



Press Release

Weybridge, 30th August 2007

Sony Launches Award Winning VPL-VW60 BRAVIA SXRD™ Full HD Home Theatre Projector

- **EISA Award Winning ‘European Video Projector of the year 2007-2008**
- **1080 Full HD Sony SXRD™ technology yields top resolution and superb image quality**
- **Impressive 35,000:1 contrast ratio brings out every detail, ensures black is really black**



The Sony VPL-VW60 uses three new **Sony SXRD™ (Silicon X-tal Reflective Display) panels**, exceptional contrast and sophisticated image-tuning features to re-create the cinematic experience in the home. With its pin-sharp **1080p Full HD picture**, noise reduction and colour enhancement carried out by the BRAVIA Engine at its heart, the VPL-VW60 will elevate your Home Theatre setup to a new level. This degree of excellence has already been recognised – the VPL-VW60 has just won an EISA award for the best European Video Projector of the year 2007-2008. The EISA jury quoted: The VPL-VW60's features are impressive; its price is unmissable.

“The amount of Full HD content is growing fast,” says Nathalie Muijtjens, Senior Manager, TV Marketing Europe, Sony Europe. “The problem for many people is finding something that can really do justice to that level of resolution and that's easy to use in the home. From this perspective the VPL-VW60 is the ideal solution – it's compact, it has 2 HDMI™ connectors, it's easy to set up and it

like.no.other™

uses this combination of outstanding contrast and SXR[™]D to produce a genuinely cinematic viewing experience.”

One of the stand-out features of the VPL-VW60 is its impressive **35,000:1 contrast ratio**. This is achieved by a combination of new Sony SXR[™]D panels, new optical parts and the **Sony Advanced Iris 2** system, where the iris can respond automatically to the overall brightness of each scene, mimicking the human eye itself. Dark scenes are optimised to bring out details normally lost in the shadows, while bright scenes never whiten out.

The VPL-VW60 belongs to the BRAVIA family in more than just name. First, there's the digital **BRAVIA ENGINE**, carrying out the complex real-time signal processing that underpins the projector's superb image quality. Then there's **BRAVIA Theatre Sync** technology, which allows the VPL-VW60 to interoperate with other elements of your BRAVIA Home Theatre setup via its twin HDMI connections. This means instead of having to press several buttons on two or more remotes, a single press on just one will get the job done. So getting started can be as simple as pressing Play and selecting the desired video input; conversely it's just as easy to put the whole setup into Standby with another touch on the remote.

The super-efficient **200W UHP (Ultra-High Pressure) lamp** is another key feature of the VPL-VW60. The high wattage lamp delivers brightness rated at an **1000 lumens**, yielding outstanding colour reproduction and enough light for picture sizes up to 300 inches (7.6m).

Sony SXR[™]D technology was originally developed for **cinema projection systems**, so it's no accident that it works so well for Home Theatre. Sony invest in a constant improvement in SXR[™]D panel technology, ensuring new panels deliver higher contrast ratios and optimized picture quality. It delivers the full 1920 x 1080 resolution demanded by Full HD with cinematic clarity and precision thanks to its **super-fine panel micro-architecture**. 7 µm pixels spaced just 0.35 µm apart produce an image completely **free from the 'screen door' pixel grid effect** that can undermine other projection systems. Then there's the **2.5ms response time** which means ultra-smooth on-screen action no matter

what's going on. Finally, the triple SXRD™ 'one panel per colour' approach to RGB projection yields absolute precision, quite **free from colour breaking**.

Home Theatre enthusiasts in search of perfection will no doubt be drawn to the **electronic panel convergence tuning** system allowing users to get the sharpest HD picture quality by fine tuning the red, green and blue elements within 0.1 pixel.

In order to get the absolute best cinematic picture the VPL-VW60 offers **Anamorphic Zoom** function. This uses sophisticated signal processing of widescreen modes together with an optional third-party anamorphic lens to recreate the immersive 2.35:1 CinemaScope aspect ratio normally only seen in the cinema.

When it comes to compatibility, the VPL-VW60 has the sought-after ability to handle a **1080/24p input**. This means it's fully compatible with original cinematic 24 frames per second content, exactly as captured by the cine camera itself. This mode is now available from Blu-ray Disc™ players and PLAYSTATION™ 3 via an HDMI connection. The VPL-VW60 has **two HDMI inputs** to ensure there are enough to go around, particularly for more advanced HD Home Theatre setups.

To ensure that every detail is reproduced with the greatest fidelity the VPL-VW60 uses the specially developed **All Range Crisp Focus (ARC-F)** lens. As well as superlative optical qualities, the lens offers a **motorised 1.8x zoom**, so the projector can be positioned anywhere from **3m to 5.5m from the screen** when using a 100"/2.5m diagonal screen. **Motorised vertical lens shift** adds even more freedom to where the projector can be placed, making the VPL-VW60 extremely versatile and easy to set up and use.

One last thing worth noting about the VPL-VW60 is something you cannot even see, but it makes a crucial difference to the viewing experience. Thanks to a **specially designed Sony fan assembly** that runs almost noiselessly on a non-contact spindle, the projector is whisper-quiet, emitting **just 22dB** when running.

Optical		
Panel	Resolution / Pixels	Full HD 1920 x 1080 / 6,220,800 (2,073,600 x 3)
	Pixel Size / Inter-pixel spacing	7µm / 0.35µm
	Technology / Panel Size	New Sony SXR TM / 0.61-inch
	Native Contrast / Response Time	7,000:1 / 2.5 milliseconds
Lens	Type / Zoom Ratio	ARC-F (All Range Crisp Focus) / x1.8 Powered
	F / f	2.5 - 3.5 / 18.7 - 33.7
	Lens Shift	Vertical 65%, Horizontal 6.7%
Contrast Ratio	Advanced Iris 2	35,000:1
Brightness		1000 ANSI Lumen
Lamp		LMP-H200, 200W UHP
Screen Size (16:9 diagonal)		40" - 300" / 1m - 7.6m
Throw Distance		1.2m - 16.1m
Input / Output		
HDMI	19-pin connector	2 (CEC)
Component Video	3x RCA connectors	1
S-Video	Mini DIN 4-pin	1
Composite Video	RCA connector	1
Input A	HD D-sub 15-pin	1 (Analogue RGB, Component)
Trigger Out	Mini Jack	1
Remote	RS-232C: D-sub 9-pin	1 (AMX Protocol Supported)
Acceptable Video Signals	720p , 1080i, 1080p	720/60p, 720/50p, 1080/60i, 1080/50i, 1080/60p (HDMI), 1080/50p (HDMI), 1080/24p (HDMI)
General		
Body Colour		Dynamic Anthracite
Fan Noise		22dB
Power Consumption	Max / Standby Mode / Low	300W / 8W / 0.5W
Dimensions / Weight	W x H x D in mm / in kg	395 x 173.5 x 471.4 cm / 11kg
Features		
Picture Enhancement	BRAVIA ENGINE	BRAVIA ENGINE
	Dynamic Detail Enhancer (DDE)	Film (2-3 Pull-Down) / Progressive / Off
Colour Enhancement	Real Colour Processing (RCP)	YES
Contrast Enhancement	Advanced Iris 2	Auto 1 / Auto 2 / Manual / Off
Connectivity Enhancement	24p True Cinema	YES
	BRAVIA Theatre Sync	One-push Play & Shut Down
Panel Alignment Function	Area / H-V Adjustment range	Full Screen / ± 2.0 pixel in 0.1 pixel steps
Picture Mode Settings		Dynamic / Standard / Cinema / User 1 / User 2 / User 3
Wide Mode Settings		Wide Zoom / Normal / Full / Zoom / Anamorphic Zoom
Anamorphic Zoom Mode	Project a full 2.35:1 image*	YES (* When using optional anamorphic lens)
Blanking / Overscan		YES / YES
Noise Reduction	Reduce roughness or noise	High / Middle / Low / Off
Gamma Adjustment	Image Director 3 Software	via supplied CD-ROM
Accessories		
Illuminated Remote Control	Supplied	RM-PJWV60
Batteries for Remote	Supplied	2x Size AA (R6)
CD-ROM	Supplied	Image Director 3 for Gamma Adjustment
Replacement Lamp	Optional	LMP-H200, 200W UHP
Ceiling Bracket	Optional	PSS-H10
European Warranty	Supplied within EU Countries	3 Years

ENDS

For more information, please contact:

Ruth Speakman, Sony Europe

Tel: 0044 1932 816 994 / email: ruth.speakman@eu.sony.com

About Sony:

Sony manufactures audio, video, communications and information technology products for the global consumer and professional markets. With its music, pictures, game and online businesses, Sony is uniquely positioned to be one of the world's leading digital entertainment brands. Sony recorded consolidated global annual sales of EUR 55.83 billion (yen 8,296 billion) for the fiscal year ended March 31, 2007, based on an average market exchange rate for the same period of yen 148.6 to the EUR. It employs approximately 163,000 people worldwide.

In Europe, the Sony Group recorded consolidated annual sales of EUR 13.71 billion (yen 2,038 billion) for the fiscal year ended March 31, 2007. Sony Europe, headquartered at the Sony Center am Potsdamer Platz in Berlin, is responsible for the company's European electronics business and registered consolidated sales of EUR 9.12 billion for the same period.

For more information on Sony Europe, please visit <http://www.sony-europe.com> and <http://www.sony-europe.com/presscenter>.