

SONY

Press Release

Sony Unveils Compact Business Projector Series with Wireless Connectivity

New LCD business projectors VPL-MX25 and VPL-DX15 feature wireless network functions and a USB connector for PC-less operation



VPL-MX25

Hong Kong, July 14, 2009 – Sony Corporation of Hong Kong Limited today further expanded its high performance LCD business projector range with two new additions, VPL-MX25 and VPL-DX15. Both projectors provide powerful presentation tools for business people on the move with a wide range of wireless network functions and a USB connector for “PC-less” operation.

The VPL-MX25 and VPL-DX15 combine Sony’s cutting-edge BrightEra™ technology and a 3LCD projection system that uses three LCD panels to provide high light transmission and excellent colour reproduction with high colour light output in addition to smooth gradients in dark areas. They deliver superior picture quality in XGA (1024x768) resolution and a high brightness, allowing users to make powerful desktop presentations in any business environments.

When both projectors are installed on a wireless LAN, the versatile network functions are available to any PC on that network and allow the user to easily make a wireless network presentation via a PC running the Microsoft® Windows Vista® operating system. The user can

also easily access data files stored on a networked PC and project those files even if the PC is in a different location. The built-in USB connector enables the user to directly project data files stored on a USB device without the need to convert file formats via a PC.

Ultra slim, lightweight VPL-MX25

Featuring an extremely slim lightweight design, the VPL-MX25 is perfect for applications that require a highly mobile solution. The stylish yet robust body adopts magnesium alloy for the chassis coupled with round contours for easy carrying. Also, it boasts a thin form of approximately 45mm and a light weight of 1.7kg. This projector delivers extraordinary picture quality by combining a new generation optical system that uses Sony's BrightEra™ with Long Lasting Optics technology¹ and a 3LCD projection system. It offers a high resolution in XGA and a brightness of 2500 lumens. Advanced intelligent auto setup functions are included to make the projector easy to operate.

Practical yet powerful VPL-DX15

Packing high brightness and simple operation into a highly sophisticated body, the VPL-DX15 offers a cost effective solution for high quality desktop presentations in small- to medium- sized conference rooms or school classrooms. This projector delivers crisp and vivid images with 3000 lumens brightness and XGA resolution. A simple and easy-to-use control panel with essential controls is positioned on the top of the projector to allow for easy operation.

Both projectors also come with a range of convenient features, including: image freeze, short focal-length lens, streaming video client function, picture muting and security functions.

Sony LCD business projectors VPL-MX25 and VPL-DX15 are now available at the suggested prices of HK\$14,000 and HK\$12,400, respectively.

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

¹ BrightEra with Long Lasting Optics is the brand name for a new generation optical system, which is a more advanced version of Sony's original BrightEra technology. In addition to the adoption of LCD panels that have pixels with large aperture ratios and inorganic alignment layers, BrightEra with Long Lasting Optics technology also uses an inorganic layer for polarization plates to greatly enhance reliability.

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 Sony's web site on www.sony.com.hk

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Specifications sheet for LCD business projector VPL-MX25

Model	VPL-MX25	
Optical		
Projection System	3 LCD panels, 1 lens projection system	
LCD Panel	0.63-inch XGA panel, 2,359,296 (1024 x 768 x 3) pixels	
Projection Lens	1.2 times power zoom lens, f=18.19 to 21.87mm, F 1.65 to 1.80	
Lamp	200W ultra high pressure lamp	
Light Output	2500 lumens (lamp mode: high)/ 2000 lumens (lamp mode: standard)	
Colour Light Output	2500 lumens (lamp mode: high)/ 2000 lumens (lamp mode: standard)	
Screen Coverage	30 to 150 inches (auto focus operation range) (viewable area measured diagonally)	
Signals		
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
Acceptable Computer Signals	fH: 19 to 80kHz, fV:48 to 92Hz (up to SXGA+ (fV:60Hz))	
Acceptable Video Signals	15kHz RGB, component 50/60Hz, progressive component 50/60Hz, DTV (480/60i, 480/60p, 575/50i, 575/50p, 720/60p, 720/50p, 1080/60i, 1080/50i), composite video	
General		
Dimensions (W x H x D)	Approx. 273 x 45 x 206mm (10 ³ / ₄ x 1 ¹³ / ₁₆ x 8 ¹ / ₈ inches) (excluding projection parts)	
Mass	Approx. 1.7kg (3lb 12oz)	
Power Requirements	AC 100 to 240V, 2.9 to 1.2A, 50/60Hz	
Power Consumption	Max. 290W, Standby: approx. 11W (standard mode)/ 2W (low mode)	
Operation Temperature	0 to 35°C	
Operating Humidity	35 to 85% (no condensation)	
Storage Temperature	-20 to 60°C	
Storage Humidity	10 to 90% (no condensation)	

Inputs/Outputs		
Input A	Analog RGB /Component	HD D-sub 15-pin
Video Input	Composite Video	RCA phono jack
USB		USB type A connector
Network		Wireless LAN, IEEE 802.11a/b/g
Supplied Accessories		<ul style="list-style-type: none"> - Remote commander unit x 1 - Lithium battery (CR2025) for remote commander unit x 1 - HD D-sub 15 pin cable (2m) x 1 - Carrying case x 1 - AC power cord x 1 - Security label x 1 - Operating instructions (CD-ROM) x 1 - Quick reference manual x 1 - Safety regulations x 1

Key specifications for LCD business projector VPL-DX15

Model Name	VPL-DX15
Optical	
Projection System	3 LCD panels, 1 lens projection system
LCD Panel	0.63-inch TFT LCD panel (BrightEra) / XGA (1024 x 768) x 3 / 2,359,293 pixels
Projection Lens	Approx. 1.2 times zoom, f=18.63 to 22.36mm, F=1.65 to 1.8
Lamp	200W ultra high pressure lamp
Light Output	3000 lumens (Lamp Mode: High) / 2400 lumens (Lamp Mode: Standard)
Colour Light Output	3000 lumens (Lamp Mode: High)/ 2400 lumens (Lamp Mode: Standard)
Recommended Lamp Replacement Time	2000H (Lamp Mode: High) / 3000H (Lamp Mode: Standard)
Projected Picture Size (measured diagonally)	40" to 300"
Signals	
Colour System	NTSC3.58 / PAL / SECAM /NTSC4.43 / PAL-M / PAL-N / PAL60 system
Resolution	Video input: 750 horizontal TV lines
	RGB input: 1024 x 768 pixels
Acceptable Computer Signal	fH: 19 to 80kHz / fV: 48 to 92Hz Max. input signal resolution: SXGA+ 1400x1050 fV: 60Hz
Acceptable Video Signal	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 (W x H x D)	Approx. 295 x 74 x 204mm (without projecting parts)
Mass	Approx. 2.2kg
Power Requirements	AC 100 to 240V, 3.6 to 1.6A, 50/60Hz
Power Consumption	Max.: 320W / Standby (Standard): Approx. 10.5W /

	Standby (Low): Approx. 3.0W
V Keystone Correction	Max. +/- 30 degrees (auto)
Speaker	Max. 1W (mono)
Fan Noise	42dB (Lamp Mode: High) / 37dB (Lamp Mode: Standard)
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	S Video Y/C Mini DIN 4 pin, Composite Phono, Audio Stereo mini jack
INPUT A	Analog RGB/Component HD D-sub 15 pin
Network	Wired: RJ45 Wireless: IEEE.802.a/b/g
USB	USB Type A connector
Supplied Accessories	
	<ul style="list-style-type: none"> - Remote Commander: RM-PJ6 x 1 - Lithium Battery: CR2025 x 1 - HD D-sub 15-pin cable (2.0m) x 1 - Security Label x 1 - CD-ROM (Operating Instructions) x 1 - Quick Reference Manual x 1 - Safety Regulations x 1 - Carrying Case x 1 - AC Power Cord x 1 - Warranty Card x 1