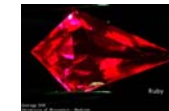


**SONY**

**TVOE**  
TELEVISION OPERATIONS EUROPE



# VPL-VW100 (Ruby) Product Presentation



**SONY**

**TVOE**  
TELEVISION OPERATIONS EUROPE

# The New VW Series

Combine the best of both

**QUALIA 004**

&

**VPL-VW12HT**

EISA winner 2005-2006

EISA winner 2001-2002

**SXRD**  
Silicon X-tal Reflective Display



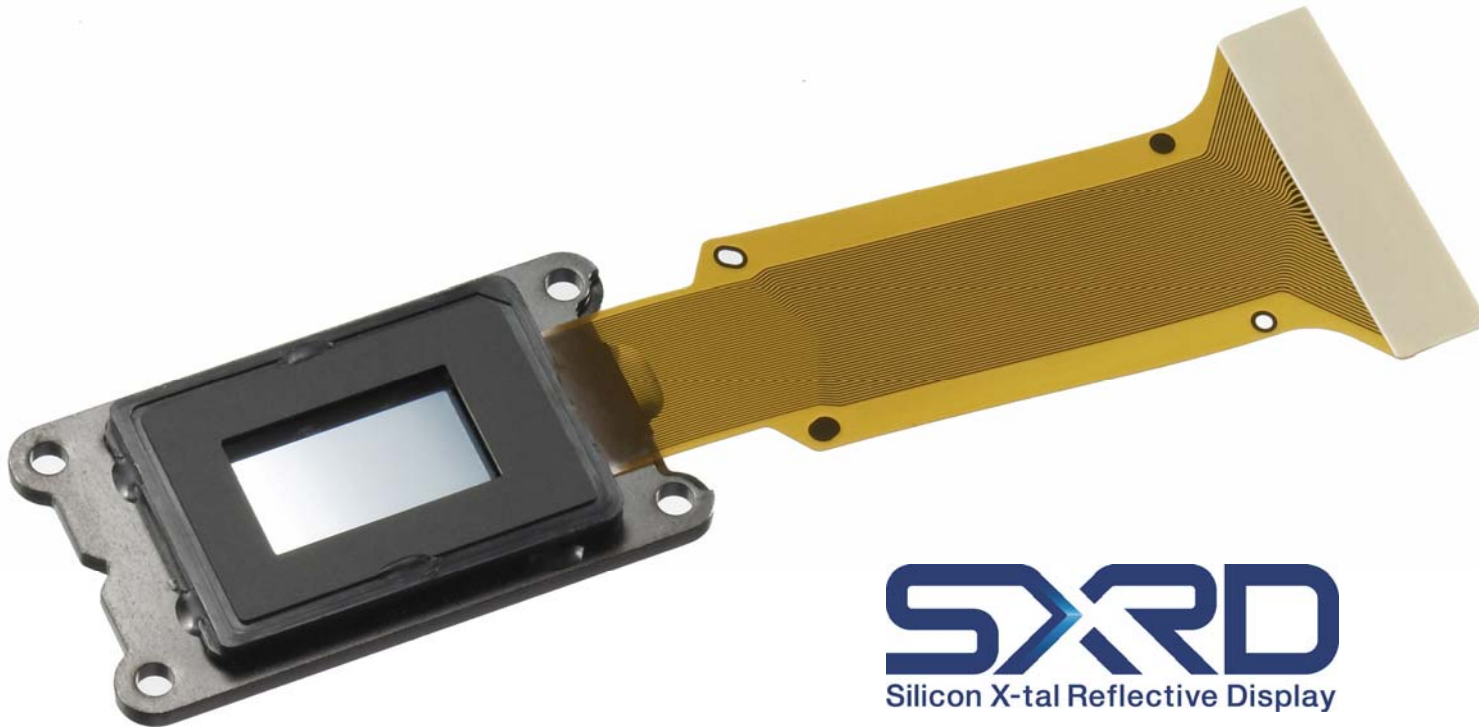
**HD  
ready**

**3LCD**



**→ The New VW Series is BORN**

## Newly designed panel



**0.61 inch Full HD (1,920H x 1,080V)**  
**7  $\mu$  m Pixel Pitch / 0.35  $\mu$  m Pixel Space**  
**Liquid Crystal Cell Gap Less Than 2  $\mu$  m (Spacer less)**  
**Device Contrast Ratio : 5,000:1**  
**High Response Speed (Tr, Tf): 2.5msec**  
**Panel Reflectivity : 74%**

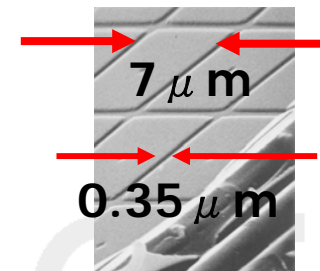
## Sony SXRD™ (Silicon X-tal Reflective Display) Panel

### 1. Full High Definition Resolution

Thanks to SXRD High Pixel Density (1920 (H) x 1080 (V) = 2,000,000 pixels per panel). Combined **6.22 Mega Pixels**.

### 2. “Film like” smooth image with No Screen Door Effect

Thanks to the Narrow Pixel Spacing (**0.35  $\mu$  m**)



### 3. High Response Speed

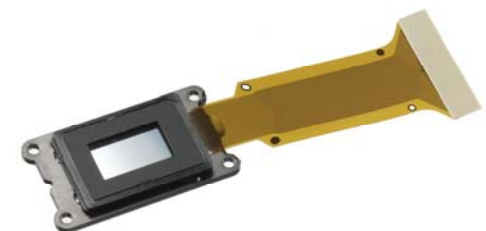
SXRD thin Liquid Crystal Cell Gap (Spacer-less < 2.0  $\mu$  m) makes a very rapid **2.5 ms response time** a reality. This improvement enhances crisp and vivid sources containing fast-moving images.

### 4. High Quality Contrast Ratio

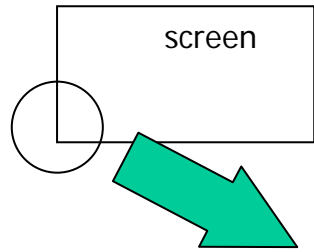
Vertical Aligned Liquid Crystal Technology offers high quality contrast.

### 5. Durability Improvement

Thanks to the use of Inorganic Alignment Material

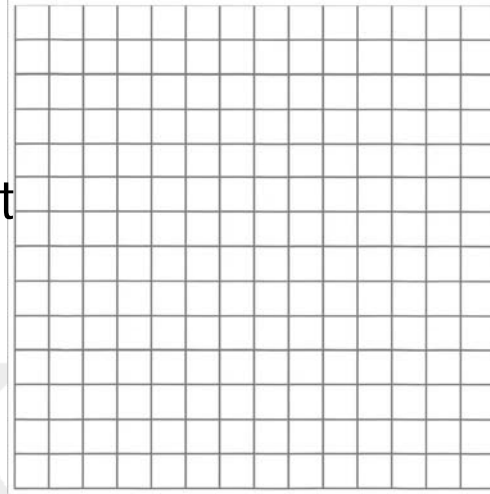


## No Screen Door Effect



Comparison  
With Same  
Screen Size

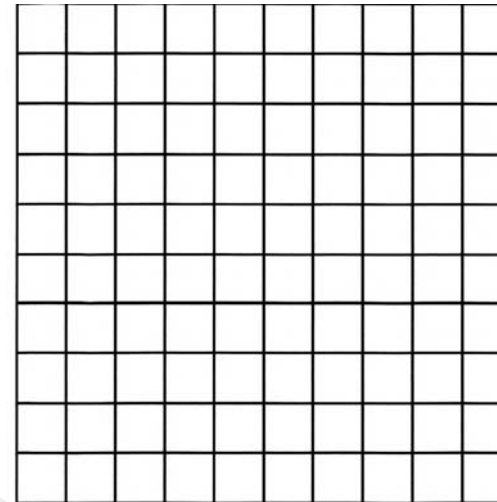
SXRD  
1,920x1,080dot



**Film Like Image !**

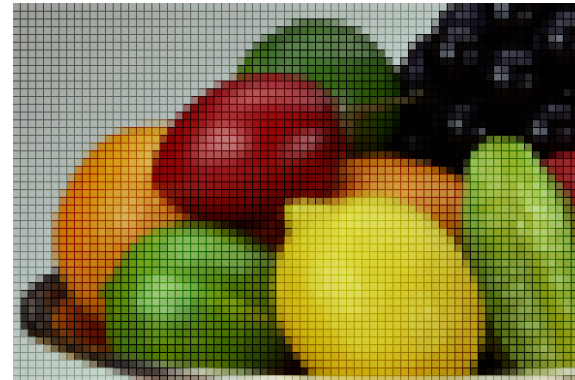


SXRD








DLP  
1,280x720dot

**Visible Pixel Structure**



DLP

## The GREAT Line-up


	FY04	FY05	Contrast Ratio
FPJ	<p><u>QUALIA</u></p> <p><b>Q004-R1</b></p> 	<p><b>SXRD</b> Silicon X-tal Reflective Display</p>  <p><b>EISA BEST PRODUCT AWARD 2005-2006</b> HIGH END VIDEO PROJECTOR Sony QUALIA 004</p>	<p><b>2,000 : 1</b> Visible is higher</p> <p>€ 26,500 € 28,000 € 30,000</p>
	<p><u>STEP UP</u></p> <p><b>VW12HT</b></p>	<p>Production wk46, 3<sup>rd</sup> wk Nov</p>  <p><b>Ruby</b></p> <p><b>SXRD</b> Silicon X-tal Reflective Display</p>	<p><b>15,000 : 1</b> € 10,000</p>
	<p><u>ENTRY</u></p> <p><b>cineza</b></p> <p><b>VPL-HS50</b></p> 	<p>Production wk42 3<sup>rd</sup> wk Oct</p>  <p><b>HS60</b></p> <p><b>3LCD</b></p>	<p>€ 3,000</p> <p><b>10,000 : 1</b></p> <p><b>6,000 : 1</b> € 2,500</p>

## VPL-VW100 USP's

### *Full HD SXRD Home Theatre Projector*

- **Full High Definition resolution 1920 (H) x 1080 (V)**
  - One to one display of HD signals without down-scaling
- **3 Sony SXRD™ (Silicon X-tal Reflective Display) Panels**
  - 6.22 Million Pixels with narrow spacing and high density
  - Narrow interpixel spacing 0.35qm
  - High 2.5 msec response time
- **Highest Contrast Ratio ever**
  - Cinema Black Pro Function, 15,000:1 contrast ratio
- **Pure Xenon lamp**
  - Reproducing natural colours
- **One lens with great flexibility x1.8 zoom**
- **New unique cooling system**
  - Silent operation of 22dB
- **Wide range of connections including digital HDMI™ and DVI-D**

# Cinema Black Pro

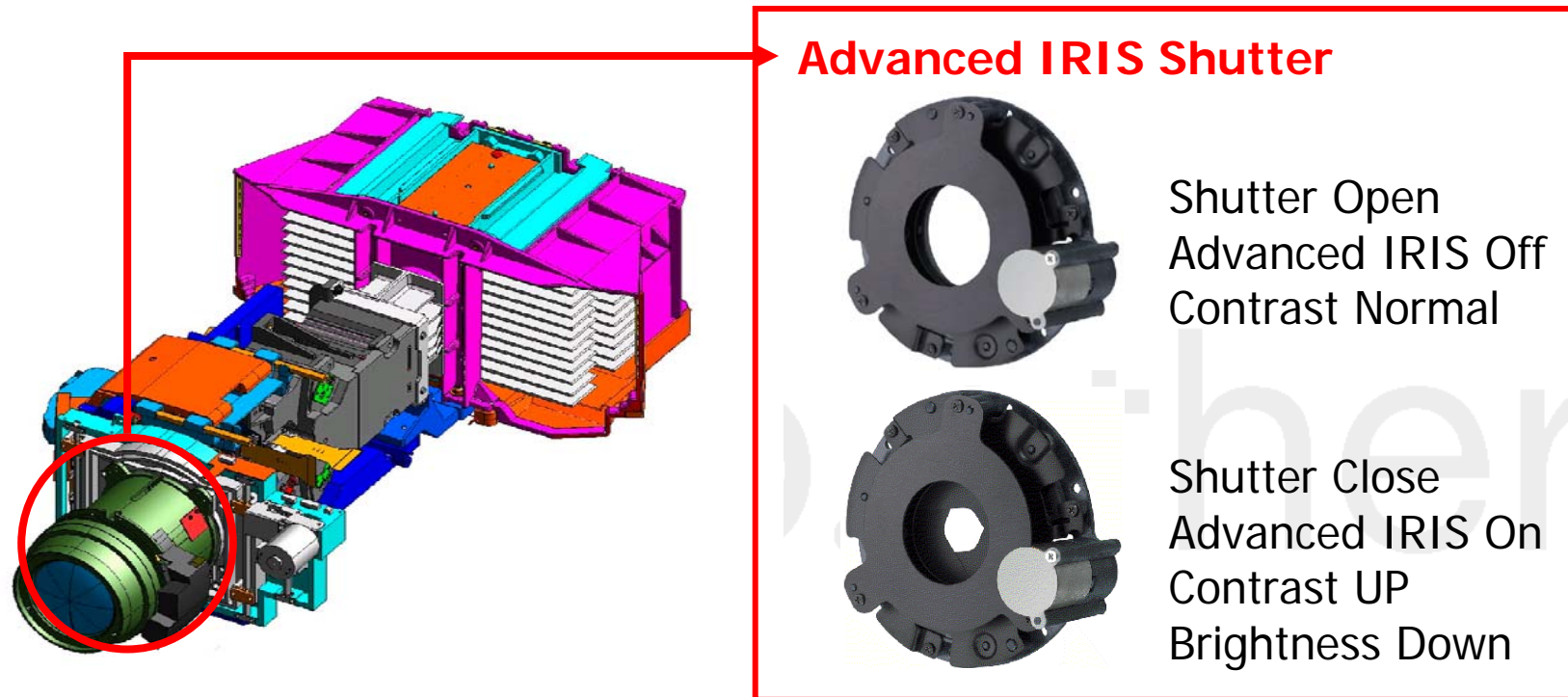
Cinema Black Pro  Lamp Wattage Control  
&  
Iris Control

Function Name	Selection	Function
<b>CINEMA BLACK PRO</b>		
Advanced IRIS	Auto / On / Off	IRIS control
Lamp Control	Low / High	Lamp Wattage control

- Unique Sony Function
- Enhances Contrast Ratio drastically
- Selectable via menu set-up





*The value of the contrast ratio and the brightness is depending on the Cinema Black Pro setting*

## What's Advanced Iris ?



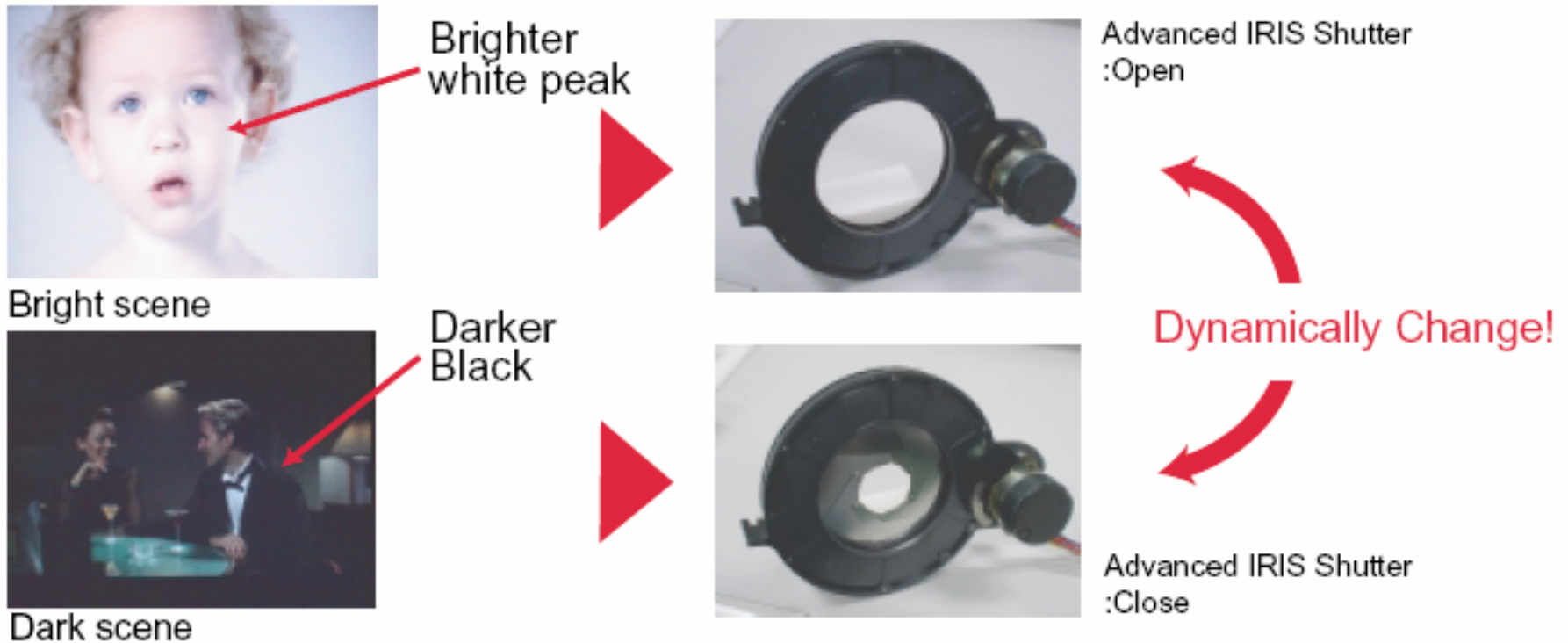
### VPL-VW100 Optical Unit

Mechanical Shutter is controlled by OSD.  
As a result, when Advanced IRIS set to On, Brightness will be down  
but Contrast will be UP

Basic Function	
<b>1. Brightness Control</b>	<b>2. Black Level Control</b>
Iris shutter controls brightness	Iris shutter prevents leak light to control the black level
 <b>Open</b> <b>Bright</b>	 <b>Open</b> <b>Actual image of white picture</b>
 <b>Close</b> <b>Dark</b>	 <b>Close</b> <b>Actual image of black picture</b>
Selectable global brightness	Lower black level for better contrast ratio
<b>Benefits</b>	

## What's Advanced Iris – AUTO setting ?

When Advanced Iris setting is "Auto", Advanced Iris shutter dynamically change according to the level of input signal. Therefore, setting of "Auto" can reproduce enhanced picture contrast.



# Effect of Cinema Black Pro

Lamp Control	Advanced Iris	Brightness	Contrast Ratio
Pure Xenon Lamp 400W	AUTO	800 lm	<b>Up to 15,000:1*</b>
	ON	800 lm	<b>6,000:1</b>
	OFF	400 lm	<b>3,000:1</b>

**\* 'Auto Advanced Iris' function reproduces white that is brighter in the bright scenes and black which is deeper in the dark scenes**

## Pure Xenon Lamp

- A Xenon Lamp has similar characteristics to Sun Light. This provides a flat and natural spectrum for great color reproduction
- Reproducing pure whites, spectacular reds
- All Film Projectors used at Cinemas (Movie Theaters) are using Xenon Lamps
- Therefore the use of a Xenon Lamp is another step closer to film like image at home



*Pure Xenon Lamp*

## Lamp life – LMP-H400

- The lamp life is estimated on 2500 hours
- When changing the lamp also the air filter should be replaced

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