

Press Release

Sony Delivers Fully Immersive Home Cinematic Experience with New 4K Home Cinema Projector VPL-VW500ES

Experience the beauty of high quality big screen cinematic visuals in the comfort of the home



- 4K SXRD panels produce DCI-based 4096 x 2160 resolutions
- Latest HDMI 2.0 standard for 4K/60P (YUV 420 only) content
- 1,700 ANSI-lumen brightness
- 200,000:1 contrast ratio
- Super Resolution 4K Reality Creation Upscaler
- TRILUMINOS™ Display technology reproduces rich, vivid colours

Hong Kong, November 8, 2013 – Sony today announced the launch of the VPL-VW500ES, the latest addition to its line of 4K home cinema projectors which is set to revolutionise the way customers enjoy movies at home by bringing the full immersive cinematic experience to the comfort of the home.

Building upon the success of Sony's VPL-VW1000ES 4K projector, which was the world's first 4K projector, the latest VPL-VW500ES will continue to deliver true 4K experience and quality to home users through the power of its 4K SXRD panels which are capable of producing DCI-based 4096 x 2160 resolutions. The VPL-VW500ES is also equipped with the latest HDMI 2.0 standard to accommodate 4K/60P (YUV 420 only) content, which enables fast action movie sequences to appear smoother without any electronic enhancement of the pixels.

Most importantly, home users are also able to enjoy close-to 4K picture quality with their current collection of Blu-ray discs in Full HD, made possible by the projector's Super Resolution 4K Reality Creation Upscaler. The VPL-VW500ES also possesses a 4K upscaling algorithm that has been exclusively designed for "Mastered in 4K" Blu-ray discs from Sony Pictures Entertainment, enabling home viewers of these Blu-ray discs to enjoy close-to 4K images.

Picture quality is everything when it comes to viewing pleasure, and the VPL-VW500ES does not disappoint with its 1,700 ANSI-lumen brightness, 200,000:1 contrast ratio and TRILUMINOS™ Display technology. With TRILUMINOS™ Display technology, the projector is able to reproduce rich colours and home viewers may also use the on-board manual colour correction tool to customise the hue, saturation and brightness of the picture according to their preferences. Motionflow picture technology also works to deliver clearer, less blurry images when watching fast-paced, cinematic action.

With any home projector set up, home users are typically concerned with the amount of rear space required for a projector installation. This concern has been addressed with the front air exhaust cooling system of the VPL-VW500ES, which allows home users to maximise the throw distance for a larger projected image without worrying about rear space limitations. Its 2.06 zoom powered lens with a wide shift range also means there is also no need for additional platform extensions in ceiling mounts for installation in rooms with high ceilings. A built-in RF transmitter provides further installation flexibility with a strong wireless signal for wider coverage.

Sony 4K Home Cinema Projector VPL-VW500ES is now available at HK\$85,800.

For customer enquiries, please contact Sony hotline service at (852) 2345-2966.

About Hong Kong Marketing Company

Hong Kong Marketing Company (HKMC), a division of Sony Corporation of Hong Kong Limited, provides sales, marketing and after sales services for Sony's consumer electronics products as well as broadcast and professional products in Hong Kong and Macau. For more information on Sony's products and services, please visit its web site on www.sony.com.hk.

About make.believe

"make.believe" (make dot believe) is a Group-wide brand message that unites Sony's communications initiatives across electronics, games, movies, music, mobile phones and network services. "make.believe" symbolizes the spirit of Sony – the power of creativity, the ability to turn ideas into reality and the belief that anything you can imagine, you can make real.

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Product specifications of Sony 4K Home Cinema Projector VPL-VW500ES:

Model	VPL-VW500ES
Display system	SXRD panel, projection system
Display device	Size of effective display area: 0.74" x 3
Number of pixels	26,542,080 (4096 x 2160 x 3) pixels
Projection lens	Focus: Powered Zoom: Powered (Approx. x2.06) Lens shift: Powered Vertical: +85% -80% Horizontal: +/-31% Throw Ratio: 1.38:1 to 2.83:1
Light source	High-pressure mercury lamp, 265 W type
Recommended lamp replacement time ^{*1}	---
Filter replacement cycle (Max.)	Same time as the lamp replacement is recommended
Screen size	60" to 300" (1,524 mm to 7,620 mm)
Light output	1700 lm (Lamp mode: High) ^{*2}
Colour light output	1700 lm (Lamp mode: High) ^{*2}
Contrast ratio	200,000:1 (Dynamic Contrast)
Displayable scanning frequency	Horizontal: 19 kHz to 72 kHz Vertical: 48 Hz to 92 Hz
Display resolution	Computer signal input: Maximum display resolution: 1920 x 1080 dots (HDMI Input only) Video signal input 480/60p, 576/50p, 720/60p, 720/50p, 1080/60i, 1080/50i, 1080/60p, 1080/50p, 1080/24p, 3840 x 2160/24p, 3840 x 2160/25p, 3840 x 2160/30p, 3840 x 2160/50p, 3840 x 2160/60p, 4096 x 2160/24p, 4096 x 2160/25p, 4096 x 2160/30p, 4096 x 2160/50p, 4096 x 2160/60p
INPUT OUTPUT (Computer / Video / Control)	HDMI1 / HDMI2: Digital (RGB/Y Pb/Cb Pr/Cr) Trigger1 / Trigger2: Minijack, DC 12 V Max. 100 mA Remote: RS-232C, D-sub 9-pin (female)

	LAN: RJ45, 10Base-T/100BASE-TX IR IN: Mini Jack
Operating temperature / Operating humidity	5°C to 35°C (41°F to 95°F) / 35% to 85% (no condensation)
Storage temperature /Storage humidity	-20°C to +60°C (-4°F to +140°F) / 10% to 90% (no condensation)
Power requirements	AC 100 V to 240 V, 4.0 A to 2.0 A, 50/60Hz
Power consumption	AC 100 V to 120 V: Max. 375 W AC 220 V to 240 V: Max. 375 W
Standby mode power consumption	AC 100 V to 120 V: 0.5 W (when “Remote Start” is set to “Off”) AC 220 V to 240 V: 7 W (when “Remote Start” is set to “On”)
Dimensions (W x H x D) (without protrusions)	495.6 x 195.3 x 463.6 mm 19 1/2 x 7 11/16 x 18 1/4 inches
Mass	Approx. 14 kg / 31 lb
Supplied accessories	RM-PJ24 Remote Commander (1), Size AA (R6) Manganese Batteries (2), Lens Cap (1), AC Power Cord (1), Operating Instructions (CD-ROM) (1), Quick Reference Manual (1)

*1 The figures are expected maintenance time and not guaranteed. They will depends on the environment or how the projector is used.

*2 The values are estimates.