



## Press Release

### Sony Launches Business Projectors with New LCD Panel Technology and Enhanced Network Capabilities

*VPL-FE40/FE40L and VPL-FX40/FX40L achieve exceptional brightness with Sony's new BrightEra™ technology for presentations at anywhere via advanced network capabilities*

**Hong Kong, January 5, 2007** – Sony Corporation of Hong Kong Limited today introduced the latest range of installation type business projectors, the VPL-FE40/FE40L and VPL-FX40/FX40L, incorporating Sony's latest BrightEra™ technology for the first time. Featuring a new stylish design, both projectors with improved LCD panel reliability can project bright, dynamic images of up to 4000 ANSI lumens in any lighting conditions. The VPL-FE40/FE40L can deliver exceptional clarity images on large screens in superior SXGA+ resolution while the VPL-FX40/FX40L in native XGA resolution. Its advanced network capability enables images from a PC connected on the same network to be projected. The projectors are future-proof, equipped with HDMI interface for uncompressed high definition video and 8-channel audio in all formats.

The VPL-FE40/FE40L and VPL-FX40/FX40L come with the unique BrightEra panel, the world's first HTPS LCD panel with an inorganic alignment layer for higher brightness and better reliability. That enhances light resistance from UV rays from the lamp while delivering sharper and more detailed images.

As businesses become more global, these business projectors extend the horizons of presentations by enabling presentations to be conducted anywhere via IP networks from any networked PC through efficient compression and fast transmission of the images. These projectors are capable of large scale presentations in lecture halls and auditoriums with up to 5 projectors linked via an IP network and each projector can be placed in different locations. Maintenance is also a breeze as various functions can be performed remotely using a web browser via a LAN. For example, the system can be set up to send automatic email reports to designated recipients for scheduled maintenance including projected lamp life and error reports.

Setup is made easy as connection of a single cable to the HDMI interface allows consumers to enjoy highest quality video and audio. HDMI also provides automatic format adjustment, enabling devices to display content in the most effective format. The projectors extend application flexibility with multiple interfaces including 5BNC for long distance transmission from professional video equipment.

For installation flexibility, two projectors of the same model can be twin-stacked for applications

requiring twice the light output. These models are designed with symmetry in mind to facilitate installation on the ceiling as the centered lens provides for a balanced installation and makes setup simple and easy. The VPL-FE40/FE40L and VPL-FX40/FX40L can also be fitted with additional special lenses for specific applications. Users can choose from 3 optional lens ranging from fixed short focus lens in a small meeting room to a long focus zoom lens at a large-scaled seminar. Business consumers will find it convenient to have only 1 projector for any applications.

The new installation type business projectors from Sony will be available from mid of January 2007. The VPL-FE40/FE40L will sell for HK\$47,800 and HK\$45,400 while the VPL-FX40/FX40L sell for HK\$37,500 and HK\$35,600 respectively.

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

“BrightEra” is a trademark of the Sony Corporation. All other trade names mentioned in this publication are trademarks of their respective holders.

### **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](http://www.sony.com.hk).

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## Specifications Sheet for the VPL-FE40/FE40L and VPL-FX40/FX40L

<b>Models</b>	<b>VPL-FE40</b> (Standard lens)	<b>VPL-FE40L</b> (lens is optional)	<b>VPL-FX40</b> (Standard lens)	<b>VPL-FX40L</b> (lens is optional)
<b>LCD Panel</b>	0.79-inch SXGA+ LCD Panel (1400 x 1050 x 3)		0.79-inch XGA LCD Panel (1024 x 768 x 3)	
<b>Brightness</b>	4000 (lamp mode: high) / 3200 (lamp mode: standard) lumens			
<b>Lamp</b>	275W Ultra high pressure lamp			
<b>Lens (Standard)</b>	1.3 times, Powered Zoom / Focus / Shift (V&H)	-	1.3 times, Powered Zoom / Focus / Shift (V&H)	-
<b>Throwing Distance</b>	3.8 - 4.8m / 100 inch			
<b>Screen Coverage</b>	40 to 600 inch (measured diagonally)			
<b>Color System</b>	NTSC, PAL, SECAM, NTSC4.43, PAL-M, PAL-N, PAL60			
<b>Acceptable Computer Signal</b>	Up to UXGA 60Hz			
<b>Acceptable Video Signal</b>	15kHz RGB/Component 50/60Hz, Progressive Component 50/60Hz, DTV (480/60i, 575/50i, 480/60p, 575/50p, 720/60p, 720/50p, 1080/60i, 1080/50i, 1080/60p*, 1080/50p*), Composite Video, Y/C Video <i>* digital only</i>			
<b>INPUT / OUTPUT</b>				
Video	Composite Video : pin jack S-Video : mini DIN 4 pin Audio : Stereo mini jack x 2			
Input A	Analog RGB : HD D-sub 15 pin, Audio: Stereo mini jack			
Input B	Analog RGB : HD D-sub 15 pin, Audio: Stereo mini jack			
Input C	Analog RGB/Component : 5 BNC, Audio: Stereo mini jack			
Input D	Digital RGB : HDMI (HDCP)			
Input E	Network : RJ45: 100BASE-TX/10BASE-T			
Output	Monitor Out: HD D-sub 15pin, Audio: Stereo mini Jack (Variable Out)			
<b>CONTROL</b>				
Remote	RS-232C : D-sub 9 pin			
Control S In/ Plug In Power	Stereo mini jack			
Network	RJ45			

<b>Speaker</b>	1.8W x 2 (stereo)	
<b>Power Consumption</b>	Max. 400W, Standby 15W, Standby (low) 0.5W	
<b>Dimensions (W x H x D)(mm)</b>	532 x 145 x 352	
<b>Weight (kg)</b>	FE40: 9.8 FE40L: 9.0	FX40: 9.8 FX40L: 9.0
<b>Supplied Accessories</b>	Remote Commander RM-PJ18 Size AA batteries x 2 Lens Cap (FE40/FX40), Lens Hole Cover (FE40L/FX40L) Quick Reference Manual AC Power cord CD-ROM, including: - Operating Instruction [FE40/FX40] - Operating Instruction [Network] - Software “Projector Station for Air Shot Version 2”	