



**FOR IMMEDIATE RELEASE**

**SONY DELIVERS HIGH BRIGHTNESS AND SUPERB PICTURE  
QUALITY  
AT LOWER TOTAL COSTS WITH NEW INSTALLATION PROJECTORS**

*Ideal for cost-critical applications requiring high performance*

**TORONTO, ON, Nov. 30, 2011** – Sony’s newest installation projectors combine high brightness and performance flexibility with a lower total cost for budget-conscious applications. The new models are the VPL-CW255 (4,500 lumens, WXGA resolution) and the VPL-CX235 (4,100 lumens, XGA resolution).

“Perfect for mid- to large-size classrooms and conference rooms, these new models can allow users to maintain a high level of projected image quality while still being mindful of budget limitations,” said Dave Schultz, Marketing Manager for Professional Projectors at Sony of Canada.

Adopting Sony’s BrightEra™ 3LCD panels, the new models also incorporate Advanced Crisp Focus Lens technology, 12-bit 3D Digital Gamma Correction circuit and Dynamic Detail Enhancer for superb video playback. Advanced Crisp Focus Lens technology is built from 10 glass lens elements and one aspheric plastic lens, providing high-resolution crisp images with less aberration across the image. Additionally, 12-bit 3D digital gamma correction circuit helps to reproduce smooth gradations and rich gray scale, while Dynamic Detail Enhancer is a feature

that enhances video technology to generate optimal image quality depending on the type of input signal.

These technologies are incorporated in the new products to create a better video viewing and presentation experience.

The new models are economically designed for optimum energy efficiency, using only 340W to produce 4,500 lumens of color light output for the VPL-CW255 and 4,100 for the CX235. Also, in the event the projectors are left powered while not in use, they automatically detect no change of signal input and will dim the lamp as low as 30 percent of original brightness to significantly reduce energy consumption.

Additionally, the expected lamp maintenance time for each model can reach up to 5,000 hours depending on lamp mode selected, as well as dust filters. The synchronized lamp and filter maintenance timing allows users to reduce the numbers of “ladder climbs” for maintenance.

The new models are designed to fit an image on a range of screen sizes in various environments, reducing time and costs for installation. Their “blend-in design” also allows them to match an array of decors and room styles.

They are equipped with 1.5x optical zoom and V: +/-5% H:+/-4% lens shift (H: +/-3% for CW255). In addition to zoom and shift capability, the projectors’ geometric correction function, vertical and horizontal key stone correction easily allow users to fit an image squarely on to a screen, even from an offset projection angle. Their lens shift capability and image correction features help reduce the time needed to fine-tune an image position, which will lead to reduced total cost of installation.

Both the VPL-CX235 and VPL-CW255 are planned to be available in January and will retail for approximately \$1,899 and \$2099 respectively.

## **About The Professional Solutions Group**

The Professional Solutions Group (PSG) is a division of Sony of Canada Ltd., headquartered in Toronto, ON, with additional Sales and Service facilities in Calgary, AB (sales office), Montréal, QC and Vancouver, BC.

PSG is dedicated to the marketing, sales and support of Sony's full range of Professional video and audio hardware and recording media.

For Broadcast and Production applications, PSG offers a comprehensive range of equipment, including Cameras, Camcorders, Recorders, Production Switchers, Monitors, Professional Audio, Networked Production and Content Management Systems.

PSG also supplies a broad array of product for Corporate, Industrial, Retail, Cinema, Education and Medical applications. This range of products includes: Imaging Cameras, PTZ Cameras, Security and Surveillance Cameras and Recorders, Data & Large Venue, Home Theatre and Cinema Projection, Digital Signage Players, Displays and Wall systems

Medical Printers, Cameras and Recorders, Videoconferencing. PSG Systems Engineering compliments the sales and marketing team with technical consultation, complete end-to-end design, integration and commissioning services.

## **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 High Definition. Sony provides end-to-end solutions through products that include the market-leading Blu-ray Disc™ players, BRAVIA® televisions, Cyber-shot® digital cameras, Handycam® Camcorders, VAIO® computers, broadcast cameras, IPELA security cameras and video conferencing and many more products that deliver the true entertainment experience.

Sony is one of the most comprehensive entertainment companies in the world with a portfolio that includes electronics, music, movies, games and online businesses. 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 52 Sony retail locations across Canada.

Sony Canada is devoted to the betterment of children, the environment, and the community. Through the Sony Canada Charitable Foundation (SCCF), Sony Canada aims to maximize its support of charitable and philanthropic organizations, including Make-A-Wish® Canada, the United Way of Canada and Earth Day Canada.

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