopping mall entrances, train stations, and factories.

* Viewable area measured diagonally



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Excellent Picture Quality in Full HD (1920 x 1080) Resolution

The GXD-L52H1 incorporates a newly developed professional full HD 52" LCD panel with a 16:9 aspect ratio.

This high-quality LCD panel offers excellent picture quality thanks to a native resolution of 1920 x 1080 and a high contrast ratio. In addition, it provides a wide viewing angle of 178 degrees, horizontally and vertically, with minimal reduction in picture contrast. Furthermore, the display achieves a high color depth using a precise 10-bit driver.

Robust Aluminum Frame Bezel

The adoption of an aluminum frame bezel makes the GXD-L52H1 extremely robust, and also provides a sophisticated appearance that will not fade away even after many years of use.

Exchangeable Protection Panel

The GXD-L52H1 is equipped with a protection panel made of tempered glass that is situated in front of the LCD panel to protect the surface from being damaged. This protection panel can be conveniently replaced* with a new one, if required, without having to dismount** the whole display unit. In addition, anti-reflection (AR) coating on the glass protection panel reduces light reflection for clear, high-contrast picture viewing.

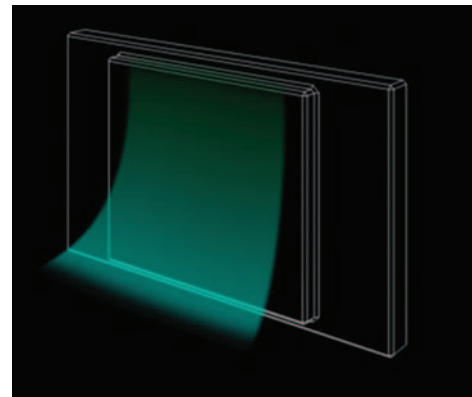
* If a protection panel does need to be replaced, please contact your nearest Sony office or authorized dealer.

** The possibility for the dismount of the whole display unit depends on the situation that the display is placed.

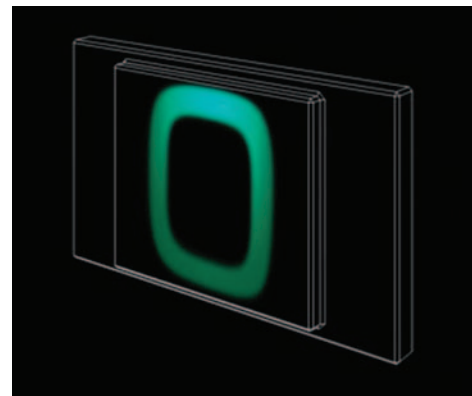
Unique Cooling System

The GXD-L52H1 adopts a unique cooling system that increases its reliability and versatility. Whereas conventional systems bring cold air in from outside to cool the unit, and then feed warm air back out, the GXD-L52H1 uses multiple fans to circulate air inside the processor unit, so that all heat generated in the unit is effectively dissipated through an advanced heat sink situated at the rear of the display. Because the unit is completely sealed from external air and there are no air intake filters to be cleaned, the life of the LCD display is greatly extended. This allows the GXD-L52H1 to be deployed in dusty environments - such as train stations, shopping mall entrances, and factories - where conventional displays can often malfunction due to a build-up of dust on their cooling fans.

This feature also opens up additional installation opportunities. For example, the GXD-L52H1 display can be tilted - something that is not possible with conventional displays, as tilting reduces the suction efficiency needed for effective cooling.



Conventional System



Sony System

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Reliable Backlight System

Conventional backlight systems comprised of multiple cold cathode fluorescent lamps (CCFL) have a weakness that the whole system stops operating, even if just one CCFL has blown out. The backlight system of the GXD-L52H1 solves this problem with an advanced CCFL control function. Even if two CCFLs have blown out, Sony's backlight system allows the GXD-L52H1 to maintain stable operation. And if such a malfunction occurs, it can be easily detected by a PC that monitors the status of the GXD-L52H1 via a network - or by a control device connected to the GXD-L52H1 via an RS-232C interface.

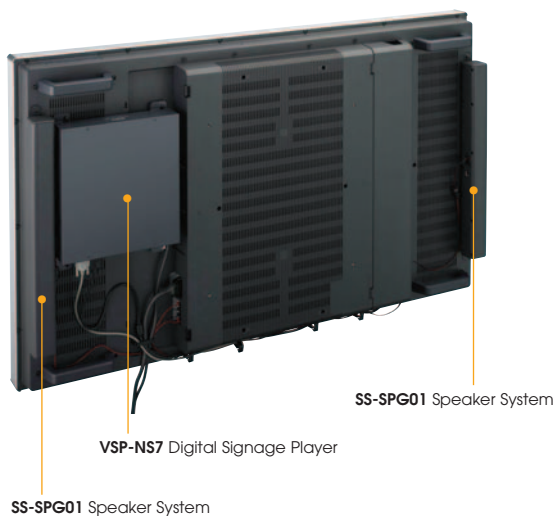
Installation Flexibility

The GXD-L52H1 can be mounted horizontally or vertically. The Sony logo can be shown on the inner frame of the GXD-L52H1 by illuminating a built-in LED. The position of the logo can be automatically selected from two positions, thanks to a built-in position sensor. This allows the logo to be properly oriented, depending on whether it is mounted horizontally or vertically.

Full HD Digital Signage with the VSP-NS7 Digital Signage Player

The VSP-NS7 Digital Signage Player can be easily attached to the rear panel of the GXD-L52H1 to form a space-saving and simple digital signage system. The VSP-NS7 supports a range of features and functions to meet various digital signage needs.

When used in combination, the VSP-NS7 and GXD-L52H1 enable dynamic and brilliant full HD digital signage.



Multiple Inputs and High-performance Scalar

The GXD-L52H1 accepts a variety of signals ranging from SDTV to HDTV, and RGB computer signals with resolutions up to WUXGA (1920 x 1200).

As standard, the GXD-L52H1 can support a range of interfaces such as RGB/component (D-sub 15-pin connector), DVI (Digital Visual Interface), and HDMI (High-definition Multimedia Interface). In addition, a range of optional input adaptors is available, providing convenient system flexibility. The BKM-FW16 accepts HD-SDI/SD-SDI signals, the BKM-FW15 supports two additional HDMI interfaces, and the BKM-FW11 accepts component and RGB signals via BNC connectors.

Furthermore, the GXD-L52H1 integrates a high-performance scalar that can provide accurate pixel-by-pixel image reproduction, offering optimum image quality whatever the signal format.

■ Preset Video Signals

Input Signal Formats	Available Interfaces				
	Composite/S-Video	Component/RGB	DVI	HDMI	HD-SDI/SD-SDI
NTSC	●	●			●
PAL	●	●			●
NTSC4.43	●	●			●
PAL60	●	●			●
PAL-M	●	●			●
PAL-N	●	●			●
575/50i	●	●			●
480/60i	●	●			●
576/50P		●	●	●	●
480/60P		●	●	●	●
1080/50i		●	●	●	●
1080/60i		●	●	●	●
720/50P		●	●	●	●
720/60P		●	●	●	●
1080/50P		●		●	
1080/60P		●		●	
1080/24PSF		●			

■ Preset Computer Signals

Input Signal Formats (RGB)	fH (kHz)	fV (Hz)	Resolution (Active Pixels)
VGA-1 (VGA 350)	31.5	70	640 x 350
640 x 480 @60Hz (VESA STD)	31.5	60	640 x 480
Mac 13"	35.0	67	640 x 480
VGA (VGA TEXT)	31.5	70	720 x 400
800 x 600 @60Hz (VESA STD)	37.9	60	800 x 600
Mac 16"	49.7	75	832 x 624
1024 x 768 @60Hz (VESA STD)	48.4	60	1024 x 768
1024 x 768 @75Hz (VESA STD)	60.0	75	1024 x 768
1024 x 768 @85Hz (VESA STD)	68.7	85	1024 x 768
1152 x 864 @75Hz (VESA STD)	67.5	75	1152 x 864
Mac 21"	68.7	75	1152 x 870
1280 x 960 @60Hz (VESA STD)	60.0	60	1280 x 960
1280 x 1024 @60Hz (VESA STD)	64.0	60	1280 x 1024
1600 x 1200 @60Hz (VESA STD)	75.0	60	1600 x 1200
1920 x 1200 @60Hz (VESA, Reduced Blanking)	74.0	60	1920 x 1200
800 x 600 @60Hz (CVT)	37.4	60	800 x 600
848 x 480 @60Hz (CVT)	29.8	60	848 x 480
848 x 480 @75Hz (CVT)	37.7	75	848 x 480
848 x 480 @85Hz (CVT)	43.0	85	848 x 480
1280 x 720 @60Hz (CVT)	44.8	60	1280 x 720
1280 x 768 @60Hz (CVT)	47.8	60	1280 x 768
1280 x 768 @75Hz (CVT)	60.3	75	1280 x 768
1280 x 960 @60Hz (CVT)	59.7	60	1280 x 960
1360 x 768 @60Hz (CVT)	47.7	60	1360 x 768
1024 x 768 @60Hz (CVT)	47.8	60	1024 x 768
1280 x 1024 @60Hz (CVT)	63.7	60	1280 x 1024
1400 x 1050 @60Hz (CVT)	65.3	60	1400 x 1050
1600 x 1200 @60Hz (CVT)	74.5	60	1600 x 1200
1920 x 1080 @60Hz (CVT, Reduced Blanking)	66.6	60	1920 x 1080



Multi-display Function

The multi-display function can present one dynamic large-screen image by combining up to 16 GXD-L52H1 display units. There are two display modes to choose from:

Window Mode

When making one large image using multiple displays in this mode, each display unit calculates the image part that is hidden by its frame bezel, and then displays each segmented portion of the image. As a result, the one large image looks to be partially masked with multiple frame bezels.

Tile Mode

When making one large image using multiple displays in this mode, each display unit does not calculate the image part that is hidden by its frame bezel, but rather displays each segmented portion of the image, as it is. As a result, the one large image looks to be split by multiple frame bezels.

FEATURES

Simultaneous Display of Two Separate Pictures

The GXD-L52H1 can simultaneously display two pictures that are originated from separate sources.

Picture and Picture Function

This function allows the pictures from separate sources to be displayed side by side.

Each picture is variable in size.



Picture in Picture Function

This function allows the picture from a secondary source to be displayed within the main picture.

The secondary picture is variable in size and position.



Signal Combinations

		VIDEO		HD 15		DVI	HDMI	OPTION			
		S-Video	Composite	RGB	Component			RGB	Component	HDMI	HD-SDI/SD-SDI
VIDEO	S-Video			●	●	●	●	●	●	●	●
	Composite			●	●	●	●	●	●	●	●
HD 15	RGB	●	●			●	●	●	●	●	●
	Component	●	●			●	●	●		●	●
DVI		●	●	●	●			●	●		
HDMI		●	●	●	●			●	●		

Conference Mode

The GXD-L52H1 allows operators to select a conference mode in the picture mode menu that is suitable mainly for videoconferencing. This mode highlights the facial expressions of videoconference participants more clearly by reducing the green ingredient of office fluorescent lights for more natural color reproduction.

Remote Display Setting and Monitoring via Network

The display settings of the GXD-L52H1, such as power ON/OFF and selection of input signals, can be controlled remotely via a network. In addition, the display status, including these settings, can be monitored remotely via a network.

OPTIONAL ACCESSORIES



BKM-FW11
Component/RGB Input Adaptor
•Component/RGB In (BNC x5)
•Audio In (Stereo mini jack x1)



BKM-FW15
HDMI Input Adaptor
•HDMI x2



BKM-FW16
HD-SDI Input Adaptor
•HD-SDI/SD-SDI In x1
•HD-SDI/SD-SDI Out x1



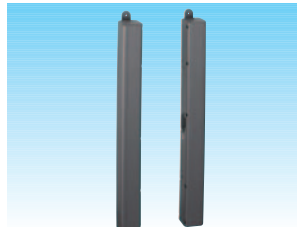
BKM-FW21
Monitor Control Adaptor
•RS-232C (D-sub 9 pin) x1
•Control-S In/Out (Mini jack x2)



VSP-NS7
Digital Signage Player



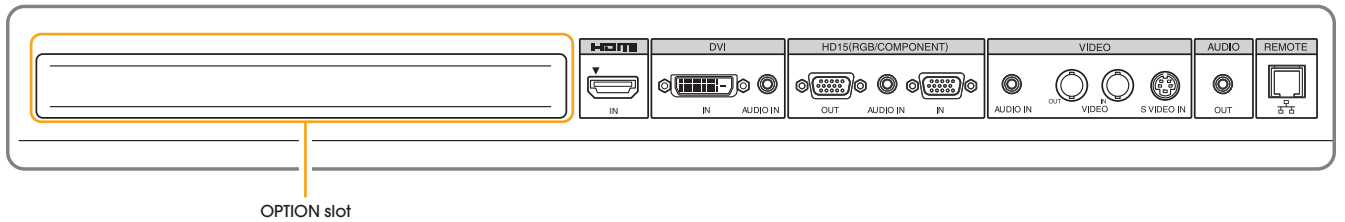
BKM-FW50
Streaming Receiver Adaptor



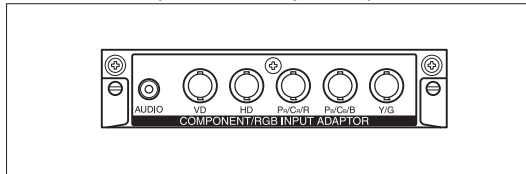
SS-SPG01
Speaker System

CONNECTORS

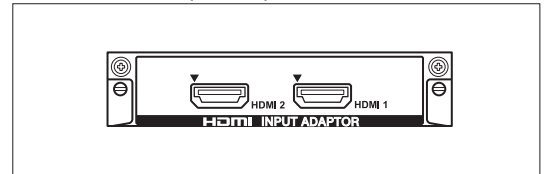
GXD-L52H1 Connector Panel



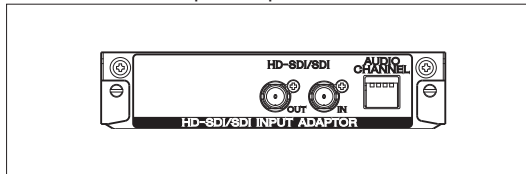
BKM-FW11 Component/RGB Input Adaptor



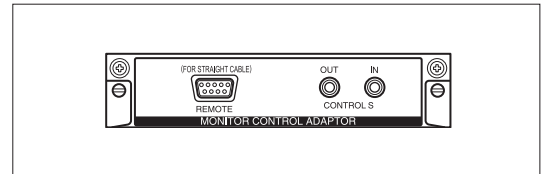
BKM-FW15 HDMI Input Adaptor



BKM-FW16 HD-SDI Input Adaptor



BKM-FW21 Monitor Control Adaptor



SPECIFICATIONS

GXD-L52H1

Picture Performance

Panel	Resolution (H/V)	1920 x 1080 pixels, Full HD
	Pixel pitch	1/40 x 1/40 inches (0.6 x 0.6 mm)
	Picture size (H/V)	45 1/2 x 25 5/8 inches (1,152 x 648 mm)
	Panel size (diagonal)	1,322 mm (52-inch)*
	Panel drive	RGB 10 bit
	Type	α-Si TFT Active Matrix LCD
Acceptable signals		Refer to "Preset Video Signals" and "Preset Computer Signals"
Color system		NTSC / PAL / PAL-M / PAL-N / NTSC4.43 / PAL60
Sampling rate		13.5 to 140 MHz

Input and Output

REMOTE	Network port	10BASE-T/100BASE-TX
AUDIO	Audio out	Stereo mini jack (x1), 500 mV rms, high impedance
VIDEO	S-Video in	Mini DIN 4-pin (x1)
		Y: 1.0 Vp-p ±2 dB, sync negative, 75 Ω terminated
		C: 0.286 (NTSC)/ 0.3 (PAL) Vp-p ±2 dB, sync negative, 75 Ω terminated
	Video in/out	BNC (x2), composite video, 1.0 Vp-p ±2 dB, sync negative, 75 Ω, loop-through (automatic termination)
	Audio in	Stereo mini jack (x1), 500 mV rms, high impedance
HD15 (RGB/COMPONENT)	Video in/out	D-sub 15-pin (female, x2)
	Audio in	Stereo mini jack (x1), 500 mV rms, high impedance
DVI	DVI in	DVI Specification Rev. 1.0 compliant
	Audio in	Stereo mini jack (x1), 500 mV rms, high impedance
HDMI	HDMI in	HDMI (1.080p, Deep Color)
SPEAKER	Speaker out (L/R)	7W + 7W, 6Ω

General

Power requirements	AC 100 to 240 V, 50 / 60 Hz
Power consumption	380 W (typical) / 460 W (maximum)
Operating temperature	32 to 95 °F (0 to 35 °C)
Storage temperature	14 to 104 °F (-10 to 40 °C)
Humidity	20 to 90%, no condensation
Dimensions (W/H/D)	Approx. 50 5/8 x 30 1/8 x 6 inches (1,281 x 764 x 152 mm) (excluding protruding parts)
Weight	Approx. 143.3 lb (65 kg)

Supplied Accessories

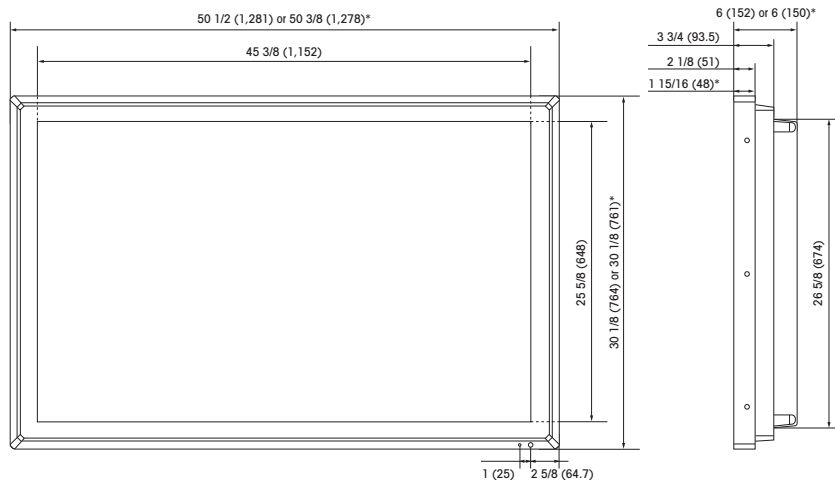
AC power cord (1), AC plug holder (2), Cable holder (8), Remote Commander RM-FW002 (1), Size AA (R6) batteries (2), Operating instructions (1)

Regulation Compliance

UL1950, CSA No.950 (c-UL), CE LVD (EN60950), Den-anho, FCC Class-B, IC Class-B, VCCI Class-B, CE EMC (EN55022 Class-B, EN55024, EN61000-3-2, EN61000-3-3), C-Tick, JEITA, IP30

* Viewable area measured diagonally.

Dimensions



Unit: inches (mm)
*Excluding corner protection covers

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