



Press Release

Sony Unveils Enhanced 3LCD Projectors with Superb Brightness for a Wide Range of Business Applications

Hong Kong, July 11, 2006 – Sony Corporation of Hong Kong Limited today expanded its 3LCD projector line-up with the addition of four new models - the VPL-CX21, VPL-CS21, VPL-CX63 and VPL-CX61 - designed for a wide variety of business applications. The projectors incorporate a diverse combination of high performance features including high brightness, intelligent auto setup, effective presentation functions, multiple input connections, low power consumption and low fan noise.

3LCD technology delivers unrivalled picture quality

All the new projectors use the advanced 3LCD technology with Sony panels to deliver high quality picture with vivid and bright images. The 3LCD technology splits the light from the lamp into the basic red, green and blue components and projects these individual colours through three separate liquid crystal panels. Its full light processing allows users to enjoy true-to-life images with true expression of colour reproduction.

Compact and versatile - the VPL-CX21 and VPL-CS21

The VPL-CX21 and VPL-CS21 are the successors to the award winning projectors VPL-CX20 and VPL-CS20 (both models won the iF product design award 2006 and reddot design award 2006) and inherit the stylish yet functional design for mobile applications. The versatile projectors pack an array of outstanding features in a compact and lightweight aluminum casing for maximum rigidity while offering a brightness of 2100 ANSI lumens for accurate image reproduction.

The projectors come with a variety of easy-to-use and intelligent features that enable presenters to deliver their presentations in an easy, effective and professional way. The advanced intelligent auto setup which automatically initiates a host of sophisticated setup functions such as power-operated tilt adjuster, auto keystone correction, auto input search, built-in auto focus module and smart APA (Auto Pixel Alignment). The convenient detach-free lens function saves the hassles of taking off the lens cover before starting any presentation.

The “Off-and-Go” feature enables users to unplug the projector without waiting as it can cool down even after it is turned off. Both models enable users to control the projectors as well as their power zoom and focus with either the projector control

panel or the supplied remote commander. The projectors can be ceiling mounted with screw holes on the bottom plate provided for use with a suspension-type bracket.

Other functional features include six picture modes, picture freeze, picture and audio muting, password authentication system, control panel key lock and security lock.

Superb brightness for diverse applications - the VPL-CX63 and VPL-CX61

The VPL-CX63 and VPL-CX61 boast brightness of 3000 ANSI lumens and 2500 ANSI lumens respectively with XGA resolution (1024 x 768). Both models achieve outstanding picture quality with digital processing and 10-bit 3D Gamma correction circuit, allowing users to enjoy outstanding image quality even in high ambient light conditions. The projectors minimize the fan noise to a sound level of 28dB, allowing users to focus on their presentations without disturbance.

The projectors offer enhanced flexibility and convenience with two RGB inputs, one monitor output, an RS-232C port for control, two audio inputs and one audio output. Set-up is made easy with the auto keystone correction, auto input search and smart APA. Both models also incorporate a range of features for high quality business presentations such as “Off-and-Go”function, 4x digital zoom, freeze function as well as picture and audio muting function.

The new 3LCD projectors VPL-CX21, VPL-CS21, VPL-CX63 and VPL-CX61 are now available at the suggested price of HK\$15,800, HK\$12,000, HK\$23,000 and HK\$16,800 respectively.

For customer enquiries, please contact Sony product enquiry hotline at (852) 2909-1865.

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.

Specifications of the VPL-CX21 and VPL-CS21 are as below:

Models		VPL-CX21	VPL-CS21
Projection System		3LCD panels, 1 lens projection system	
Panel		0.63" XGA TFT LCD panel x 3 : 786,432 (1,024 x 768) x 3 pixels	0.63" SVGA TFT LCD panel x 3 : 480,000 (800 x 600) x 3 pixels
Projection Lens		1.2x zoom lens, f = 18.8 to 22.6mm, F 1.6 to 1.94	
Lamp		165/ 125 W ultra high pressure lamp	
Screen Coverage		40 to 300 inches (viewable area measured diagonally) 40 to 150 inches (auto focus operation range)(viewable area measured diagonally)	
Light Output	Lamp mode: High	2100 ANSI Lumens	
	Lamp mode: Standard	1600 ANSI Lumens	
Throwing Distance	80-inch	2.3 to 2.8m	
	100-inch	2.9 to 3.6m	
Color System		NTSC3.58, PAL, SECAM, NTSC4.43, PAL-M, PAL-N, PAL60 (automatically/ manually selected)	
Resolution	Video	750 TV lines	600 TV lines
	RGB	1,024 × 768 pixels	800 × 600 pixels
Acceptable Input Signals	Computer	fH: 19 to 92kHz, fV: 48 to 92Hz (up to SXGA+ 60Hz)	
	Video	<ul style="list-style-type: none"> • 15kHz RGB/Component 50/60Hz, Progressive Component 50/60Hz, Composite video, Y/C video • DTV (480/60i, 575/50i, 1080/60i, 480/60p, 575/50p, 540/60p, 1080/50i, 720/60p, 720/50p) 	
Speaker		Mono, Max. 1W	
Power requirements		AC 100 to 240V, 50/60Hz	
Power Consumption	Max	220W	
	Standby	0.8W	
Operating Temperature		0 to 35°C	
Operating Humidity		35 to 85% (non condensing)	
Dimensions (W x H x D)		273 x 210 x 52mm (excl. projections)	
Weight		1.9kg	
OSD (language)		15 languages	
Input	RGB/Component	HD D-sub 15 pin x 1	
	S-Video	Mini DIN 4 pin x 1 (with supplied A/V connecting adaptor)	
	Composite	RCA pin jack x 1 (with supplied A/V connecting adaptor)	
	Audio	RCA pin jack x 2 (L/R)(with supplied A/V connecting adaptor)	

* Features and specifications are subject to change without notice.

Specifications of the VPL-CX63 and VPL-CX61 are as below:

Models		VPL-CX63	VPL-CX61
Projection System		3LCD panels, 1 lens projection system	
Panel		0.79" XGA TFT LCD panel x 3 : 786,432 (1,024 x 768) x 3 pixels	
Projection Lens		1.2x zoom lens, f = 23.5 to 28.2mm, F 1.6 to 1.78	
Lamp		190W Ultra high pressure lamp	
Screen Coverage		40 to 300 inches (viewable area measured diagonally)	
Light Output	Lamp mode: High	3000 ANSI Lumens	2500 ANSI Lumens
	Lamp mode: Standard	2400 ANSI Lumens	2000 ANSI Lumens
Throwing Distance	80-inch	2.4 to 2.7m	
	100-inch	3.0 to 3.4m	
Color System		NTSC3.58, PAL, SECAM, NTSC4.43, PAL-M, PAL-N (automatically/ manually selected)	
Resolution	Video	750 TV lines	
	RGB	1,024 × 768 pixels	
Acceptable Input Signals	Computer	fH: 19 to 92kHz, fV: 48 to 92Hz (up to UXGA 60Hz)	
	Video	Composite Video, Y/C Video 15kHz RGB 50/60Hz, Progressive Component 50/60Hz, DTV (480/60i, 575/50i, 480/60p, 575/50p, 1080/60i, 1080/50i, 720/60p, 720/50p, 540/60p)	
Speaker		Mono, Max. 1W	
Power requirements		AC 100 to 240V, 50/60Hz	
Power Consumption	Max	280W	
	Standby	5W (Standby mode: Standard)/ 0.5W (Standby mode: Low)	
Operating Temperature		0 to 35°C	
Operating Humidity		35 to 85% (non condensing)	
Dimensions (W x H x D)		328 x 92.6 x 283.8mm (excl. projections)	
Weight		3.7kg	
Input	RGB/ Component	HD D-sub 15 pin x 1 (Input A)	
	RGB	HD D-sub 15 pin x 1 (Input B)	
	S-Video	Mini DIN 4 pin x 1	
	Composite	RCA pin jack x 1	
	Audio	Stereo mini jack x 2 (for video/ S-video and Input A/ Input B)	
Output	RGB	HD D-sub 15 pin x 1	
	Audio (variable out)	Stereo mini jack x 1	
Remote	RS-232C	D-sub 9 pin x 1	

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