



## **FOR IMMEDIATE RELEASE**

**TORONTO, ON, August 1st, 2011** –Sony is expanding its range of market leading home projectors with the new, more affordable, VPL-HW30ES bringing the big screen experience to a wider audience, now not only movies fans, but also sports and gaming fans have the opportunity to enjoy unrivalled 2D and 3D entertainment, with stunning images that are nearly three times brighter than first generation products.

In order to achieve an optimal viewing experience for both 2D and 3D, the VPL-HW30ES is equipped with Sony's High Frame Rate SXRD Panel (1920 x 1080), which helps reproduce dramatically sharp smooth motion and reduces the image motion blur for a crisper image (Motionflow). It delivers a dynamic contrast ratio of 70,000:1 and brightness of 1,300lm. In addition, "3D crosstalk" is significantly reduced thanks to the 240Hz SXRD panel drive system. The VPL-HW30ES is also capable of taking 2D video and creating simulated 3D, thus bringing a new a dimension to classic movies and enhancing the viewing experience of a customers' existing collection of movies or other content.

The VPLHW30ES supports a wide variety of 3D formats including frame packing, side-by-side, and top and bottom so viewers can enjoy the widest variety of 3D content including Blu-ray, broadcast and photography. The new projector offers independent 2D/3D picture modes; so users can optimize the display based on content being viewed for cinema, sports, and now also includes specific options for gaming and viewing digital photographs.

"The launch of the VPL-HW30ES demonstrates Sony's commitment to developing truly innovative products which allow more people than ever to experience big screen, high quality, high definition, movies, TV programming , sport ,and games in 2D or 3D in their own living room," said Dave Schultz, Marketing Manager, Projectors, Sony of Canada. "Built using Sony's extensive 3D expertise, the VPL-HW30ES sets a new benchmark for demanding customers who want a high-end home cinema system at an affordable price."

The VPL-HW30ES is compatible with Sony's new active shutter glasses, the TDG-PJ1, which are 18 grams lighter than the previous model (59g compared to 77g). The TDG-PJ1 can be charged in 30 minutes to provide 30 hours of continuous watching. In conjunction with the new glasses, Sony has announced a new transmitter, the TMR-PJ1, which synchronises 3D content effortlessly to generate a high-quality natural 3D effect. In order to further enhance the overall cinematic experience The VPL-HW30ES also has incorporated an advanced cooling system with

very quiet operation, producing only 22dB. It also features two-way RS232 and an IR input for simple and seamless integration with third party automation systems.

As Part of the Sony's ES line, this projector will be available through a network of A/V specialists, custom installers and retailers. The Projector will be shipping with two pairs of 3D glasses and transmitter.

#### **About The Professional Solutions Group**

The Professional Solutions Group is a division of Sony of Canada Ltd., headquartered in Toronto, Ontario. PSG 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.

#### **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 1,000 employees support a network of more than 500 authorized dealers and 54 Sony Style<sup>(R)</sup> retail locations across Canada.

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