

SONY DEBUTS TWO 1080p SXRD FRONT HOME THEATER PROJECTORS
DENVER, Sept. 5, 2007 (Booth #600) – Integrating technology from the original, ultra-premium QUALIA® 004 SXRD® front home theater projector first introduced in 2004, Sony Electronics today unveiled two full high-definition 1080p BRAVIA® projectors (models VPL-VW200 and VPL-VW60) that offer the ultimate in cinema-like performance for the home theater.

The new 1920 x 1080 progressive Silicon X-tal Reflective Display (SXRD) projectors feature 24p True Cinema technology that, when paired with high-definition components like Sony's BDP-S2000ES Blu-ray Disc™ player, displays movies more like they are intended by their directors with smooth, film-like images.

“As the front projector home theater market grows, our commitment is to deliver high-quality, feature-rich equipment at all performance levels,” said Jeff Goldstein, vice president of television and projector marketing for Sony Electronics. “Features like high frame rate, 24p True Cinema, exceptional contrast and brightness raise the stakes and bring consumers closer to a true movie theater experience in the home.”

The VPL-VW200 and VPL-VW60 models feature newly designed SXRD panels with wire grid polarizers and high contrast plates that more than double the previous native contrast ratio. When combined with Sony's Advanced Iris technology, the panels help to deliver a stunning 35,000:1 dynamic contrast ratio. The VPL-VW60 model also features improved brightness of 1,000lm.

Both projectors can accept an external anamorphic lens (sold separately) that, when paired with Sony's Anamorphic zoom mode, allows users to watch movies in their native aspect ratio of 2.35:1. Specifically designed with the custom installation market in mind, the

projectors are also equipped with a panel alignment adjustment function that aligns each red, green and blue pixel for precise images.

The VPL-VW200 projector also has new high frame rate SXRD (120 FPS) panels and offers three motion compensation modes. These enable users to adapt performance based on content for the best possible motion reproduction and picture quality with moving images. The model also features a Carl Zeiss® Vario-Tessar lens optimized for SXRD, supports x.v.Color™ technology via HDMI™, and adds a high output pure Xenon lamp that maintains the ideal color temperature characteristics of red, green and blue for accurate color display. Additionally, the unit is equipped with an Ethernet input allowing for set up and control of the projector from a PC through the Internet.

The new VPL-VW200 and VPL-VW60 models feature all-digital video signal processing via the BRAVIA Engine™ with its unique algorithms for noise reduction and color enhancement to deliver sharp, vibrant images.

The projectors also feature advanced cooling structures that produce a low fan noise of 22dB. They have 1.8x powered lens zoom, in addition to adjustable lens shift and blanking for flexible home theater installation.

The VPL-VW200 projector will be available in October for about \$15,000, while the VPL-VW60 unit will be available in September for about \$5,000. Both models will be offered at Sony Style® retail stores nationwide, as well as military base exchanges and authorized dealers around the country.