

Press Release

Sony's 3LCD Projectors Offer an Amazing Light Output at Affordable Prices

The new VPL-EX3 and VPL-ES3 deliver accurate and vivid images in brightly lit environment with super bright 2000 ANSI lumens and 3LCD technology

Hong Kong, May 8, 2006 – Sony Corporation of Hong Kong Limited today added two new affordable models to its 3LCD projector series, the VPL-EX3 and VPL-ES3, which feature the advanced 3LCD technology and an outstanding light output of up to 2000 ANSI lumens to bring out the best in a range of presentation applications. Catering to the needs of the education and small to medium business markets, these two new 3LCD projectors allow users to enjoy a large 60-inch screen from a projection distance of merely 1.8 meters in offices with small conference rooms or classrooms.

With the innovative 3LCD panel system, the VPL-EX3 and VPL-ES3 are capable of reproducing vivid and natural images as light emitted from the lamp is broken into the three primary colours red, green and blue. This offers excellent light efficiency and results in a sharp and bright projected image.

In addition to offering a rated luminosity of up to 2000 ANSI lumens from the 165W UHP lamp, the VPL-EX3 has an XGA resolution of 1024 x 768 pixels (750 TV lines) and the VPL-ES3 provides a SVGA resolution of 800 x 600 pixels (500 TV lines) for the best image quality in various lighting conditions.

The intelligent six picture modes – Dynamic, Standard, Game, Living, Cinema and Presentation – offer optimum picture performance no matter the projector is connected to a PC, a DVD player or a game console.

The projectors are compatible with a variety of input signals, ranging from Standard Definition to High Definition. Their control capability is further enhanced with the built-in RS232C control port that allows users to control the projectors by other systems from a remote location. The VPL-EX3 is also equipped with dual RGB inputs for flexible presentations.

A four-digit password authentication system helps to prevent unauthorized use of the projector with the addition of a cable lock that prevents the projector from being stolen. The projectors produce only 29dB of noise level even in the midst of a long presentation thanks to an efficient cooling system. Other features include monitor output, smart auto pixel alignment and freeze function.

Both models are aesthetically designed in dark brown and pearl white. Users can install the projectors either on the desktop or the ceiling, allowing the projectors to perfectly suit any classrooms or meeting rooms of offices.

The VPL-EX3 and VPL-ES3 are now available at the suggested prices of HK\$9,990 and HK\$8,280 respectively. For customer enquiries, please contact Sony product enquiry hotline at (852) 2909-1865.

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Specifications of the VPL-EX3 and VPL-ES3 are as follows:

Model	VPL-EX3	VPL-ES3
OPTICAL		
Projection System	3LCD panels, 1 lens projection system	
Panel	Super high aperture 0.63-inch TFT LCD panel × 3	
Projection Lens	Zoom: 1.2 times F1.6 to 1.94 f =18.8 to 22.6mm	

Lamp	165W UHP		
Screen Coverage	40 to 300 inches (measured diagonally)		
Throwing Distance	For 80-inch screen: 2.3 – 2.8m For 100-inch screen: 2.9 – 3.6m		
Light Output	2000 ANSI lm (lamp mode high)(standard: approx. 1500 ANSI lm)		
SIGNALS			
Color System	NTSC3.58, PAL, SECAM, NTSC4.43, PAL-M, PAL-N, PAL60		
Resolution	Video	750 TV lines	500 TV lines
	RGB	1024 × 768 pixels	800 x 600 pixels
Acceptable Signals	Computer	fH: 19-92kHz, fV: 48-92Hz (up to SXGA+)	
	Video	15kHz RGB/ Component 50/60Hz, Progressive Component 50/60Hz, DTV (480/60i, 575/50i, 1080/60i, 480/60p, 575/50p, 1080/50i, 720/60p, 720/50p), Composite video, Y/C video	
INPUT/ OUTPUT			
Input	RGB/ Component	HD D-sub 15 pin x 2	HD D-sub 15 pin x 1
	S Video	Mini DIN 4 pin x 1	
	Composite	RCA pin x 1	
	Audio	Stereo mini x 2	Stereo mini x 1
Output	RGB	HD D-sub 15 pin × 1	
	Audio	Variable audio output	
Remote In/ Out	RS232C (D-sub 9 pin)		
GENERAL			
Power	Max	220W	
Consumption	Standby	10W (standard)	
Fan Noise	29dB		
Image Flip	Off/ H/ V/ HV		
OSD (language)	15		
Dimensions (W×H×D)	308 × 98 × 252mm		
Weight	Approx. 2.9kg		