



Press Release

Sony Introduces LCD Projectors for Commercial Applications in Large Venues

New flagship projector offers an outstanding resolution of up to 2048x1080 with extremely high brightness

Hong Kong, January 25, 2008 – Sony Corporation of Hong Kong Limited today announced the launch of two new LCD business projectors for commercial applications in large venues. The flagship VPL-FH300L delivers an outstanding resolution of 2048 x 1080 (2Kx1K) while the VPL-FW300L projector has a WXGA resolution of 1366 x 800, making them ideal for different environments, including halls, auditoriums, large meeting rooms, museums, ballrooms and movie theatres for displaying vivid images.

The VPL-FH300L and VPL-FW300L offer an extremely high brightness of 6,000 lumens and 7,000 lumens respectively, both are designed to deliver superb picture quality with vibrant images for business presentations or video playback. They feature Sony's unique BrightEra™ imaging technology, which is based on an inorganic substrate and alignment layer to produce a stronger bonding of molecules. This makes the panel more resistant to damage from UV energy while allowing for an increased aperture ratio. The brightness, resolution and panel reliability are all improved.

Users have a choice of five different optional standard lenses for excellent placement flexibility, and both models have a locking bayonet mount mechanism for easy lens changes. The projectors' innovative round design enables them to fit seamlessly into any environments. They come with large-diameter fans and high-flow cooling air ductwork inside the body, allowing them to run cool while fan noise is decreased.

In addition to the 3LCD technology, both models use dual lamps to essentially eliminate the risk of a blackout in the event of lamp failure. Different lamp modes are available: both lamps can be used simultaneously or only one at a time can be active, and in "auto lamp" mode, the projector automatically selects the lamp that has the fewest usage hours. The projectors place the memory for the lamp timer on the lamp itself, reducing the need to manually reset lamp timers. That means lamps that are moved will retain accurate time readings.

The two projectors are equipped with HDMI, 5BNC connector and various inputs including the optional HD-SDI input adaptor that supports high precision signal connection. Their control panels are placed on the sides for easy installation and maintenance. Cable management is made simple with routing channels carrying cabling to the mounting point. Also, both models are compatible with cable-hiding mounting systems.

Sony LCD business projectors VPL-FH300L and VPL-FW300L are available at the suggested prices of HK\$280,000 and HK\$148,000 respectively from February 2008.

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 of Sony's business projectors VPL-FH300L and VPL-FW300L:

Model		VPL-FH300L	VPL-FW300L
Optical			
Projection System		3 LCD panels, 1 lens projection system	
LCD Panel		1.2-inch TFT Sony LCD panel, 6,635,520 (2048 x 1080 x 3) pixels	1.2-inch TFT Sony LCD panel, 3,278,400 (1366 x 800 x 3) pixels
Projection Lens *1		Approx. 1.26 times zoom lens (powered), f=52.14 to 68.57mm, F1.7 to 2.1	
Throwing Distance *1*2 for 100" Screen		4.3 to 5.6m	4.2 to 5.4m
Lamp		275W Ultra high pressure lamp x 2	
Recommended Lamp Replacement Time *3		2000 Hours (Lamp mode: High) / 3000 Hours (Lamp mode: Standard)	
Screen Coverage		40 to 600 inches (measured diagonally) [except VPLL-Z4045]	
		60 to 600 inches (measured diagonally) [only VPLL-Z4045]	
ANSI Lumens *1		6000 lm (Lamp mode: High) / 4800 lm (Lamp mode: Standard)	7000 lm (Lamp mode: High) / 5600 lm (Lamp mode: Standard)
Contrast (all white & black) *4		Max. 1300:1	Max. 1500:1
Signals			
Colour System		NTSC3.58, PAL, SECAM, NTSC4.43, PAL-M, PAL-N, PAL60 system	
Resolution	Video	750 TV lines	750 TV lines
	RGB	2048 x 1080 pixels	1366 x 800 pixels
Acceptable Signals	Computer	fH : 19-92kHz, fV : 24-92Hz Max. input signal resolution (Analog): up to UXGA+ (fV 60Hz) Max. input signal resolution (Digital): up to 2K x 1K (fV 24Hz) *5	
	Video	15kRGB 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, 1080/24p, 1080/30p), Composite Video, Y/C Video	
General			
Dimensions (W x H x D)		699 x 298 x 785 mm (27 5/8 x 11 3/4 x 31 inches) (including the projection parts)	
Weight		Approx. 30.5kg / 67 lb 4 oz	
Power Requirements		AC 100 to 240V, 8.2 -3.4A, 50/60Hz	
Power Consumption		Max: 820W; Standby: 30W (Standard) / 0.5W (Low)	
Heat Dissipation		2798BTU	
Keystone Correction Range (Optical Axis Angle: 0 degree)		Max. +/-5 degrees vertically (Max. +/-15 degrees vertically when using the video signal only)	Max. +/-30 degrees vertically (Max. +/-10 degrees vertically when using 1080/24p, 1080/30p,

		2Kx1K/24p, 2Kx1K/24PsF signal)
Operating Temperature	0 to 35°C (32 to 95°F)	
Operating Humidity	35 to 85% (no condensation)	
Storage Temperature	-20 to 60°C (-4 to 140°F)	
Storage Humidity	10 to 90%	
Interfaces		
Video Input / Output	S VIDEO: Y/C mini DIN 4-pin	
	Composite: BNC	
Input A	Analog RGB: HD D-sub 15-pin (female)	
Input B	Analog RGB: HD D-sub 15-pin (female)	
Input C	Analog RGB / Component: 5BNC	
Input D	Digital RGB/Y CB (PB) CR (PR): HDMI (HDCP)	
Input E	Open for optional board	
Input F	Network RJ-45: 10BASE-T / 100BASE-TX	
Output* ⁶	Analog RGB: HD D-sub 15-pin (female)	
Remote	RS-232C: D-sub 9-pin (female)	
	Control S in / plug in power: stereo min jack	
Supplied Accessories		
	Remote Commander (1), Size AA (R6) Batteries (2) for Remote Commander, Lens Hole Cover (1), Security Label (1), Quick Reference Manual (1), CD-ROM (Operating Instructions, Application Software) (1), Safety Regulations, Dust Cover (1), AC Connector Cover (1), HDMI Connector Cover (1), AC Power Cord (1), Warranty Card (1)	
Optional Accessories		
Projector Lamp (for Replacement)* ⁷	LMP-F271	
Short Focus Fixed Lens	VPLL-4008 (0.8:1)	
Short Focus Zoom lens	VPLL-Z4015 (1.5-1.9:1)	
Standard Focus Zoom Lens	VPLL-Z4019 (1.9-2.5:1)	
Middle Focus Zoom Lens	VPLL-Z4025 (2.5-4.5:1)	
Long Focus Zoom Lens	VPLL-Z4045 (4.5-8.0:1)	
Projector Suspension Support + Joint Pole	PSS-630 + PSS-630P	
HD-SDI/SDI Input Adaptor	BKM-FW16	

- *1: In case of optional standard focus zoom lens VPLL-Z4019 is attached.
- *2: The throwing distance is “design value” and the tolerance is not included. Therefore the values are different from the ones in the “Installation diagram”.
- *3: The number is approximate. This value varies depending on the environment or how the projector is used.
- *4: This contrast value is almost maximized.
- *5: When a 2K x 1K (2048 x 1080) signal is input, information of a vertical one line at both ends is not displayed. The signal being displayed is not native. 2K x 1K equivalent. There are limitations for the following items:
 - Horizontal: H sync, Back Porch, Active Video, Front Porch, Polarity
 - Vertical: V sync, Back Porch, Active Video, Front Porch, Polarity
- *6: RGB: from INPUT A/B/C only
- *7: Supplied with air filters (2)