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**SONY INTRODUCES THE WORLD'S FIRST 4K PROJECTOR
DESIGNED FOR HIGH-END HOME THEATER INSTALLATIONS**

*New front projector delivers a variety of entertainment at more than 4-times the resolution of
HDTV*

TORONTO, ON, Sept. 8, 2011 – Sony of Canada today introduced its VPL-VW1000ES 4K home theater projector, once again demonstrating its leadership by delivering a first of its kind high-resolution home entertainment experience. The new ES (Elevated Standard) model is the world's first home theater front projector that has been specifically designed to meet the needs of custom installers and is capable of displaying stunning 4K images that provide entertainment enthusiasts with a more immersive, engaging visual experience with over four times the resolution of HDTV.

“Sony continues to push the boundaries of high resolution video from the lens to the living room,” Raj Rawana, Vice President of Marketing for Sony of Canada's Professional Solutions Division. “In similar fashion to our industry leading 4K Digital Cinema projectors, our new VPL-VW1000ES 4K home theater projector has been created to not just meet but exceed the needs of the most discerning and demanding home entertainment enthusiasts. It will allow them to become totally involved in the viewing experience and much closer to the action on the biggest home theater screens, with images that deliver considerably more detail and fewer artifacts.”

With 2,000 ANSI-lumens of brightness, the VPL-VW1000ES delivers nearly twice the output of previous Sony home theater projectors, making it suitable for screen sizes up to 200 inches diagonally. The VW1000ES also employs an entirely new SXRD 4K panel, which produces outstanding deep blacks; when combined with Sony's Iris3 technology, the projector can achieve an incredible 1,000,000:1 dynamic contrast.

In addition to supporting 4K native resolution, the VW1000ES projector also features an exclusive Super Resolution 4K “upscaler” that dramatically enhances 2D and 3D 1080P content, allowing the viewers to get the most from their existing Blu-ray Disc™ libraries at home. For greater versatility, it has built-in transmitter, it has picture position memory which memorizes the position of the zoom lens, and it supports 2D and 3D anamorphic films.

The VW1000ES offers a variety of installations options, including dual triggers, a 2.1 motorized zoom, expanded throw distances, an RS232 interface, control over IP and compatibility with the leading home automation systems.

The VPL-VW1000ES is just the latest in a complete series of Sony ES projectors that are available exclusively to custom installers. Last year at CEDIA Sony released its first 3D home projector, the VPL-VW90ES, and in June of this year, the VPL-HW30ES projector

joined the line as a lower-cost, high-performance 3D model. Most recently, the VPL-VW95ES was announced at IFA as a mid-level 3D home projector option.

Pricing and Availability

Sony's new VPL-VW1000ES 4K home theater front projector will begin shipping in January through Sony's network of A/V specialists and customer installers for approximately \$25,000. "With its truly advanced resolution, the new VPL-VW1000ES 4K home theater projector delivers on the promise of the future of home entertainment – today," concluded Rawana. "It proudly showcases Sony's commitment to innovation, quality and design."

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