

SONY

Press Release

New Sony SXRD Full HD Home Projector Presents Superb Cinematic Picture Quality
*The VPL-HW10 delivers 1080p Full HD picture quality with Sony SXRD technology
and BRAVIA ENGINE 2*



Hong Kong, August 7, 2008 – Sony Corporation of Hong Kong Limited completes its range of BRAVIA Theatre with the launch of the latest SXRD home projector, the VPL-HW10. Capable of delivering 1080p Full HD picture quality, the VPL-HW10 features BRAVIA ENGINE 2 and Sony SXRD technology to recreate the original cinematic viewing experience at home.

Developed for cinema projection systems, Sony SXRD (Silicon X-tal Reflective Display) panel technology makes it the ideal choice for the high-end home theatre systems. SXRD delivers the full 1920 x 1080 resolution required by Full HD with cinematic clarity and precision thanks to its super-fine panel micro-architecture. The triple SXRD ‘one panel per colour’ approach to RGB projection yields absolute precision, entirely free from colour breaking.

The VPL-HW10 incorporates the BRAVIA ENGINE 2, the improved fully digital picture-enhancement engine leverages Sony’s advanced algorithms, which can digitally enhance each frame in real time. Noise in the image is invisibly decreased, while colours are reproduced with vibrant intensity and every detail is faithfully reproduced.

The new projector is capable of reproducing life-like images in vivid colours and the most natural tones thanks to x.v.Colour, which conforms to xvYCC international standard. x.v.Colour enables realisation of a wider range of colours at approximately twice that of conventional standards (sRGB). Every tint, depth and detail will be reproduced in full intensity and the moving images are a lot more life-like than conventional sRGB colours. The

"RCP (Real Color Processing)" function further enhances the colours of images to perfection as it can adjust individual colour and hue of the projected picture independently.

The VPL-HW10 offers extremely high contrast ratios of up to 30,000:1 that is made possible by the Sony Advanced Iris 2 technology. The Advanced Iris 2 technology works by responding automatically to the level of lighting in each scene and adjusting the aperture to achieve the best results. In dark scenes, this brings out details usually lost in the shadows, while brightly lit sequences retain their definition and do not wash out. The super-efficient 200W UHP (Ultra-High Pressure) lamp is another key feature of the projector, which delivers brightness rated at an 1000 lumens.

To ensure that every detail is reproduced with the greatest fidelity, the VPL-HW10 uses the specially developed All Range Crisp Focus (ARC-F) lens. It is equipped with a short focal-length lens with 1.6 times zoom that can fill an entire 80-inch screen at a focal length as short as 2.45m. That makes the VPL-HW10 extremely versatile and easy to set up and use.

This projector offers two HDMI connectors with 1080p input capability for easy connection with Blu-ray Disc players and PLAYSTATION® 3 via an HDMI connection. BRAVIA Sync allows the projector to interoperate with other devices of the BRAVIA Theatre via its HDMI connections. It's easy to get the whole system started with just a single press on the button.

Featuring the 24p True Cinema technology, the VPL-HW10 is fully compatible with original cinematic 24 frames per second content, as in the same sequence as the original film source. This mode is now available from Blu-ray Disc players and PLAYSTATION® 3 via an HDMI connection.

The highly efficient cooling system for the VPL-HW10 allows for whisper-quiet (22dB) operation. Ease of setup is also vital, which is why the VPL-HW10 has both horizontal and vertical lens adjustment ($\pm 65\%V$; $\pm 25\%H$) so it can quickly be adapted to a wide range of environments while providing optimum picture quality.

The VPL-HW10 packs a great array of features in a sophisticated, elegant design. Its dark grey minimalist housing matches perfectly any home décor. As a final touch, the remote control combines large, easy to use buttons and a fully backlit keypad.

Sony SXRD Full HD home projector VPL-HW10 is available from August 2008 at the suggested retail price of HK\$27,000.

For customer enquiries, please contact Sony product enquiry 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 Sony's web site on www.sony.com.hk

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Specifications sheet of Sony SXRD Full HD home projector VPL-HW10:

Model Name	VPL-HW10
System	
Projector 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)
ARC-F (All Range Crisp Focus) Lens	1.6 times zoom lens (manual), f=18.5 to 29.6mm / F2.50 to F3.40
Lamp	200W Ultra High Pressure Lamp
Projection Picture Size	40 to 300 inches (measured diagonally)
Colour System	NTSC3.58 / PAL / SECAM / NTSC4.43 / PAL-M / PAL-N / PAL60 system (PAL60 system not switched 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 Signals	fH: 19 - 72kHz; fV: 48 - 92Hz Maximum resolution 1920x1080 fV 60Hz
Technology	
	BRAVIA ENGINE 2, x.v.Colour, 24p True Cinema, Advanced Iris 2, BRAVIA Sync
Input	
Video	Phono type
S-Video	Y/C mini DIN 4-pin type
Component	Phono type
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)
General	
Dimensions (W/H/D)	407.4 x 179.2 x 463.9 mm
Mass	Approx. 10kg
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 (41 to 95°F)
Operating Humidity	35 to 85% (no condensation)

Storage Temperature	-20 to +60°C (-4 to +140°F)
Storage Humidity	10 to 90%
Supplied Accessories	
	Remote Commander RM-PJAW15 (1) Batteries for Remote Commander: Size AA (R6) batteries (2) AC power cord (1) Lens Cap (1) Operating Instructions (1)
Optional Accessories	
	Projector Lamp LMP-H201 (for replacement) Projector Suspension Support PSS-H10

Design and specifications are subject to changes without notice.