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**SONY MAKES ULTRA SHORT THROW DISTANCES GO A LONG WAY
WITH TWO NEW PROJECTORS FOR CLASSROOMS AND
BOARDROOMS**

*80-inch image possible from only 18 inches away; Innovative New Projection
Technology Offers Unprecedented Presentation Capability*

TORONTO, Jan 9th, 2012 – Sony is adding “ultra-short throw” capabilities to its line of business projectors with two new models perfect for education, training and corporate applications, as well as a range of other commercial uses.

The new models are the VPL-SW535 (WXGA resolution) and the VPL-SX535 (XGA resolution), each delivering 3,000 lumens – bringing larger, brighter and more vibrant images to classrooms or meeting rooms, which are normally environments that have high ambient lighting and where it is not desirable or feasible to dim the lights .

Designed to add flexibility to classroom and business presentations, the new models can deliver a large image from a short distance. For example, an 80-inch image can be achieved with the projector located a very short distance from the screen (19 inches for the VPL-SW535; 23 inches for the VPL-SX535, the distance is defined as the distance between the center of the projection window (lens) and the screen.

“The extremely short projection capability not only allows presenters to stand in front of the screen, without the glare or shadows associated with traditional ceiling mount projectors, but the new projectors are designed to greatly reduce users’ cost of ownership in terms of energy

consumption and installation,” said Dave Schultz, marketing manager for professional projectors at Sony of Canada.

The new models are capable of delivering brilliant pictures for a more dynamic visual experience but have also been designed for optimum energy efficiency, producing 3,000 lumens of color light output with lower overall power consumption by using new generation lamp technology in combination with Sony’s energy efficient Bright Era™ LCD panels. In the event the projector is left powered on while not in use, they automatically detect no change of signal input and will dim the lamp as low as about 30 percent of original brightness to significantly reduce energy consumption.

Additionally, the expected lamp maintenance time for each model can reach up to 6,000 hours depending on lamp mode selected, the dust filters are designed to be replaced only when the lamps is replaced, thus delivering lower operational/maintenance costs.

These new models are the industry’s first ultra short throw projectors equipped with optical zoom and lens shift capability. This allows users to greatly reduce the time and hassle needed to fine-tune image position without physically moving the projector and sacrificing image quality (x1.05 zoom, V:±4.6% H:±3.4% shift. V:±4.4% H:±2.7% shift for SW535). The projectors ship with Sony’s original wall mount, which is capable of adjusting pitch, roll, and yaw of the projector.

Supporting Sony’s goals to transform education and business rooms into interactive workspaces, both projectors are also available packaged with Luidia’s eBeam technology, to enhance the creation, capture and sharing of information such as meeting notes or lesson plans. The eBeam-packaged models are the VPLSW535-EB and VPLSX535-EB.

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The VPL SW535 and VPLSX535 new ultra-short throw products expand the levels of user flexibility even further. The eBeam Edge, an interactive product that weighs less than four ounces, is designed to transform virtually any existing flat surface – for example, whiteboards or walls – into an interactive teaching screen or collaborative meeting space, without the need for a special board or display area.

“Combining eBeam technology with Sony’s new ultra short throw projectors will provide education and business users a complete interactive solution,” said Roy Erez, Sr., vice president of sales and marketing, Luidia.

The following suggested list pricing for the new models

- VPL-SW535 (about \$1,799) and VPLSW535-EB (about \$2,499)
- VPL-SX535 (about \$1,599) and VPLSX535-EB (about \$2,299)

Sony has also combined the eBeam technology into its first short-throw projectors: the VPL-SW125 (widescreen, WXGA/2600 lumens) and the VPL-SX125 (XGA /2500 lumens) models offering customer a wider range of products to suite their needs and budget.

- VPL-SW125 (about \$1,199) and VPLSW125-EB (about \$1799)
- VPL-SX125 (about \$1,099) and VPLSX125-EB (about \$1699)

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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