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***BRAVIA SXRD Model Features High Contrast and Exceptional Performance***

**October 6, 2009 –Toronto-Ontario**, Sony of Canada Ltd., Canada's leading electronic and computer products solutions provider for consumers and business announces a new high-contrast, high-definition projector, adding more options for those looking for a true cinematic home theater experience.

The new VPL-VW85 projector features a full HD 1920 x 1080 progressive Silicon X-tal Reflective Display (SXRD™) and 24p True Cinema™ technology, delivering a true film-like performance. The new model also has an exceptionally high dynamic contrast of 120,000:1 and brightness of 800 ANSI lumens.

Specifically designed with the custom installation market in mind, the VPL-VW85 has a motorized, fully adjustable, 'lens shift' function that offers more options in terms of installation and projector placement, without any image distortion. Additionally, the lens offers a 1.6x motorized zoom with horizontal and vertical adjustment, making it easy to set up in a variety of environments.

The VPL-VW85 projector also adds Sony's Motionflow™ 120Hz with black frame insertion technology, providing exceptional clarity and resolution for fast moving images. The model also features Sony's Anamorphic Zoom Mode that, when paired with an external anamorphic lens (sold separately), allows users to enjoy a true big screen home theater experience.

The new projector offers RS-232C control, as well as two HDMI inputs, single component and composite inputs, and a PC input.

The VPL-VW85 will be available in October for a suggested retail price of \$8,799.

For those who are looking to upgrade their existing Home Theatre experience, to the stunning images produced by Sony SXRD, or who are new to home theatre and are looking for great value, for their first system, Sony also introduced the VPL-HW15 SXRD projector. This full HD 1080p model features 24p True Cinema™ technology, a 60,000:1 dynamic contrast ratio and a brightness of 1,000 ANSI lumens. It also offers RS-232 control, two HDMI inputs and single component and composite inputs, as well as a PC input.

The VPL-HW15 projector will also be available October, for a suggested retail price of \$3499.

### **About The Broadcast Communication Solutions Group**

The Broadcast Communication Solutions (BCS) Group is a division of Sony of Canada Ltd., headquartered in Toronto, Ontario. BCS Group markets and supports Sony's full range of broadcast, professional video and audio equipment, including high definition video, interactive and security applications for the broadcast, production, business, industry, government, medical and education sectors through a network of authorized systems integrators.

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### **About Sony of Canada Ltd.**

Established in 1955, Sony of Canada Ltd. is a wholly owned subsidiary of Sony Corporation of Tokyo, Japan, a world leader in the manufacture and marketing of electronic and computer products for consumer, business, electronics publishing and multimedia applications on a global scale. With headquarters in Toronto, sales offices in Vancouver and Montreal and distribution centres in Coquitlam, British Columbia, and Whitby, Ontario, approximately 1,200 employees support a network of more than 500 authorized dealers and 80 Sony Style<sup>(R)</sup> retail locations across Canada.

-30-

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