



Press Release

Sony Launches New LCD Business Projector Series

Designed for use in small to medium venues, the latest business projectors deliver high picture quality combined with convenient features at an affordable price

Hong Kong, April 18, 2008 – Sony Corporation of Hong Kong Limited expands its business LCD projector line-up with four new models, including the VPL-EW5, VPL-EX50, VPL-EX5 and VPL-ES5. Successor models to the VPL-EX4 and VPL-ES4 launched last year, all four projectors incorporate a 3-LCD panel system that delivers consistently bright, true-to-life images of up to 2500 ANSI lumens of brightness.

Implemented for the first time in this series, the VPL-EW5, VPL-EX50 and VPL-EX5 also utilize Sony's BrightEra™ imaging technology which incorporates an inorganic alignment layer within the LCD panel, making the display panels significantly resistant to damage from UV energy while allowing for increased aperture ratios. As a result, the projectors deliver consistently vibrant, high-resolution images with enhanced image detail and contrast, achieving up to WXGA (1280 x 800) and XGA (1024 x 768) resolutions with a high contrast ratio of up to 900:1.

Ideal for use in small to medium-sized venues such as boardrooms and classrooms, the projector series has unique features that allow for flexible, convenient placement where space is limited. Its front-inclined design achieves optimal image placement, while the rear adjuster allows users to customize placement height without obstructing the projected image. A short throwing distance – starting from 2.3 metres when projecting an 80" image – allows projection on a large screen even in a limited space.

In addition, the convenient Off & Go function allows the AC power cord to be unplugged once the unit is turned off without having to wait for the projector to cool down. Six picture modes – Dynamic, Standard, Presentation, Cinema, Game and Living – allow the user to select the optimal picture settings based on the image source.

The new series comes with a control panel key lock and a password authentication system to help prevent unauthorized use. Additionally, users can prevent theft with its built-in security bar and Kensington lock. The projectors are also easy to maintain, with its long-life filter designed such that filter cleaning is timed to coincide with when the lamps need to be replaced, reducing the number of maintenance sessions required and providing greater convenience to users.

The Sony VPL-EW5, VPL-EX50, VPL-EX5 and VPL-ES5 business projectors are now available at the suggested prices of HK\$9,500, HK\$8,800, HK\$7,600 and HK\$6,500 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 VPL-EW5, VPL-EX50, VPL-EX5 and VPL-ES5 business projectors

Model Name		VPL-EW5	VPL-EX50	VPL-EX5	VPL-ES5
OPTICAL					
Projection System		3 LCD panels, 1 lens projection system			
LCD Panel		0.59" TFT LCD panel, 3,072,000 (1280x800x3) pixels	0.63" TFT LCD panel, 2,359,296 (1024x768x3) pixels		0.63" TFT LCD panel, 1,440,000 (800x600x3) pixels
Projection Lens		Approx 1.2 times zoom lens (Manual), f=18.53 to 22.18mm, F1.65 to 1.93			
Throwing Distance *1	80" screen 100" screen	2.5 to 2.9m 3.1 to 3.7m	2.3 to 2.8m 2.9 to 3.5m		
Lamp		190W Ultra high pressure lamp			
Recommended Lamp Replacement Time *2		2000H (Lamp mode: High) / 3000H (Lamp mode: Standard)		3000H	
Light Output (lumens)		2000 (Lamp mode: High) / 1600 (Lamp mode: Standard)	2500 (Lamp mode: High) / 2000 (Lamp mode: Standard)	2000	
Contrast (all white & black) *3		Max. 700:1	Max. 900:1	Max. 900:1	Max. 300:1
SIGNALS					
Color System		NTSC3.58, PAL, SECAM, NTSC4.43, PAL-M, PAL-N, PAL-60 system			
Resolution		Video: 750 TV lines, RGB: 1280x800 pixels	Video: 750 TV lines, RGB: 1024x768 pixels		Video: 500 TV lines, RGB: 800x600 pixels
Acceptable computer signal		fH: 19 to 92kHz, fV: 48 to 92Hz Maximum input signal resolution: Up to SXGA+ (fV 60Hz)			
Acceptable video signal		Composite Video, Y/C Video, 15kRGB 50/60Hz, Progressive Component 50/60Hz, DTV (480/60i, 480/60p, 575/50i, 575/50p, 720/50p, 720/60p, 1080/50i, 1080/60i)			
Speaker		Monaural speaker system, 40x28.5mm			
Speaker Output		1W (max.)			
GENERAL					
Dimensions (WxHxD)		314x109x269mm / 12 3/8x4 3/8x10 5/8 inches (without the projection parts)			
Mass		Approx. 3.0kg / 6 lb 10 oz		Approx. 2.9kg / 6 lb 6 oz	
Power requirements		AC 100 to 240V, 2.6-1.1A, 50/60Hz		AC 100 to 240V, 2.2-1.0A, 50/60Hz	
Power consumption		Max.: 260W, Standby: 3W		Max.: 225W, Standby: 3W	
V Keystone Correction Range *4		Max. +/- 30degrees			
Fan Noise		39dB (Lamp mode: High) / 33dB (Lamp mode: standard)		33dB	
Operating Temperature		0 to 35 C degrees (32 to 95 F degrees)			
Operating Humidity		35 to 85% (no condensation)			
INTERFACES					
VIDEO IN	Composite Video	Phono type			
	S Video	Y/C mini DIN 4-pin			
	Audio	Stereo mini jack		Stereo mini jack (shared VIDEO IN/INPUT A)	

INPUT A	RGB	Analog RGB/Component: HD D-sub 15 pin (female)		
	Audio	Stereo mini jack	Stereo mini jack (shared INPUT A/B)	Stereo mini jack (shared VIDEO IN/INPUT A)
INPUT B	RGB		Analog RGB: HD-D-sub 15 pin (female)	
	HDMI	Digital RGB/Y CB (PB) CR (PR): HDMI (HDCP)		
	Audio		Stereo mini jack (shared INPUT A/B)	
OUTPUT	RGB ^{*5}	Analog RGB: HD D-sub 15-pin (female)		
	Audio ^{*6}	Stereo mini jack (variable out)		
Remote	RS-232C	D-sub 9 pin (female)		
BATTERY FOR THE PROJECTOR				
Category		Battery Lithium		
Type		CR2025		
Weight of single battery (g)		2.3g		
Number of batteries per package		1		
SUPPLIED ACCESSORIES				
		Remote Commander (1) Lithium battery: CR2025 (1) HD D-sub 15-pin cable (1.8m) (1) Security label (1) CD-ROM (Operating Instructions) (1) ^{*7} Quick Reference Manual (1) Safety Regulations (1) Carrying Case (1) Lens Cap (1) AC Power Cord (1) Warranty Card (1)		
OPTIONAL ACCESSORIES				
Projector Lamp (for replacement)		LMP-E190		

*1: The throwing distance is “design value” and the tolerance is not included. Therefore the values are different from the ones in the “Installation diagram”.

*2: The number is approximate. This value varies depending on the environment or how the projector is used.

*3: This is an approximate maximum contrast value.

*4: The picture quality may deteriorate when the V Keystone function is used as it is an electrical correction.

*5: Computer signal on the current channel from INPUT A and INPUT B (EX50) only

*6: Audio signal on the current channel from AUDIO IN of VIDEO, S VIDEO, INPUT A and INPUT B (EX50 AND EW5) only

*7: CD-ROM contents:

- Operating instructions
- Readme for CD-ROM for Windows / Mac