



Press Release

Sony Unveils New Full Digital High Definition SXR D Projector for Ultimate Home Theatre Enjoyment

The Projector Creates Home Cinematic Experience with Crystal Clear Resolution, Outstanding Brightness and Unrivalled Contrast Ratio

Hong Kong, November 4, 2005 – Ushering in a new era in home theatre enjoyment, Sony Corporation of Hong Kong Limited today announced the new full digital high definition (HD) home theatre projector, the VPL-VW100. Powered by Sony’s proprietary High Definition SXR D (Silicon X-tal Reflective Display) technology, the VPL-VW100 comes with the high-definition SXR D panel to realize 1080p native panel resolution and outstanding contrast ratio of up to 15,000:1.

“Our goal is to optimize the home theater experience of our customers and this new SXR D projector is another example of how we’re accomplishing that goal,” said Mr. Kunihiko Kawakita, Division Managing Director, Hong Kong Marketing Company, Sony Corporation of Hong Kong Limited. “Combining the state-of-the-art technologies from Sony, the VPL-VW100 is one of the latest key display products of Sony’s HD world. It flawlessly displays natural skin tones and a brilliant color palette in spectacular HD resolution, while maintaining optimal brightness and the highest contrast ratio. The VPL-VW100 offers absolutely a true movie theatre experience in the comfort of the user’s own home.”

Innovative SXR D Technology Delivers Exceptional Projection Quality

The new projector is based on Sony’s SXR D (Silicon X-tal Reflective Display) panel technology to produce a smooth, film-like picture with high levels of image resolution, contrast, and response time. The SXR D panel offers an extra high contrast ratio of up to 15,000:1, delivering rich and precise images with high resolution (1920 x 1080) and a brightness of 800 ANSI lumens. The projector delivers natural vivid tones and superbly smooth picture quality, which has previously been unavailable in conventional projection technologies, providing a supreme viewing experience.

The extraordinary picture quality generated by the VPL-VW100 is the result of its sheer picture density, provided by the SXR D technology. The VPL-VW100 utilizes the world's

smallest 0.61 SXRD chip to deliver more than 2 million pixels and the full power of high-definition. The projector incorporates three SXRD chips - each for red, green and blue color reproduction - to deliver more than 6 million native pixels. It is capable of delivering exceptional projection quality from a range of sources coming through HDMI and DVI-D as well as full resolution for high definition products.

Sony's SXRD liquid crystal materials utilize an innovative molecular material, which is vertically aligned to the cell substrate, ensuring improved optical performance and enhanced derivability even in such a thin cell gap. The unique combination of the new material and the thin cell gap results in exceptional black level performance, in addition to a rapid response time of less than 2.5 milliseconds.

High Performance Features for Full Cinema Effects Re-created at Home

The VPL-VW100 model features a 400-watt Pure Xenon lamp that delivers unrivaled color reproduction. The lamp approximates sunlight and can reproduce colors closest to the natural spectrum including the red bandwidth, and is widely used in professional film projectors.

The new Advanced Iris function employs advanced control algorithms to significantly improve contrast ratios. Working with three 0.61 SXRD chips, the projector produces accurate levels of black and delivers an over-all contrast ratio of up to 15,000:1 when the "auto" Iris mode is on, which is the highest level in the front projector industry. Additionally, thanks to an advanced total cooling structure, the VPL-VW100 produces an extremely low fan noise of 22dB, which is one of the lowest in the industry and important for home theater applications.

From 3m to 5.5m, the projector features 1.8x powered lens zoom and powered focus as well as lens shift to adjust the vertical and/or horizontal manual location of the image for flexible installation locations. Input options include 1080p HDMI and DVI-D and RGB and component video.

Designed as the ideal home theatre projector, the VPL-VW100 offers a wide array of outstanding features and advanced convenient features for customers to create the ultimate cinematic experience, including:

- **Pure Xenon Lamp:** A pure Xenon lamp is used for accurate, natural colour reproduction. The Xenon lamp, which has similar characteristics to sunlight, can reproduce colours closest to the natural spectrum and is widely used in professional film projectors in movie theatres;
- **Optical Engine:** The new projector includes a unique optical engine designed to maximize

picture quality by keeping equal illumination length (red/green/blue illumination path), which minimizes colour shading and maximizes colour uniformity. It houses the SXRD panels, Xenon lamp, optical iris and extends out to the projection/zoom lenses. The newly developed All Range Crisp Focus (ARC-F) Lens is included to further enhance the performance of the HD SXRD panel.

The optical engine also features automatic power lens shift for vertical picture adjustment as well as manual horizontal adjustment. The SXRD panels are completely sealed within the optical engine to avoid dust contamination;

- **Cinema Black Pro:** The Cinema Black Pro breakthrough technology greatly improves image quality and contrast level by simultaneously controlling the lamp (low, high) and the iris (on, off) for optimal picture performance for any screen size and room environment. This feature enables the iris shutter off (open) for high brightness or on (closed) for low brightness and greater contrast level.

- **Real Colour Processing:** The Real Colour Processing function allows users to adjust a specific colour independent of other colours according to their preference. The projector enables them to retain 3 user settings for varying environment so as to cater to the varying tastes of different users.

- **High Definition Input Converter (HD I/P):** The projector utilizes the Digital Reality Creation –Multi Function v2 (DRC-MFv2) to convert incoming normal video signals into high precision waveforms similar to that of High Definition signals. When the DRC-MFv2 is on, the HD I/P converter works in tandem to convert and enhance the data output of images.

The Full Digital High Definition SXRD Projector VPL-VW100 is available in December. For customer enquiries, please contact Sony 24-hour customer service hotline at (852) 2345-2966.

###

For media enquiries, please contact:

Fiona Chan

Product Communications Section

Hong Kong Marketing Company

Sony Corporation of Hong Kong Limited

Tel: (852) 2909-1850

E-mail: Fiona.Chan@sony.com.hk

Key specifications of the VPL-VW100 are as follows:

Model	VPL-VW100
SYSTEM	
Projection system	SXRD panel, 1 lens, projection system
LCD Panel	0.61-inch SXRD panel with 6.2 Mega pixels (2.07 Mega pixels x 3)
Resolution	1920 x 1080
Contrast ratio	Max. 15,000:1
Projection Lens	1.8 times zoom lens (electric) f18 to 33.7mm/ F2.54 to 3.53mm
Lamp	400W xenon lamp
Projection picture size	40 to 300 inches (measured diagonally)
Lens Shift function	Yes
HD I/P converter	Yes
Fan noise	22dB
Colour system (Manual and Auto adjustment)	PAL, SECAM, NTSC3.58, NTSC4.43, PAL-M, PAL-N, PAL60 system (only auto adjustment)
Acceptable Video Signals	Component, RGB-Component, Progressive, DVI, HDMI, Component Digital TV (480/60i, 575/50i, 480/60p, 575/50p, 720/60p, 720/50p, 1080/60i, 1080/50i), 1080/60p (DVI channel and HDMI channel only), 1080/50p (DVI channel and HDMI channel only), Composite video, Y/C video
Acceptable Computer Signals	RGB: fH: 19-72kHz; fV: 48-92Hz Maximum input signal resolution: WXGA 1920 x 1080, fV:60Hz
INPUT	
Video In	Composite – RCA connector
	S-Video (Y/C) – Mini DIN 4-pin
	Component – phono type
	Analog RGB(Data) - D-sub 15-pin
	Digital RGB – HDMI
Trigger	Minijack

Remote	RS-232C: D-sub 9-pin (female)
Network	RJ-45
GENERAL	
Power requirements	100 to 240V, 50/60Hz
Power consumption	Max. 610W
Dimensions (W x H x D)	496 x 175 x 574mm
Weight	Approx. 19 kg
SUPPLIED ACCESSORIES	
	Remote commander RM-PJVW100 Battery: AA size x 2 for remote Air filter cover x 1 Plug holder x 1 AC Cord x 1 Operations manual x 1 CD-Rom – Image Director software
OPTIONAL ACCESSORIES	
	Replacement lamp LMP-H400 Ceiling Mount Support - PSS-610 & PSS-H10