

# SONY

## Press Release

### Sony Unveils 3LCD Projectors for Business and Education

*The new E series business projectors offer affordable solutions for a range of applications*



VPL-EX70

**Hong Kong, April 14, 2009** – To meet the growing needs for practical business projectors in the business and education sectors, Sony Corporation of Hong Kong Limited today expanded its 3LCD business projector series with three new models - the VPL-EX70, VPL-EX7 and VPL-ES7 - which come with an extensive range of user-friendly features for projecting high quality images. Capable of delivering a high brightness of up to 2600 lumens, the new series offers affordable solutions for a range of applications.

The E series adopts the 3LCD projection system that uses three LCD panels, providing high light transmission and excellent colour reproduction with high colour light output. This system also presents smooth gradients in dark areas and helps prevent colour breakup. The VPL-EX70 incorporates a new generation of inorganic LCD panels that utilize Sony's BrightEra™ technology to offer high picture quality of native XGA resolution and a superior brightness of 2600 lumens. The VPL-EX7 and VPL-ES7 provide native XGA and SVGA resolution respectively and a brightness of 2000 lumens.

The projectors accept a wide variety of video input signals including composite, S-Video and analog RGB/component in addition to supporting computer signals from VGA to SXGA+. To prevent unauthorized use of the projectors, the E series comes with a control panel key lock and

a password authentication system. Users can also use its built-in security bar or Kensington lock to help prevent theft.

All the models come with a short focal-length lens which allows for large-screen projections from a short distance. This feature is especially important when presentations are carried out in the venues where space is at a premium. These models can project an 80-inch image from a distance of approximately 2.3 meters. The convenient Off & Go function enables the user to turn off the projector immediately and unplug the AC power cord once a presentation is finished.

The projectors are equipped with other convenient features to provide high quality presentations including audio output, 4x digital zoom, image freeze, picture muting, front exhaust system, RS-232C control (VPL-EX70/EX7 only) and auto vertical keystone adjustment (VPL-EX70 only). With a unique body design, all models can project images upwards on the screen with minimal tilt adjustment. They feature a simple yet stylish design in pearl white which can match any meeting rooms or classrooms.

Sony 3LCD business projectors VPL-EX70, VPL-EX7 and VPL-ES7 are now available at the suggested prices of HK\$6,980, HK\$5,980 and HK\$5,200 respectively.

For customer enquiries, please contact Sony customer service 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](http://www.sony.com.hk).

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**Specifications of Sony business projectors VPL-EX70, VPL-EX7 and VPL-ES7 are as follows:**

<b>Model</b>	<b>VPL-EX70</b>	<b>VPL-EX7</b>	<b>VPL-ES7</b>
<b>OPTICAL</b>			
Projection System	3 LCD panels, 1 lens projection system		
LCD Panel	0.63-inch XGA LCD panel, 2,359,296 (1024 x 768 x 3) pixels	0.63-inch SVGA LCD panel, 1,440,000 (800 x 600 x 3) pixels	
Projection Lens	1.2 times zoom lens (manual), f=18.53 to 22.18mm, F1.65 to 1.93		
Lamp	190W ultra high pressure lamp		
Light Output	2600 lumens (lamp mode: high) 2000 lumens (lamp mode: standard)	2000 lumens (lamp mode: high) 1500 lumens (lamp mode: standard)	
Colour Light Output	2600 lumens (lamp mode: high) 2000 lumens (lamp mode: standard)	2000 lumens (lamp mode: high) 1500 lumens (lamp mode: standard)	
Screen Coverage	40 to 300 inches (viewable area, measured diagonally)		
Throwing Distance	40-inch	Approx. 1.1 to 1.4m	
	80-inch	Approx. 2.3 to 2.8m	
	100-inch	Approx. 2.9 to 3.5m	
	150-inch	Approx. 4.4 to 5.2m	
	200-inch	Approx. 5.8 to 7.0m	
	250-inch	Approx. 7.3 to 8.8m	
	300-inch	Approx. 8.8 to 10.5m	
<b>SIGNALS</b>			
Colour System	NTSC3.58, PAL, SECAM, NTSC4.43, PAL-M, PAL-N, PAL60 (automatically/manually selected)		
Resolution	Video: 750 TV lines RGB: 1024 x 768 pixels	Video: 500 TV lines RGB: 800 x 600 pixels	
Acceptable Computer Signals	fH: 19 to 92 kHz, fV:48 to 92 Hz Max. input signal resolution: up to SXGA+ (1400 x 1050, fV: 60Hz)		
Acceptable Video Signals	Composite Video, S-Video (Y/C), 15 kHz RGB 50/60 Hz, Component 50/60 Hz, Progressive Component 50/60 Hz, DTV (480/60i, 575/50i, 480/60p, 575/50p, 720/60p, 720/50p, 1080/60i, 1080/50i)		
<b>SPEAKER</b>			
	Mono 1 W (max.)		
<b>INPUT/ OUTPUT</b>			
Video In	S-Video: Y/C, mini DIN 4-pin		

	Video: Composite video, RCA phono jack Audio: Stereo mini jack	
Input A	RGB: Analog RGB/Component: HD D-sub 15-pin (female) Audio: Stereo mini jack	
Input B	Analog RGB: HD D-sub 15-pin (female) Audio: Stereo mini jack	-
Output	Monitor: Analog RGB: HD D-sub 15-pin (female) Audio: Stereo mini jack	
Remote	RS-232C: D-sub 9-pin (female)	-
<b>GENERAL</b>		
Dimension (W x H x D)	Approx. 314 x 109 x 269mm (excluding projection parts)	
Mass	Approx. 3 kg	Approx. 2.9 kg
Power Requirements	AC 100 to 240V, 2.6 to 1.1A, 50/60 Hz	AC 100 to 240V, 2.2 to 1.0A, 50/60 Hz
Power Consumption	Max. 260W, Standby: Approx. 3W	Max. 240W, Standby: Approx. 3W
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% (no condensation)	
<b>SUPPLIED ACCESSORIES</b>		
	Remote Commander (1), Lithium Battery CR2025 (1), HD D-sub 15-pin Cable (1.8m, x1), Security Label (1), CD-ROM (Operating Instructions, x1), Quick Reference Manual (1), Safety Regulations (1), Carrying Case (1), Lens Cap (1), AC Power Cord (1), Warranty Card (1)	