

SONY

Press Release

Sony Launches Powerful, Pocket-sized Mobile Projector with Enhanced Brightness for Entertainment and Business Presentations



Hong Kong, May 23, 2018 – Sony today announced the new award-winning, ultra-portable [MP-CD1 Mobile Projector](#). Fitting easily in the palm of your hand, the MP-CD1 can project content up to 120 inches in size from a short distance of approximately 3.5m. This truly versatile projector, which weighs only 280g, instantly transforms any surface into a wide screen and operates almost silently, making it perfect for on-the-go business presentations, gaming, outdoor events or movie nights with the family.

The projector's vibrant display uses DLP[®] IntelliBright[™] technology¹, which employs advanced image processing algorithms to boost brightness without compromising on battery consumption. With a rating of ANSI 105 lumens and 5,000mAh built-in battery, users can project clear and bright images for up to two hours of projection time.

The projector's unique design has been recognised with an iF 2018 Design Award. It allows to minimise heat while still maintaining high brightness in a pocket-sized form factor. Usage time can be extended by simply charging via the standard USB-C port, even whilst the device is in use, thus eliminating the need for carrying a proprietary AC adaptor which can easily be forgotten. If

¹ DLP intelligibright[™] is a trademark of Texas Instruments.

the projector needs to be used outdoors, the **MP-CD1** can be easily charged from a portable power bank.



With a super speedy boot up time of 5 seconds and a host of simple connectivity options via the HDMI connection, content can be taken from a range of sources including a PC or even PlayStation® and shared with the whole room in just seconds. This eliminates any disruption in continuity of a business meeting and an optional HDMI dongle² enables wireless connectivity with a variety of devices including smartphones and tablets for watching streaming content, thanks to simultaneous powering from a USB port to the dongle even during projection.



The projector's auto keystone correction ensures a full-screen display without distortion, even when projected from an angle, while dynamic picture mode enhances images and videos to

² HDMI accessory / dongle available from a number of 3rd parties.

optimal brightness and saturation. A standard tripod socket is also located on the underside of the device to facilitate projection on any surface – even ceilings.

The **MP-CD1 Mobile Projector** from Sony will be available at HK\$2,899 from the beginning of June 2018. There will be a package of MP-CD1 Mobile Projector with Microsoft Wireless Display Adaptor* at HK\$3,099.

**Microsoft Wireless display adaptor is an accessory for wireless connection through Miracast (For Android device only)*

Pre-ordering

From May 28 to June 3, 2018, the MP-CD1 Mobile Projector will be available for preordering at all Sony Stores, Sony Store online (www.sony.com.hk/store) and Sony sales hotline at (852) 2345-2966. Customers ordering the MP-CD1 will receive Sony CP-AD3 Type C Adapter (worth \$189) and a mini-tripod for free.

For customer enquiries, please contact Sony hotline service at (852) 2833-5129.

Please click [HERE](#) to view the operation of the MP-CD1 Mobile Projector.

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

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Specifications of MP-CD1 Mobile Projector:

Model Name	MP-CD1 Mobile Projector
Projected Image Size	Max. 120 inches at projection distance of 3.45 m
Contrast Ratio	400:1
Output Resolution	854 x 480
Colour Reproducibility	Full colour (16,770,000 colours)
Weight	Approx. 280g
Continuous Projecting Time (Full Charge)	Approx. 120 minutes (when fully charged and without power supply)
Dimensions (W x H x L)	Approx. 83.0 mm x 16.0 mm x 150.0 mm
Accessories	Case (1) HDMI Cable 1m (1) USB-C Cable 1m (1) Micro USB to USB-C adaptor (1)