

Press Release

**Sony Launches World's^{*1} First 3D-Compatible Head Mounted Display
Equipped with High Definition OLED Panel**
The HMZ-T1 Personal 3D Viewer makes Sony's 3D world experience even more personal



HMZ-T1

- High Definition OLED panel delivers high quality video
- Dual Panel 3D Method delivers natural, bright, highly-pure, and crosstalk-free 3D video
- 5.1ch Virtual Surround Technology (Virtualphones Technology) for a fully realistic feeling
- Wide horizontal viewing angle of 45 degrees delivers a movie theatre-like virtual screen

Hong Kong, January 5, 2012 – Sony is making home entertainment even more personal with its new 3D-compatible head mounted display, the HMZ-T1. This “Personal 3D Viewer” offers a spectacular new style of viewing both 2D and 3D content in the comfort of the living room, with the visual and audio experiences of being in a movie theatre.

The HMZ-T1 is equipped with the newly developed 0.7-inch (diagonal 18.0mm) high definition (HD) OLED (1280 x 720) panel, which has been realized through Sony's unique expertise in both OLED display and semiconductor silicon drive technologies. The HMZ-T1 adopts the ‘dual panel 3D method’, which consists of separate panels for the left eye and right eye respectively, unlike other 3D image display methods. With its own dedicated 3D video for the left and right eyes, viewers are now able to enjoy high resolution 3D video that is natural, bright and extremely pure with zero crosstalk.

*1 As a 3D compatible Head Mounted Display for consumer product (announced on August 31, 2011).

The HD OLED panel adopts Sony's unique expertise in both OLED display and semiconductor silicon drive technology. With the display's high contrast, color reproduction and fast response capabilities, videos are now given added depth, allowing for smoother and higher-quality videos.

A harmonious culmination of Sony's technologies ensures that true ultra-deep black tones and colours are reproduced faithfully, resulting in beautiful and stunningly crisp contrasted images. The use of such a technology can also be found in the recently announced DSLR digital cameras **α77** and **α65**, as well as in the interchangeable lens digital camera NEX-7, which are equipped with a 0.5-inch (diagonal 12.7mm) XGA electronic viewfinder (EVF).

The HMZ-T1 boasts a wide horizontal viewing angle of 45 degrees by incorporating an optical lens that thoroughly suppresses unwanted aberration and distortion. This puts a movie theatre-style virtual screen in front of the viewer's eyes, creating a big-screen video equivalent to a 750-inch screen (virtual viewing distance 20m) allowing viewers to easily read small subtitles whilst experiencing the intensity of 3D as the video images expand before their eyes. The design of this device is such that it covers the maximum possible field of vision, surpassing the video viewing range of 45 degrees, resulting in a feeling of deep immersion with any information unrelated to viewing being isolated. Light from below the HMZ-T1 can also be intercepted by using the accompanying light shield (shade plate), thereby further enhancing the feeling of being in a proper movie theatre for the viewer.

Viewers are also spoilt for choices when it comes to their audio needs with the HMZ-T1. Incorporating Sony's proprietary 5.1ch Virtual Surround Technology that was developed especially for headphones, the equivalent of a maximum 5.1ch multi-channel audio can be experienced, adding to the effect of the viewer being virtually present in the cinema theatre. With a choice of four different surround sound modes (standard, cinema, game and music) to suit any kind of content, there is a perfect surround mode available for any situation.

Compatible with various 3D products including, 3D Blu-ray Disc players, PlayStation® 3 and VAIO notebooks with Blu-ray Disc drive, the new 3D viewing style provided by the HMZ-T1 will enable users to enjoy the realistic feeling of being in a movie theatre whilst relaxing on their living room sofa, further enhancing Sony's 3D world experience.

Sony head mounted display HMZ-T1 will be available from mid January 2012 at the suggested retail price of HK\$5,980.

Order Now

Sony Personal 3D Viewer HMZ-T1 is available for pre-order from January 5 to January 16, 2012 exclusively at all Sony Stores. The following special packages are available during the pre-order period:

Package	Package Details	Price
HMZ-T1	<ul style="list-style-type: none">- Harry Potter and the Deathly Hallows 1 & 2 (3D Blu-ray Disc);- The Chronicles of Narnia: The Voyage of the Dawn Treader (3D Blu-ray Disc)	HK\$5,980
HMZ-T1 with Premium Service	<ul style="list-style-type: none">- Harry Potter and the Deathly Hallows 1 & 2 (3D Blu-ray Disc);- The Chronicles of Narnia: The Voyage of the Dawn Treader (3D Blu-ray Disc)- Premium Service includes one-year extension of hardware warranty plus one-time cleaning service and hardware inspection service	HK\$6,330

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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Product specifications of Sony Personal 3D Viewer HMZ-T1:

Model	HMZ-T1	
Display	Display Device	OLED Panel x 2
	Display Resolution	1280x720
	Aspect Ratio	16:9
	Gradation	RGB 24bit
	Field of View	45 degree
	Virtual Image Size	750 inch in 20m distance
3D	3D Ready	Yes
Video Features	Picture Mode	Standard / Cinema / Vivid / Custom
	Noise Reduction Settings	Frame noise reduction/ Block noise reduction / Mosquito noise reduction
	Picture Settings	Clear Black/ Picture / Brightness / Color temperature/ Sharpness
	Clear Black Setting	Yes
	SBM (Super Bit Mapping) for Video	Yes
Viewing Settings	Lens Span Adjustment	5 Steps
Headphones	Sensitivity	106dB/mW
	Frequency Response	12-20,000Hz
	Impedance	24Ω
Audio Features	Linear PCM	Up to 5.1ch
	Virtualphones Technology (VPT)	Yes
	Preset Audio Mode	Standard / Cinema / Game / Music / off
HDMI CEC	Control for HDMI	Play, Pause, Next, Previous, Fast-forward, Fast-rewind
Convenience Features	HDMI Pass-through	Yes (*Available in Stand-by mode)
	Auto Power Off	Yes (6 hours)
	Wearing Sensor	Yes
	Prolonged Viewing Warning	Yes
	Password Setting	Yes

Inputs and Outputs	Video Inputs and Outputs	HDMI Input(s) and Output(s)	1 Input/1 Output
		Output(s) to Head Mounted Display	1 Output
System Configurations		Head Mounted Display	1
		Processor Unit	1
Measurements (Approx.)		Dimensions (W x H x D)	Head Mounted Display: Approx.210mm x 126mm x 257mm (Cable not included); Processor Unit: 180mm x 36mm x 168mm
		Cable Length	3.5m (Between Head Mounted Display and Processor Unit)
Weights (Approx.)		Unit	Head Mounted Display: Approx.420g; Processor Unit: 600g
Power	AC	Power Voltage	220 V - 240 V AC, 50/60 Hz
		Power Consumption	15W
		Power Consumption (Stand-by mode)	0.35W
Supplied Accessories		Start-up Guide	Yes
		Reference Guide	Yes
		AC Cable	1
		HDMI Cable	1(1.5m)
		Headband Strap Clip	1
		Connecting Cord Holder	1
		Forehead Supporter	Type A(Thin), Type B (Medium)[Attached on HMD already], Type C (Thick)
		Forehead Supporter Cover	1
		Light Blocker	1 Pair (Left & Right)