



Press Release

Sony Launches New C Series Business Projectors with Superior Brightness for Outstanding Presentations

The new business projectors achieve high image quality presentations with up to 3500 ANSI lumens and Sony's newly developed advanced crisp focus lens

Hong Kong, July 12, 2007 – Sony Corporation of Hong Kong Limited today announced its latest range of five basic-installation type C series business projectors, VPL-CX100, VPL-CX120, VPL-CX150, VPL-CX125 and VPL-CX155, ranging from 2700 to 3500 ANSI lumens. Equipped with the newly developed all-glass advanced crisp focus (ACF) lens, the C series business projectors are capable of delivering excellent colour reproduction with a sharp, crisp and bright picture. The size of the three LCD panels is small at only 0.79” and yet these projectors are able to project images at its native XGA resolution (1024 x 768) of up to 3500 ANSI lumens for consistent quality in any lighting conditions.

The VPL-CX155 and VPL-CX125 allow for network presentations when they are installed on a LAN. They can receive and project images via IP networks for effective presentations from any networked PC thanks to their efficient compression and transmission technologies. Ideal for large venues and multiple rooms in which images need to be projected from various locations, the network presentation system can connect up to five projectors to a network and each of the projectors can project the image from a single PC. Presentations are no longer restricted by geographic locations as applications such as distance learning and long-distance corporate communications can be conducted across the country with these two projectors.

The C series business projectors make repair and maintenance easy even if the projectors are ceiling mounted. Without taking down the projector, the replacement of the lamp can be done by just opening the back cover and the anti-dust filter cleaned by sliding it out the front. The newly designed long-life filter provides added convenience to users by allowing the maintenance of the filter to coincide with the time to replace the lamp. Sony's unique cooling system realizes low noise level of 28dB, allowing the projectors to be used for long hours with minimum noise made during business presentations.

Designed for business and education use, these new business projectors provide no-fuss installation, easy maintenance and are ideal for presentations in medium-sized boardrooms in corporate offices and seminar rooms in education institutions. Sony's iconic “One-sheet wrap” design of the C series blends seamlessly in any installation setting for a less obvious presence of the projector. Side-Shot™ horizontal keystone coupled with standard vertical keystone function allows for flexible placement of the projectors where space is limited.

Moreover, the projectors come with enhanced security functions including a control panel key lock and a password authentication system that help prevent unauthorized use. A built-in security bar and a Kensington lock can be used to prevent theft of the projectors at installation sites for added security.

Sony's C series business projectors VPL-CX100, VPL-CX120, VPL-CX150, VPL-CX125, VPL-CX155 are now available at the suggested prices of HK\$12,900, HK\$15,200, HK\$16,200, HK\$16,200 and HK\$17,900 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.

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Specifications sheet for Sony's C series business projectors

Model Name		VPL-CX100	VPL-CX120	VPL-CX150	VPL-CX125	VPL-CX155
Optical						
Projection System		3 LCD panels, 1 lens projection system				
LCD Panel		0.79-inch XGA LCD panel, 786,432 (1024 x 768) x 3				
Projection Lens		1.2 times, F 1.75 to 2.17, f 23.5 to 28.2 mm				
Throw Ratio		1.5-1.7:1				
Throwing Distance		2.4-2.8m for 80" Screen				
Lamp		200 W Ultra high pressure lamp				
Lamp Life*		2000 H (Lamp mode : High) / 3000 H (Lamp mode : Standard)				
Screen Coverage		40" to 300" inches (measured diagonally)				
ANSI Lumens	High Mode	2700 lm	3000 lm	3500 lm	3000 lm	3500 lm
	Standard Mode	1900 lm	2200 lm	2500 lm	2200 lm	2500 lm
Signals						
Colour System		NTSC3.58, PAL, SECAM, NTSC4.43, PAL-M, PAL-N, PAL60				
Resolution	Video	750TV lines				
	RGB	1024x768 pixels				
Acceptable Signal	Computer	fH : 19-92KHz, fV : 48-92Hz (Up to SXGA+ (60Hz))				
	Video	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), Composite Video, Y/C Video				
General						
Dimensions (WxHxD)		372 x 90 x 298 mm (without the projection parts)				
Weight		Approx. 4.1 kg				
Power Requirements		AC 100 to 240V, 2.9 - 1.2A, 50/60Hz				
Power Consumption		Max : 285W ; Standby: 7W / 0.5W				
Keystone Correction Range	Vertical	Max. +/- 25 degrees vertically				
	Horizontal	Horizontal keystone correction is not available			Max. +/- 15 degrees horizontally	
Speaker		Mono 1W (max.) x 1				
Interfaces						
Video Input		S VIDEO : Y/C Mini DIN 4pin				
		Composite : phono				
		Audio : Stereo mini jack				
Input A		Analog RGB / Component (HD D-sub 15 pin)				
		Audio : Stereo mini jack				
Input B		Analog RGB (HD D-sub 15 pin)				

	Audio : Stereo mini jack	
Input C	---	Network: RJ45
Monitor Out	Analog RGB (HD D-sub 15 pin)	
Audio Out (Variable)	Stereo mini jack	
Remote	RS232C: D-sub 9 pin	
Supplied Accessories	Remote Commander : RM-PJ5, Lithium battery: CR2025 (1)	Remote Commander : RM-PJ18, AA size battery (2)
	HD D-sub 15-pin cable (2m) (1)	
	Lens Cap (1)	
	AC power cord (1)	
	Security Label	
	CD-ROM (Operating Instructions, Application Software) (1)	
	Quick Reference Manual	
	Safety Regulations	

* Lamp life depends on usage and installation environment.

** Specifications are subject to change without prior notice.