

# SONY

## Press Release

### Sony Unveils New Mobile Projector to Turn Any Surface into a HD Theatre

*The MP-CL1 delivers HD resolution images for home and mobile entertainment, and displays content from smartphones or tablets and business presentations*



**Hong Kong, September 15, 2015** – Sony today unveiled its first Portable Mobile Projector MP-CL1. This new handheld projector uses a laser light source to deliver HD resolution images (1920 x 720) with high contrast (80,000:1) for accurate colour rendition. The short-throw, pocket-sized mobile projector can display a screen size of up to 120 inches at a distance of 3.45 metres. Along with a built-in speaker, the MP-CL1 is suitable for both home and mobile entertainment, business presentations, as well as for the display of content from smartphones or tablets.

Using Sony's Laser Beam Scanning (LBS)<sup>1</sup> technology, this processing system allows the MP-CL1 to project images at HD resolution and enables focus-free projection as well as seamless viewing, even on uneven surfaces. With the addition of auto focus, the projector can keep constant, uninterrupted focus at various distances without the need for manual adjustments. Thanks to LBS, images projected will not have residual lag, including videos with action scenes. The projector also provides manual Key Stone Correction to maintain screen uniformity, both vertically and horizontally, despite angled surfaces.

Despite its diminutive size, the MP-CL1 has a number of connection options. Besides connecting to a source via HDMI, it is able to interface with a smartphone or tablet device via MHL, allowing unprecedented connectivity for work and play. At the same time, its built-in Screen

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<sup>1</sup> A semiconductor laser is used as the light source. The laser beam is then reflected and controlled using a MEMS (microelectromechanical systems) mirror to scan and project the image.

Mirroring function allows you to wirelessly mirror content from a smartphone, tablet device or PC via Wi-Fi.



This extremely portable device has an aluminum body with a matte finish. It features a built-in 3400mAh battery that allows up to 120 minutes of HD resolution playback. The MP-CL1 also includes a HDMI to Mini-HDMI adapter, Micro-USB cable and a detachable two-way stand.

The mobile projector MP-CL1 from Sony will be available at HK\$2,699 at Sony Stores and Sony Store online (<http://www.sony.com.hk/store/>) from October 6, 2015 onwards.

### Order Now

From September 15 to October 4, 2015, the mobile projector MP-CL1 is available for pre-ordering at all Sony Stores, Sony Store online ([www.sony.com.hk/store](http://www.sony.com.hk/store)) and Sony sales hotline at (852) 2345-2966. Customers will receive a mini tri-pod stand for free and are eligible to enjoy a special package of mobile projector MP-CL1 and portable speaker SRS-X11 (black colour @\$780) at HK\$2,990.

Specifications sheet:

|                    | MP-CL1                |
|--------------------|-----------------------|
| Resolution         | 1920 x 720            |
| Contrast ratio     | 80,000:1              |
| Aspect ratio       | 16:9                  |
| Brightness         | 32 ANSI Lumens        |
| Dimensions (WxDxH) | Approx. 149.5x77x13mm |
| Weight             | Approx. 210 g         |
| Battery capacity   | 3,400mAh              |

For customer enquiries, please contact Sony hotline service at (852) 2345-2966.

**About Electronic Devices Marketing Hong Kong Company**

Electronic Devices Marketing Hong Kong Company, a division of Sony Corporation of Hong Kong Limited, is responsible for sales and marketing of electronic devices, recording media and energy business in Hong Kong. For more information on Sony's products and services, please visit its website on [www.sony.com.hk](http://www.sony.com.hk)

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