



Press Release

Sony 3D Home Projector Brings Unrivalled 3D Cinematic Experience to Home

The new 3D home projector VPL-VW90ES is able to project 3D in Full HD 1080p with an upgraded SXRD panel and a high frame rate of 240Hz



VPL-VW90ES

Hong Kong, November 23, 2010 – Sony Corporation of Hong Kong Limited today introduced its first 3D home projector — the VPL-VW90ES — which delivers an ultimate 3D cinematic experience at home with Sony’s innovative 3D technologies. The 3D home projector VPL-VW90ES features 24p True Cinema™ and 240Hz SXRD panel together with Sony’s active shutter 3D glasses, amazing its audience with a completely natural and immersive 3D viewing experience.

“Delivering on Sony’s promise of 3D innovation, the new 3D home projector VPL-VW90ES brings big-screen viewing into the living room,” said Henry Lee, Division Managing Director, Hong Kong Marketing Company, Sony Corporation of Hong Kong Limited. “Whether you are a home cinema connoisseur, armchair sports fanatic or avid gamer, the new home projector creates a completely immersive and unrivalled cinematic viewing experience in the comforts of the home.”

VPL-VW90ES – Delivering the ultimate 3D cinematic experience

The VPL-VW90ES features Sony’s innovative technologies, which are used for cinema-grade projectors. With the ability to project 3D in Full HD 1080p, the VPL-VW90ES features an upgraded SXRD panel and it is the first 3D projector with a high frame rate of 240Hz. The industry leading high frame rate works to minimize image distortion or “crosstalk” (double

imaging), delivering an unrivalled 24p True Cinema™ 3D, as well as 2D high definition cinematic experience. Additionally, the projector uses a single Ultra High Performance (UHP) lamp that drives brightness of 1,000 ANSI lumens and delivers astounding sharpness, deep black levels thanks to Sony's proprietary Advanced Iris 3™ technology to present an extraordinary dynamic contrast ratio of 150,000:1.

Simulation of 3D images injects new life to classic movies and games

The projector is capable of taking 2D video and simulating 3D images, injecting new life to classic movies and games, allowing a wide variety of content to be enjoyed. The projector opens up another dimension for avid gamers with rapidly increasing number of 3D stereoscopic game titles such as WipEout™HD and MotorStorm™ II on the PlayStation® 3, in crystal clear high definition.

Highly customizable to fit your content and size needs

Key to the VPL-VW90ES is customization. The projector is simple to setup and ideally suited to meet a wide range of installation configurations. Customers can personalize the projector depending on the content they are showing and the size of the room they are in, whether it is a small living room or large home theatre. The stylish projector sports a black glossy piano finish and constructed to perfection. It is quiet too, thanks to its incredibly low fan noise of just 22dB.

VPL-HW20 – Full HD immersive home cinematic experience

Sony also provides home cinema enthusiasts with a vibrant and bright Full HD picture for screens as big as 150 inches thanks to its new Full HD projector VPL-HW20 which features Sony's SXRD panel technology.

With Sony's Advanced Iris 3™ technology, the VPL-HW20 projector delivers a picture quality that works like the human eye, responding dynamically to the level of light in each scene, and always selecting the optimum contrast. Advanced Iris 3™ can bring out the detail in darker sequences and prevent bright scenes from looking washed out, delivering an improved brightness of 1300 ANSI lumens. The result is stunningly high true dynamic contrast ratio of 80,000:1.

The improved contrast is the result of Sony's updated 1920 x 1080 SXRD panels – built to deliver a consistently superior image, produced across the entire screen. The SXRD provides film-quality smoothness by minimizing the space between pixels for crisp and vivid images with unrivalled clarity.

The new VPL-HW20 is also equipped with the All Range Crisp Focus (ARC-F) lens which offers a 1.6x manual zoom and both vertical and horizontal adjustment, simplifying projector setup and helping users achieve a good picture in a variety of environments. In order to generate a picture that is optimized both in the accuracy of the contrast and the precision of the colour reproduction, the VPL-HW20's digital processing system consists of eight separate stages of

image enhancement – carried out in real time – each with a specialized function. A highly effective cooling system means that fan noise is kept to an absolute minimum (as low as 20dB).

Availability and Pricing

The VPL-VW90ES will be supplied with two pairs of Sony’s active shutter 3D glasses and a built-in 3D transmitter. Both projectors are now available as follows:

Projector Model	Suggested Price
VPL-VW90ES	HK\$76,700
VPL-HW20	HK\$23,400

For customer enquiries please contact Sony sales and services hotline at (852)2345-2966.

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.

About make.believe

“make.believe” (make dot believe) is a Group-wide brand message that unites Sony’s communications initiatives across electronics, games, movies, music, mobile phones and network services. “make.believe” symbolizes the spirit of Sony – the power of creativity, the ability to turn ideas into reality and the belief that anything you can imagine, you can make real.

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Specifications sheet for Sony 3D home projector VPL-VW90ES

Model Name	VPL-VW90ES
System	
Projection system	SXRD panel, 1 lens, projection system
LCD panel	0.61-inch (15.4mm) SXRD panel, 6,220,800 pixels (2,073,600 pixels x3)
Lens	1.6 times zoom lens (manual), f=18.5 to 29.6 mm / F2.50 to F3.40
Lamp Type	200W Ultra High Pressure Lamp
Projection picture size	40 to 300 inches (1,016mm to 7,620mm) (measured diagonally)
Color System	NTSC3.58 / PAL / SECAM / NTSC4.43 / PAL-M / PAL-N / PAL60 system, switched automatically /manually (PAL60 system not switched manually)
Acceptable video signals	15 kHz RGB/component 50/60 Hz, Progressive component 50/60 Hz,480/60i, 576/50i, 480/60p, 576/50p,720/60p, 720/50p, 1080/60i, 1080/50i,1080/24PsF (48i), 1080/60p (HDMI input only), 1080/50p (HDMI input only), 1080/24p (HDMI input only),Composite video
Acceptable computer signal	fH: 19 to 72kHz, fV : 48 to 92Hz, Maximum resolution 1920x1080 fV 60Hz
Terminal name (Function)	
VIDEO (Video input)	RCA Pin jack
Y Pb/Cb Pr/Cr (Component input)	RCA Pin jack
3D SYNC	RJ-45
Input A (Analog RGB/Component)	HD D-sub 15-pin
HDMI	Digital RGB / Y Cb(Pb) Cr(Pr)
Trigger	Mini jack Selectable : Power / Anamorphic zoom)
Remote (RS-232C)	D-sub 9-pin (Female)
IR IN (control-s)	Mini jack

General	
Dimensions (w/h/d)	470x179.2x484.9 mm 18 ½ x 7 1/16 x 19 3/32 inches
Mass	Approx. 12kg (26 lb 8 oz)
Power requirements	AC 100 to 240V, 3.0-1.3A, 50/60H z
Power consumption	Max.:320W, Standby mode(low):0.5W (default) Standby mode (standard): 8W
Operating temperature	5 to 35 C degrees (41 to 95 F degrees)
Operating humidity	35 to 85% (no condensation)
Storage temperature	-20 to +60 C degrees (-4 to +140 F degrees)
Storage humidity	10 to 90%
Supplied Accessories	
Remote Control	Remote Commander RM-PJW85(WW except for J) , RM-PJW85J(J) (1)
Batteries for Remote Control	Size AA (R6) batteries (2)
AC power cord	AC power cord (1) for U8, J1, C1 @local :SYQ
Operating Instructions	Operating Instructions(1)
Warranty	Warranty (1) for U8, J1, C1 @local :SYQ
CD-ROM	Image Director3 (1)
3D Glasses (including the battery)	3D Glasses (2) , batteries (2)
	Pouch for the 3D Glasses (2)
Filter attachment for the 3D Glasses	Regular size (2 pair), Small size (2 pair)
	Conversion cable (3D SYNC) (1)
Optional Accessories	
Projector Lamp	LMP-H201 (for replacement)
Projector Suspension Support	PSS-H10
3D Glasses	TDG-BR100, TDG-BR50
3D Transmitter	TMR-BR100
Filter attachment	Regular size, Small size

Specifications sheet for Sony home projector VPL-HW20

Model Name	VPL-HW20
System	
Projection system	New SXRD panel, 1 lens, projection system
LCD panel	0.61-inch (15.4mm) SXRD panel, 6,220,800 pixels (2,073,600 pixels x3)
Lens	1.6 times zoom lens (manual), f=18.5 to 29.6 mm / F2.50 to F3.40
Lamp	200W Ultra High Pressure Lamp
Projection picture size	40 to 300 inches (1,016mm to 7,620mm) (measured diagonally)
Color System	NTSC3.58/PAL/SECAM/NTSC4.43/PAL-M/PAL-N system (switched automatically/manually)
Acceptable video signals	15kHz RGB/component 50/60Hz, Progressive component 50/60Hz, 480/60i, 576/50i, 480/60p, 576/50p, 720/60p, 720/50p, 1080/60i, 1080/50i,1080/48i, 1080/60p(HDMI input only), 1080/50p(HDMI input only), 1080/24p(HDMI input only), Composite video, Y/C video
Acceptable computer signal	fH: 19 to 72kHz, fV : 48 to 92Hz, Maximum resolution : 1920x1080 fV 60Hz
Input	
Video	
Video	RCA Pin jack
S VIDEO	Y/C mini DIN 4-pin type
Component	
Y Pb/Cb Pr/Cr	RCA Pin jack
HDMI	Digital RGB/Y Cb(Pb) Cr(Pr)
Input A	
Analog RGB/Component	HD D-sub 15-pin

Remote	
RS-232C	D-sub 9-pin (Female)
General	
Dimensions (w/h/d)	407.4 x 179.2 x 463.9 mm, 16 1/8 x 7 1/8 x 18 3/8 inches
Mass	Approx. 10kg (22 lb 1 oz)
Power requirements	AC 100 to 240V, 3.0-1.3A, 50/60Hz
Power consumption	Max.:300W, Standby mode:8W, Standby mode(low):0.5W
Operating temperature	5 to 35 C degrees (41 to 95 F degrees)
Operating humidity	35 to 85% (no condensation)
Storage temperature	-20 to +60 C degrees (-4 to +140 F degrees)
Storage humidity	10 to 90%
Supplied Accessories	
Remote Control	Remote Commander RM-PJVW70 (WW except for J), RM-PJHW15J (J)
Batteries for Remote Control	Size AA (R6) batteries (2)
AC power cord	AC power cord (1)
Lens Cap	Lens Cap (1)
Operating Instructions	Operating Instructions (1)
Optional Accessories	
Projector Lamp	LMP-H201 (for replacement)
Projector Suspension Support	PSS-H10