

# SONY

## Press Release

### **Sony Launches Three New 4K HDR Home Cinema Projectors, Including the Premium VPL-VW870ES with ARC-F Lens**

*The next-generation models bring native 4K SXRD for stunning picture quality and the newly adopted 4K Motionflow to deliver smooth motion*



VPL-VW870ES



VPL-VW570ES



VPL-VW270ES

**Hong Kong, November 16, 2018** – Sony has expanded its range of [Home Cinema Projectors](#) with the launch of three new 4K HDR models to further enhance the immersive viewing experience. The new projectors VPL-VW870ES, VPL-VW570ES and VPL-VW270ES come with evolved 4K Motionflow, enabling smoother and clear motion by adding extra frames to reduce blur and maintain brightness, which is perfect for fast moving scenes such as sporting events.

The three models also offer film buffs spectacular HDR (high dynamic range) images in delicate colour gradation thanks to HDMI 18 Gbps compatibility and 4K 60P 10bit processing. To meet the growing demand for 4K/60p gaming content, users can now enjoy faster response speeds with input lag reduction. This is combined with exclusive Reality Creation that analyses every element of an image to provide enhanced clarity and resolution without noise.

#### **Key features of the three new models include:**

- The VPL-VW870ES - Sony's latest premium 4K laser light source projector contains a prestigious All Range Crisp Focus (ARC-F) lens, an 18-piece all glass lens that ensures high precision in every corner of the image, yet within a compact and lightweight design. Alongside this, the addition of the "Digital Focus Optimiser" in the VPL-VW870ES provides refined image quality and accurate focus without distortion.
- The VPL-VW570ES - The versatile model comes with enhanced features such as Picture Position Memory to quickly change the settings for ideal format including 16:9 and Cinemascope as well as high dynamic contrast by Advanced Iris.
- The VPL-VW270ES - Bringing a breath-taking 4K HDR experience at Sony's most affordable price point yet, including a new input lag reduction mode for gamers.

The VPL-VW870ES is one of Sony's most powerful home cinema projectors yet, producing stunning images, with a laser source with 2,200 lumens for spectacular brightness. This model also achieves high dynamic contrast through its dual contrast control engine powered by dynamic laser control and Advanced Iris technology.

The VPL-VW570ES allows viewers to experience the true beauty of 4K HDR with 1,800 lumens of brightness with lamp and the newly adopted 4K Motionflow for natural motion. This model will succeed the VPL-VW360ES and VPL-VW550ES.

The VPL-VW270ES is the successor to the VPL-VW260ES. This 1,500 lumens lamp projector includes many of the features of the other two projectors, including a native 4K SXRD panel, HDMI 18 Gbps compatibility, 4K Motionflow and HDR capability at a cost-effective price point.

Both the VPL-VW570ES and the VPL-VW270ES come in black and premium white colours to fit into various home environments. Their compact size, 2.06 zoom and wide lens shift make them easy to install.

The new 4K HDR home cinema projectors VPL-VW870ES, VPL-VW570ES and VPL-VW270ES from Sony are now available at HK\$199,000, HK\$69,000 and HK\$39,000, respectively.

Please click to view specifications of the [VPL-VW870ES](#), [VPL-VW570ES](#) and [VPL-VW270ES](#).

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

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