

Sony SXR D Full HD Home Theatre Projector VPL-VW50



VPL-VW50

Hong Kong, August 7, 2006 – Sony Corporation of Hong Kong Limited announced the global debut of the SXR D full HD home theatre projector VPL-VW50. Powered by Sony’s proprietary SXR D (Silicon X-tal Reflective Display) full HD technology, the VPL-VW50 delivers 1080p native panel resolution and a dynamic contrast ratio of up to 15,000:1¹, which is the highest level in the front projector industry.

Innovative SXR D Technology Delivers Exceptional Projection Quality

The new projector utilizes Sony’s SXR D (Silicon X-tal Reflective Display) full HD panel technology to produce a smooth, film-like picture with high levels of image resolution, contrast, and response time. The SXR D panel offers an extra high contrast ratio of up to 5,000:1, delivering rich and precise images with full HD resolution (1920 x 1080). The unique combination of the new liquid crystal materials and the thin cell gap on SXR D results in exceptional black level and detail performance in addition to a rapid response time of less than 2.5 milliseconds.

The VPL-VW50 utilizes three units of the world's smallest 3rd generation 0.61” SXR D full HD panel - each for red, green and blue color reproduction - reproducing more than 6 million native pixels.

High Performance Features for Full Cinema Effects Re-created at Home

The VPL-VW50 features a 200-watt Ultra High Pressure (UHP) mercury lamp that achieves high brightness of 900lm and excellent red color reproduction.

The VPL-VW50 adopts the newly developed control algorithm “Advanced Iris 2” to reproduce high contrast ratio. The new control algorithm adds the manual adjustment

¹ When "Auto" mode of the Advanced Iris is used. This "Auto" mode of Advanced Iris dynamically changes according to the setting of the projector and the level of picture.

function for iris setting to allow users to enjoy maximum flexibility by adjusting the aperture of iris depending on the pictures and sources. The combination of the “Advanced Iris 2” and SXRD full HD panel makes black level deeper with more details, and generates a dynamic contrast ratio of up to 15,000:1.

Additionally, thanks to an advanced total cooling structure, the VPL-VW50 produces an extremely low fan noise of 22dB, which is one of the lowest in the industry and important for home theatre applications.

From 3m to 5.5m, the projector features 1.8x powered lens zoom and powered focus as well as lens shift to adjust the vertical and horizontal manual location of the image for flexible installation locations.

Designed as the ideal home theatre projector, the VPL-VW50 offers a wide array of outstanding features and advanced convenient features for customers to create the ultimate cinematic experience, including: Sony’s unique new “1-chip picture processing engine”, 24p (24 frames per second) input signals, HDMI digital input x 2, Real Colour Processing function and PC input.

The SXRD full HD home theatre projector VPL-VW50 is one of the latest key products under the “Sony HD World” concept and will be available in October 2006. For customer enquiries, please contact Sony 24-hour customer service hotline at (852) 2345-2966.

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Key specifications of the VPL-VW50 are as follows:

Model	VPL-VW50
SYSTEM	
Projection system	SXRD panel, 1 lens projection system
Panel	0.61-inch SXRD panel with 6.2 Mega pixels (2.07 Mega pixels x 3)
Resolution	1920 x 1080
Contrast ratio	Max.15,000:1 *Dynamic Contrast Ratio; Advanced Iris sets "Auto"
Projection lens	1.8 times zoom lens (electric) f18.7 to 33.7mm/ F2.54 to 3.53mm
Lamp	200W UHP lamp
Projection picture size	40 to 300 inches (measured diagonally)
Lens shift function	Yes
HD I/P converter	Yes
Fan noise	22dB
Colour system (Manual and Auto adjustment)	PAL, SECAM, NTSC3.58, NTSC4.43, PAL-M, PAL-N, PAL60 system (only auto adjustment)
Acceptable video signals	DTV (480/60i, 575/50i, 1080/60i, 480/60p, 575/50p, 1080/50i, 720/60p, 720/50p) (HDMI input only: 1080/60p, 1080/50p, 1080/24p)
Acceptable computer Signals	RGB: fH: 19-72kHz; fV: 48-92Hz Maximum input signal resolution: Full HD 1920 x 1080, fV:60Hz
INPUT	
Video In	HDMI x 2, HD-D-sub 15 pin x 1, S-Video x 1, Composite x 1, Component x1
Trigger	Minijack
Remote	RS-232C: D-sub 9-pin (female)
GENERAL	
Power requirements	100 to 240V, 50/60Hz
Power consumption	Max. 300W
Dimensions (W x H x D)	395 x 173.5 x 471.4 mm
Weight	Approx. 11 kg
SUPPLIED ACCESSORIES	
	Remote commander RM-PJVW100 Battery: AA size x 2 for remote Air filter cover x 1 AC Cord x 1 Operations manual x 1 CD-Rom – Image Director software
OPTIONAL ACCESSORIES	
	Replacement lamp LMP-H200 Ceiling Mount Support - PSS-610 & PSS-H10