

SONY

Press Release

Sony's New Short-Throw Portable Projector Offers Wireless Connectivity for Entertainment and Business

The MP-CL1A is Bluetooth® enabled for additional audio connectivity options



Hong Kong, September 27, 2016 – Sony today announced the new MP-CL1A Mobile Projector that allows unprecedented wireless connectivity for play and work with a number of connectivity options. This projector is Bluetooth® enabled for additional audio connectivity options and its built-in Wi-Fi (Screen mirroring)¹ function allows users to wirelessly mirror content from a smartphone or tablet device.

This Mobile Projector uses Laser Beam Scanning (LBS) to provide HD resolution (1920p x 720p). It also delivers high quality and high contrast (80,000:1) imagery that enables rich and accurate colours, along with a 16:9 aspect ratio for an improved HD viewing experience. It focuses free projection, contributing to its portability and lightweight of 210g.

¹ Android devices only.



The MP-CL1A is capable of displaying a screen size of up to 120 inches at a distance of 3.45 metres, and a 40 inch screen size from 1.15 metres; making sure that it is ideal for a range of setups and scenarios. It is also best suited to be used in dark environments in both indoors and outdoors including camping, movie nights and gaming, home-viewing and dorm use, as well as for business presentations².

Another key highlight of the MP-CL1A Mobile Projector is keystone correction, which enables vertical and horizontal adjustments to maintain screen uniformity. It also comes with a USB cable and features a built-in 3,400mAh battery, which can also be used to charge your mobile phone or tablet via the USB port.

An upgrade from the MP-CL1, this new projector offers enhanced features and accessories³ including a kickstand that doubles as a lens cover and a carrying pouch.

The MP-CL1A Mobile Projector will be available in gold or grey colours at Sony Stores and Sony Stores online at HK\$3,099 from mid-October 2016.

Order Now

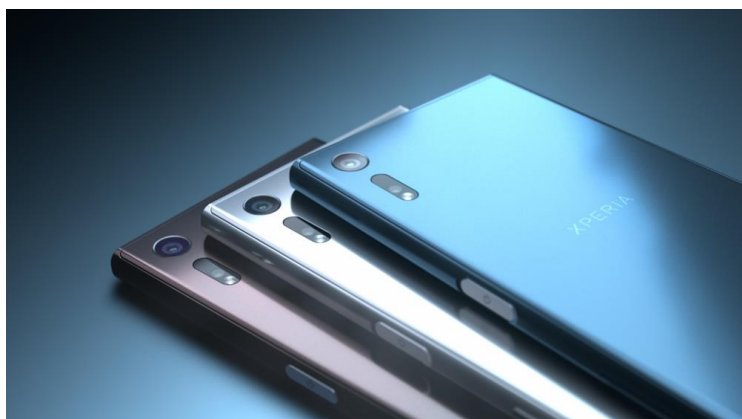
From September 27 to October 6, 2016, the new MP-CL1A Mobile Projector is available for pre-ordering at all Sony Stores, Sony Store online (www.sony.com.hk/store) and Sony sales hotline at (852) 2345-2966.

During the pre-ordering period, the Mobile Projector also comes with special packages with the brand new Sony Xperia™ XZ smartphone, allowing customers to enjoy wireless connectivity freely. Pre-ordering details are as follows:

² Sony recommends a screen size of 25-inches, in well-lit environment.

³ Optional accessories will be sold separately.

Product	Pre-ordering Premiums	Price (Sony Store)
Mobile Projector MP-CL1A(Gold or Grey)	<ul style="list-style-type: none"> - Portable wireless speaker with Bluetooth® SRS-X11 worth \$780 (Black or Blue) - Portable charger CP-V9 worth \$279 (Black or White) 	HK\$3,099



MP-CL1A with Xperia™ XZ Packages	Pre-ordering Premiums	Prices (Sony Store)
<ul style="list-style-type: none"> - Mobile Projector MP-CL1A (Grey) - Xperia™ XZ Smartphone (Mineral Black / Platinum / Forest Blue) 	<ul style="list-style-type: none"> - Portable Wireless Speaker with Bluetooth® SRS-X11 (Black or Blue) - Portable charger CP-V9 (Black or White) 	HK\$8,099
<ul style="list-style-type: none"> - Mobile Projector MP-CL1A(Grey) - Xperia™ XZ Smartphone (Mineral Black / Platinum / Forest Blue) - h.ear Go Wireless Speaker SRS-HG1 (Blue) 	<ul style="list-style-type: none"> - Xperia™ XZ protector and 32GB SD Card - Xperia™ pre-ordering offer* 	HK\$9,089

* Xperia™ pre-ordering offer includes extended 1-year warranty, a Xperia™ backpack and a Xperia™ water bottle with spray (while stock lasts).

Specifications sheet

Specifications	Detail
Dimensions (W x H x L) mm	Approx. 77 x 149.5 x 13 mm
Weight	Approx. 210 g
Output Resolution	1,920 x 720
Audio Output	ϕ3.5 Audio Jack ; Bluetooth®
Diagonal Projection Image Size ⁴	120 inches at projection distance of 3.45m
Aspect Ratio	16:9
Contrast Ratio	80,000:1
Battery Capacity	3,400 mAh
Bundled Accessory	USB Cable; Lens Cover Stand; Carrying Pouch

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

About Electronic Devices Marketing Hong Kong Company

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⁴ Under completely dark circumstances.