

SONY

Press Release

Sony Brings 4K HDR Capability to Its Home Cinema Projector VPL-VW320ES

The new upgrade offers users the opportunity to experience true cinema quality images in the comfort of their living room



Hong Kong, April 28, 2016 – Following the arrival of the first 4K Ultra HD Blu-ray film releases by Sony Pictures Home Entertainment, Sony is delighted to announce that it is bringing 4K HDR capability to its VPL-VW320ES home cinema projector by offering customers a new firmware update to ensure they're getting the best possible image quality from their projectors.

This upgrade highlights Sony's commitment to developing HDR support and ultimate image quality across its home cinema portfolio. It gives the VPL-VW320ES a second life, making it the third Sony home cinema projector in the existing range, after the VPL-VW5000ES and VPL-VW520ES, to support the 4K HDR format.

Cinema enthusiasts will now get the opportunity to experience total immersion through the imagery displayed from their VPL-VW320ES projector, by enjoying HDR content with a high contrast ratio. HDR imagery is the closest representation of the reality our eyes see every day, with greater detail, high contrasts, increased colour depth, brighter highlights and deeper blacks. Watching content in 4K HDR gives customers the opportunity to view this content in a way they've never seen before, with 4K offering four times the detail of standard HD. HDR can produce images of such high quality and solidity, that users feel as if they are seeing the scene with their naked eye. With HDR, seeing, truly is, believing.

The firmware update is available by the end of May 2016 for existing and new customers [here](#).

Please find the product information [HERE](#).

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

About Hong Kong Marketing Company

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