

SONY

Press Release

Sony Unveils Life Space UX in Hong Kong

The Portable Ultra Short Throw Projector and Glass Sound Speaker transform living space with unique audio and visual experiences

Hong Kong, October 21, 2016 - Sony announced today that Life Space UX will be available in Hong Kong. Life Space UX provides sensory impact using light, sound and vision applied in unexpected ways. Products created under the Life Space UX concept blend seamlessly into everyday environments and enrich daily life, delivering unique audio and visual experiences to transform your living space. Sony is working in partnership with BoConcept Hong Kong to showcase the Life Space UX at its Furniture Design Shop and Sony Store.



The **Portable Ultra Short Throw Projector LSPX-P1** creates a new viewing experience at home, despite its compact size, the 10cm white cubic projector is capable of throwing up to an 80" image onto a table, a wall or any other surface you want to bring to life. The body of the projector features a user-friendly, space-compatible design in warm, natural white colour, which is easy to pick up and carry around.

Equipped with internal speakers and battery, the projector can be easily positioned throughout the home turning any surface into a virtual screen. A smartphone becomes its wireless controller to view contents like photos, movies and clock applications. Or use the supplied wireless unit to watch content wirelessly from your TV set-top box or Blu-ray player.



The sleek **Glass Sound Speaker LSPX-S1** fills every corner of your living space with warm illumination and crystal clear sound made possible through its organic glass. An LED housed within the cylinder combines ambient light with music. With an impeccable reproduction of vocal and acoustic sounds, the Glass Sound Speaker evokes the sensation of music played live in the room.

Sound resonates through organic glass, which chimes beautifully with the aesthetics of living spaces, while the colour temperatures of the filament LED accentuate the sparkling midrange tones with both warmth and clarity. Another key part of the design was the start-up and shutdown processes: the device lights up like a candle when it turns on, powering up with a warm, soft glow, and dims at a slow, gentle pace when the power goes off. Lightweight, battery-operated, and easily portable, the Glass Sound Speaker connects with smartphones and other devices via Bluetooth.

Partnership with BoConcept

Sony teams up with BoConcept to create scenarios that bring the Life Space UX to life at the BoConcept Shop in Central and Sony Store in Causeway Bay from November 11 to December 31, 2016. Partnership with BoConcept will demonstrate how both the Glass Sound Speaker and the Portable Ultra Short Throw Projector can create unique lifestyle experiences for consumers in home environments and transform their living space.

Additionally, the projector and speaker are showcased at the Sony exhibition on Oct 22 – 23 at the Harbour City, Tsimshatsui, which presents the first hands-on experience of Life Space UX products with the modern BoConcept furniture in an inspiring home-like setting.

The **Portable Ultra Short Throw Projector LSPX-P1** and **Glass Sound Speaker LSPX-S1** from Sony will be available at Sony Stores at HK\$7,990 and HK\$6,490 respectively from November 11, 2016. The projector can be elevated with the use of a separate floor stand LSPX-S1, available for HK\$1,590.

For more information, please visit [Life Space UX webpage](#).

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 our website at <http://www.sony.com.hk> and [Sony HK Facebook](#).

About BoConcept

Bo' means 'living' in Danish and BoConcept's design is all about concepts. With the start in Denmark in 1952, BoConcept offers modern, customized, coordinated and affordable furniture and accessories to urban minded customers who love design, energy and the hip in all aspects of life. BoConcept has now more than 250 stores in 60 countries around the world. Website: <http://www.boconcept.hk>

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

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