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Sony Unveils 4K Ultra-Short Throw B2B Laser Light Source Projector

PARK RIDGE, N.J., June 11, 2014 – Sony is combining the best of its projector technologies – 4K, laser light source and ultra-short throw capabilities – into a new model, VPL-GTZ1, designed for a range of B2B and commercial applications including museums, design simulation, fashion, oil and gas, simulation and training, corporate, education and video wall applications.

Using the technology presented at CES 2014, the VPL-GTZ1's imaging technology combines Sony's proven 4K SXRD™ with a laser phosphor light source. The result is 2,000 lumens color brightness, superb picture quality. The new projector can throw high-resolution images up to approximately 147 inches diagonal and zoom down to 66 inches*, achieved by respective 7inch and zero inch distances** from screen, across onto a whiteboard, or any white plane surface. The ultra-short throw allows presenters to stand closer to the screen and

also check details of the 4K image at a closer distance without shading off the image.

Its stylish, “blend-in” design fits nearly any room décor and installation environment, and a low fan noise ensures quiet operation that won’t disrupt presentations. The new model’s flexible installation and operation allow it to be floor-standing, ceiling-mounted or used for rear projection.

Users can blend*** multiple projectors, and a quick on/off feature is convenient for busy meeting spaces.

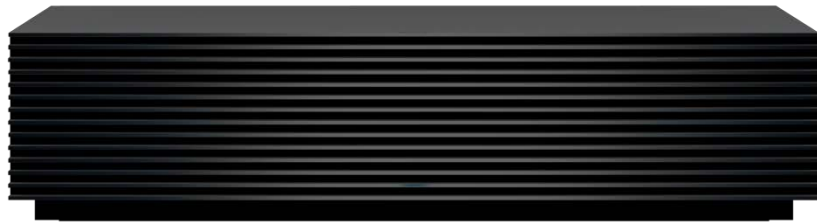
Like Sony’s other laser light source projectors, the VPL-GTZ1 can deliver an expected 20,000 hours of maintenance-free operation without the need for a lamp exchange, translating to a substantial savings in time and money, and reducing the costs normally associated with bulb replacement. This also means staff can avoid the risk of climbing scaffolding and ladders to perform maintenance on lamps and filters.

The new VPL-GTZ1 projector is planned to be available in the fall.

* When projecting in 17:9 format.

** Measurement from screen to edge of width the product.

*** Blending require 3rd party software.



※This picture is an image of a product and it is not the final design