

Press Release

Sony Introduces New Full HD 3D Home Cinema Projector VPL-HW55ES

*Experience the visual delight of Full HD 3D images on a large screen
in the comfort of your own home*



Hong Kong, November 8, 2013 – Sony today unveiled the latest addition to its family of home cinema projectors, the Full HD 3D home cinema projector VPL-HW55ES, providing customers with a real home cinematic experience. Leveraging Sony's expertise in 3D cinema technologies, the VPL-HW55ES is packed with features that are aimed at putting home viewers right in the thick of action.

One such feature is its ability to produce a dynamic contrast ratio of more than 120,000:1. The optical engine upgrade with contrast enhancer and Advanced Iris3 technology make this possible by increasing black and white levels without diminishing peak brightness, ensuring that details are not lost even during darker scenes.

Home viewers would also be able to enjoy the action for a much longer time with the new optimised cooling system, which has increased lamp life on the VPL-HW55ES to 5000 hours. This will translate to a lower cost of ownership for home viewers, another sign of Sony's commitment of reaching out to a wider home audience.

With a high brightness level of 1,700 ANSI lumens, Bright Cinema and Bright TV modes, the VPL-HW55ES can provide a premium 3D home cinematic experience even in well-lit rooms. Whether it is in the living room or in the entertainment room, home viewers now have the ability to bring the immersive cinematic experience into their homes with this projector.

High quality colour-rich Full HD images is guaranteed with Sony's Reality Creation Technology, which is included in the VPL-HW55ES to restore any information lost during the packaging of original content. Further 3D synchronisation stability and coverage can also be achieved by using an external 3D RF transmitter which is compatible with the 3D IR transmitter in the projector.

Sony Full HD 3D home cinema projector VPL-HW55ES is now available at HK\$32,800.

For customer enquiries, please contact Sony hotline service 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 Full HD 3D Home Cinema Projector VPL-HW55ES:

Model	VPL-HW55ES
Display System	SXRD panel, projection system
Display device	Size of effective display area: 0.61" x 3
Number of pixels	6,220,800 (1920 x 1080 x 3) pixels
Projection lens	Focus: Manual Zoom: Manual (Approx. x1.6) Lens shift: Manual, Vertical: +/- 71%, Horizontal: +/- 25% Throw Ratio: 1.39:1 to 2.11:1
Light source	High-pressure mercury lamp, 200 W type
Recommended lamp replacement time ^{*1}	5000 H (Lamp mode: Low)
Filter replacement cycle (Max.)	Same time as the lamp replacement is recommended
Screen size	40" to 300" (1,016 mm to 7,624 mm)
Light output	1700 lm (Lamp mode: High) ^{*2}
Color light output	1700 lm (Lamp mode: High) ^{*2}
Contrast ratio	120,000:1 (Dynamic Contrast)
Displayable scanning frequency	Horizontal: 19 kHz to 72 kHz Vertical: 48 Hz to 92 Hz
Display resolution	Computer signal input Maximum display resolution: 1920 x 1080 dots (HDMI Input only) Video signal input 480/60i, 576/50i, 480/60p, 576/50p, 720/60p, 720/50p, 1080/60i, 1080/50i The following items are available for HDMI input only. 1080/60p, 1080/50p, 1080/24p
INPUT OUTPUT (Computer / Video / Control)	HDMI (2 inputs): HDMI 19-pin (x2) Y Pb/Cb Pr/Cr: Pin Jack (x3) INPUT A: RGB/Y Pb/Cb Pr/Cr input connector: Mini D-sub 15-pin REMOTE: RS-232C, D-sub 9-pin (female) IR IN: Mini Jack 3D Sync: RJ-45
Operating temperature / Operating humidity	5°C to 35°C (41°F to 95°F) / 35% to 85% (no condensation)
Storage temperature	-20°C to +60°C (-4°F to +140°F) /10% to 90% (no condensation)

/Storage humidity	
Power requirements	AC 100 V to 240 V, 3.0 A to 1.3 A,50/60 Hz
Power consumption	AC 100 V to 120 V: Max. 300 W AC 220 V to 240 V: Max. 300 W
Standby mode power consumption	AC 100 V to 120 V: 8 W / 0.5 W (Standby mode: Standard / Low) AC 220 V to 240 V: 8 W / 0.5 W (Standby mode: Standard / Low)
Dimensions (W x H x D) (without protrusions)	407.4 x 179.2 x 463.9 mm 16 1/8 x 7 1/8 x 18 3/8 inches
Mass	Approx. 10 kg / 22 lb 1 oz
Supplied accessories	RM-PJ23 Remote Commander (1), Size AA (R6) Manganese Batteries (2),AC Power Cord (1), Lens Cap (1),3D Glasses (2), Pouch for the Glasses (2), Operating Instructions (1), Operating Instructions for the 3D glasses (1)

*1 The figures are expected maintenance time and not guaranteed. They will depend on the environment or how the projector is used.

*2 The values are estimate.