

## **Sony Introduces “My WEGA HomeNet” to Make Home Entertainment More Enjoyable**

**Hong Kong, April 7, 2005** – Sony Corporation of Hong Kong Limited today unveiled the “My WEGA HomeNet” campaign, which will include a grand lucky draw running from April 11 to May 15, 2005. To further enhance home entertainment enjoyment with more choices, Sony also launched the new black version of LCD WEGA TV KLV-L32M1/B and the new 12 bit/108MHz Progressive DVD player DVP-NS50P.

### **“My WEGA HomeNet” Concept**

The “My WEGA HomeNet” concept is created with the aim of allowing customers to enjoy high quality home entertainment by connecting AV / IT products with the WEGA display as the centerpiece to form a complete solution. The concept is made possible with Sony’s extensive product categories that customers can mix and match based on their personal preference, ranging from display products (LCD TV, Plasma TV, home entertainment projectors and CRT TV), home theatre systems, audio products, digital imaging products to DVD players and DVD recorders.

“We are excited to present the new ‘My WEGA HomeNet’ concept. This time, the campaign highlights the AV connectivity of WEGA. With Sony’s wide range of AV home entertainment products, customers can choose any products according to their budgets, lifestyles and living environments so as to enjoy complete solutions of home AV entertainment no matter in the living room, bedroom or kitchen. They can enjoy any kind of multimedia entertainment in a personal space or share the fun of big screen entertainment with family and friends,” said Mr. Kunihiko Kawakita, Division Managing Director, Hong Kong Marketing Company, Sony Corporation of Hong Kong Limited.

### **“My WEGA HomeNet” Grand Lucky Draw**

The grand lucky draw of the “My WEGA HomeNet” campaign consists of two parts running from April 11 to May 15, 2005. For the first part, customers who purchase display products such as LCD TV, Plasma TV, home and multimedia projectors as well as CRT TV, are entitled to the grand lucky draw to win the grand prizes - Sony’s flagship wireless home theatre system DAV-LF1, 160GB hard disk DVD recorder RDR-HX900 or other Sony AV products.

The second part allows customers who purchase DVD related products, such as DVD recorders, DVD players, DVD micro Hi Fi systems and home theatre systems to take part in the lucky draw to win the latest black version of the LCD WEGA TV KLV-L32M1/B, multimedia projector VPL-ES2 or other Sony AV products.

For details of the lucky draw, please visit Sony web site at [www.sony.com.hk/Electronics/index.html](http://www.sony.com.hk/Electronics/index.html).

### **New Black Version of LCD WEGA TV - KLV-L32M1/B**

On top of the silver version launched recently, the new black version gives users an alternative to match with their existing home theatre systems. It features Sony's breakthrough WEGA ENGINE technology and the high resolution WXGA panel (1366 x 768 pixels) for unrivaled High Definition picture quality. WEGA ENGINE is a full digital image processing technology which delivers the most realistic picture on flat panel displays with four clear benefits, including: Less Noise, Better Resolution, Higher Contrast and More Reality.

The KLV-L32M1/B offers a center speaker-in, which can be utilized as the center speaker of WEGA Theatre. And it also comes with a tabletop stand for flexible placement and the compatibility to connect to the other home entertainment devices for a perfect WEGA theatre.

### **12 bit/108MHz Progressive DVD Player – DVP-NS50P**

The new 12 bit/108MHz Progressive DVD player DVP-NS50P comes with the "Precision Drive Pro" technology that provides superior picture and audio quality as well as superb playability. It is compatible with a wide range of disc formats, including DVD-Video、DVD-R、DVD-RW (VR w/ CPRM/ Video Mode)、DVD+R、DVD+RW、DVD+R (Dual Layer)、SVCD、VCD、CD、CD-R/RW and MP3 / JPEG (CD-R/RW, DVD-R/RW, DVD+R/RW).

The DVP-NS50P is equipped with the 12 bit/108MHz Video Digital Analog Converter and Video Equalizer for exceptional sharpness and to minimize picture interference. Twin Laser Pick Up and Dynamic Tilt Compensation are included to ensure a smooth and stable playback even if the discs are distorted or vended. It also incorporates Sony's proprietary Precision Cinema Progressive to provide the best signal source and deliver vivid details and seamless pictures.

The KLV-L32M1/B and DVP-NS50P will be launched in early April and sell for HK\$24,880 and HK\$780 respectively. The KLV-L32M1/B is available in a limited stock and customers will receive a special, perfect colour-matching gift - the "PlayStation 2" console (slim version) and a designated game title or an adjustable wall mount, each gift is worth approximately HK\$1,500.