

Press Release

Sony Digital Cinema 4K Projection System Rolls Out at The Grand Cinema
*Largest scale of Sony 4K technology deployment in Hong Kong promises to bring movie-goers
a truly immersive cinematic experience*



4K projector SRX-R320

Hong Kong, December 7, 2010 – Sony Corporation of Hong Kong Limited today announced that The Grand Cinema has deployed Sony’s 4K digital cinema systems. The roll-out of the 4K projection systems at The Grand Cinema is Sony’s largest scale of its kind in Hong Kong and marks a major step for the cinema moving towards a new digital era in entertainment.

Sony has led the way in 4K Digital Cinema since it was introduced in 2007. The implementation of Sony’s 4K digital cinema solutions at The Grand Cinema adds to the shipment of 6,000 4K-enabled screens worldwide. Sony 4K projectors offer the highest image resolution of commercial cinema projection technologies in the market, producing up to 8.8 million pixels. The 4K technology provides image resolution approximately four times greater than 2K projection systems and consumer high-definition televisions.

“Sony Digital Cinema 4K projection systems have swept across major cinemas around the world. Digital cinema is set to enable the future for the cinema industry. We are pleased that The Grand Cinema has recognized the benefits of Sony’s 4K technology as they move towards a digital future. As the only manufacturer of commercially available 4K resolution digital cinema projectors and the only manufacturer to provide the complete end-to-end cinema digital solution to exhibitors, Sony is well poised to lead the digital cinema revolution with the SXR4K technology which takes the viewing experience to the next level,” said Mr. Henry Lee, Division Managing Director, Hong Kong Marketing Company, Sony Corporation of Hong Kong Limited.

“At The Grand Cinema, we are driven to offer an immersive entertainment experience for our customers by offering the highest picture resolution of all available projection technologies. Implementing Sony’s 4K digital cinema solution enables us to offer an unrivalled state-of-the-art screening and best possible cinematic experience for movie-goers,” said Ms. Helena Young, General Manager, The Grand Cinema.

With many cinemas upgrading to 4K, the top Hollywood studios are increasing the number of movies given a 4K release including “The Green Hornet”, “The Social Network”, “The Karate Kid”, “Salt”, “Eat, Pray, Love”, “The Other Guys” and “Burlesque”. There is a generous flow of content for 4K motion pictures currently and this will move towards becoming a major format in the near future.

For customer enquiries please contact Sony sales and services 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.

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.

About The Grand

The Grand is the only complex in Hong Kong that features a proprietary infrasonic audio system, “Shaw Active Sound,” giving the audience an enhanced sub-woofer experience. It is the largest complex in town with 1,600 seats in twelve houses – all with spacious stepped seating. An adjoining restaurant, art gallery and interactive zone provide extra entertainment amenities to cinemagoers. Particular attention during the design process was given to the audio system, acoustic treatment and overall architectural configuration, to bring the individual houses up to a standard approaching that of professional recording studios.

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