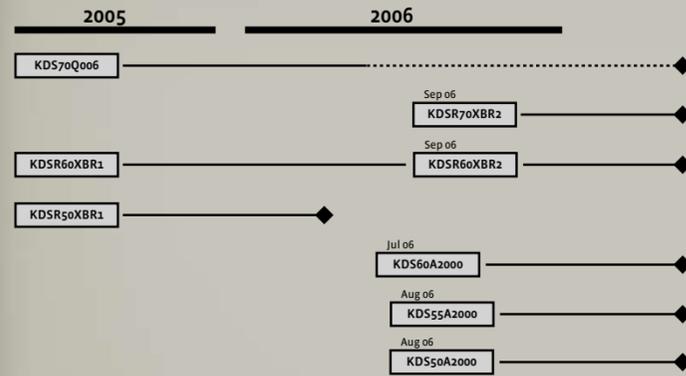


SONY®

Grand WEGA™

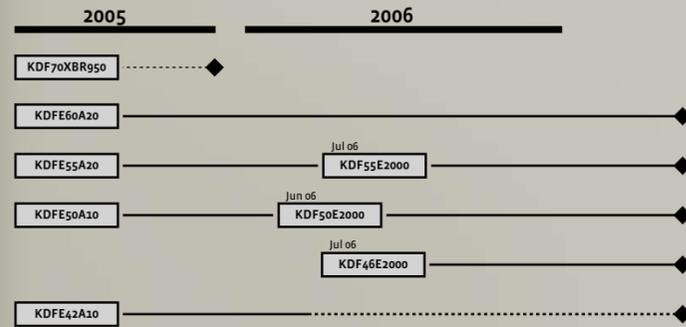
SXRD Grand WEGA™ Transition Chart



Grand WEGA™ Improvements for 2006

SXRD XBR2 60"/70"	SXRD A2000 50"/55"/60"	3LCD E2000 46"/50"/55"
Larger screen size for wider options (70")	Multiple screen sizes for wider options (50", 55" and 60")	New entry class screen sizes (46" and 55")
3 HDMI inputs with 1080p signal reception capability	2 HDMI inputs with 1080p signal reception capability	2 HDMI inputs with 1080p signal reception capability
Detachable speaker for installation flexibility (on 70" only)	PC input capability with HDMI terminal	
TV Guide On Screen™		
WEGA Engine™ HD for HD signal improvement		
Front HDMI terminal HDV camcorder connection		

3LCD Grand WEGA™ Transition Chart



3 LCD E2000 46"/50"/55"	SXRD A2000 50"/55"/60"	SXRD XBR2 60"/70"
1080p Input	2 Tuner PAP	
1920 x 1080 resolution	HDMI x3 (1080p)	
Detachable Speaker (70")		
Front Component (1080i)	Front Component (1080i)	PC Input (D-sub15)
Rear HDMI x2 (1080i)	Rear HDMI x2 (1080p)	Cinema Black Pro
Cinema Black Pro	Cinema Black Pro	DRC-MFV2 (HD)
DRC-MFV1	DRC-MFV1	ATSC/CableCARD
H-LCD 0.73" chip	SXRD 0.61" chip	SXRD 0.61" Chip

Grand WEGA™ Step Up Chart

Grand WEGA™ Product Specifications

Model Numbers (by category)	UPC	Product Dimensions (Inches)			Product Weight		Carton Dimensions (Inches)			Carton Weight	Optional Accessories		Chip Specs			
		W	H	D	LBS	W	H	D	LBS		Stand	Replacement Lamp	Type	Chip Resolution	Response (chip)	Contrast (TV Display)
Grand WEGA™ Rear Projection 3LCD TV																
KDF-46E2000	027242695313	43.15	30.16	15.04	58.86	47.5	34.1	19.4	74.07	SU-RG12S	XL-2400	0.73" LCD chip x3	1280 x 720	NA	NA	100W
KDF-50E2000	027242695320	46.61	32.56	16.06	64.15	50.9	36.2	20.4	76.27	SU-RG12L	XL-2400	0.73" LCD chip x3	1280 x 720	NA	NA	100W
KDF-55E2000	027242695306	51.22	35.71	17.40	74.96	55.6	39.8	22.0	91.49	SU-RG12L	XL-2400	0.73" LCD chip x3	1280 x 720	NA	NA	100W
Grand WEGA™ Rear Projection SXRD TV																
KDS-50A2000	027242697775	46.5	33	17.6	75	50.8	36.1	22.4	99.21	SU-RS11M	XL-5200	0.61" SXRD Chip x3	1920 x 1080	2.5ms	Up to 10000:1*	120W
KDS-55A2000	027242697782	50.9	35.9	18.9	108.03	55.2	39.8	23.3	108.03	SU-RS11X	XL-5200	0.61" SXRD Chip x3	1920 x 1080	2.5ms	Up to 10000:1*	120W
KDS-60A2000	027242697799	55.6	38.9	20.2	119.05	60	43.2	24.7	119.05	SU-RS11X	XL-5200	0.61" SXRD Chip x3	1920 x 1080	2.5ms	Up to 10000:1*	120W
Grand WEGA™ Rear Projection SXRD XBR TV																
KDS-R60XBR2	027242697805	67	40.6	20.6	TBD	70.9	43.7	24.9	TBD	SU-RSS1U	TBD	0.61" SXRD Chip x3	1920 x 1080	2.5ms	Up to 10000:1*	TBD
KDS-R70XBR2	027242697812	WITH SPEAKERS			TBD	78.5	56.3	29.1	TBD	SU-RSS1U	TBD	0.61" SXRD Chip x3	1920 x 1080	2.5ms	Up to 10000:1*	TBD
		WITHOUT SPEAKERS			TBD	78.5	56.3	29.1	TBD							

*With Auto Iris ON

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SONY®

Grand WEGA™



It was a grand year for Sony in 2005. Reviewers and critics praised the quality and performance of Grand WEGA™ SXRD™ rear projection televisions. And consumers responded enthusiastically. There is a positive buzz in the market for Grand WEGA TVs and Sony plans to capitalize on this success with a wider selection of Grand WEGA models in 2006 including five new SXRD models (1920 x 1080) and three new 3LCD models (1280 x 720). Add some key feature improvements and some elegant design changes and 2006 looks to be a great year for Grand WEGA.

The Grand WEGA 3LCD line up has been improved to include two HDMI™ inputs with 1080i video signal capability complimenting the front component input (1080i). Also, two new sizes (46" and 55") based on the popular compact design form factor will be introduced into this line to accommodate customers' needs for larger screen sizes. If your customers are looking for a bright picture, with high detail and natural color, Grand WEGA 3LCD TVs offer an excellent value.

Sony's affordable Grand WEGA SXRD A-Series television lineup brings SXRD technology to the masses while offering a full HD 1080 experience, including two 1080p inputs to go along with its 1080p resolution. And Grand WEGA SXRD XBR televisions offer additional refinements such as 3 HDMI 1080p inputs, two tuner picture and picture, and TV Guide On Screen™ electronic program guide. The extraordinary high detail, film-like picture and excellent contrast ratio (up to 10,000:1) of Grand WEGA SXRD delivers the ultimate entertainment experience.

Key technologies such as WEGA Engine™ (for the Grand WEGA 3LCD line up) and WEGA Engine HD™ (for the Grand WEGA SXRD line up) video processing systems, which reduces digital artifacts for a refined picture quality, and Cinema Black Pro, which helps produce deep, deep blacks continue in the line. Together with sleek designs, stunning technologies, and stellar picture quality—from 3LCD to SXRD, Sony's line of Grand WEGA televisions brings the best of high definition television to your customers.

GRAND WEGA™

like.no.other™

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Grand WEGA™

Grand WEGA E-Series Rear Projection Television

KDF-46E2000, KDF-50E2000, KDF-55E2000



Sony's E2000 entry class of Grand WEGA HD televisions builds on the success of the 2005 A10 series. Packaged in a compact, two-color exterior with subtly located speakers, the Grand WEGA 3LCD rear projection TVs are now available in a larger range of sizes, including 46", 50" and 55" screens. The televisions feature high-detail picture quality, and deliver natural color reproduction and exceptional brightness levels thanks to 3LCD technology. And deep black levels along with outstanding contrast are hallmarks of the Cinema Black Pro function. Featuring enhanced connectivity via dual HDMI input and PC input through HDMI, Sony's Grand WEGA LCD projection televisions provide quality playback of nearly every connected device.

- 3LCD Technology for natural, brighter and more detailed picture
- 1280 x 720 resolution (0.73" H-LCD chip)
- WEGA Engine™ digital video processor
- Cinema Black Pro for superb contrast
- Integrated ATSC tuner (ATSC terrestrial and QAM)
- Compact frame design
- SRS TruSurround XT™ for virtual surround effect
- BBE Digital Audio Enhancement technology
- Dolby® Digital Technology
- HDMI x2 - 1080i capable (Rear)

Grand WEGA SXRD XBR-Series Rear Projection Television

KDS-R60XBR2, KDS-R70XBR2



The successor of the highly-acclaimed XBR-Series, Sony's flagship Grand WEGA XBR-Series of projection televisions carries on the legacy of its predecessor. Equipped with the same SXRD technology, the XBR2-Series picture captures movement with unprecedented accuracy, and the Cinema Black Pro function provides superior contrast (up to 10,000:1).* The XBR-Series has WEGA Engine HD™ video processing technology for refined high definition picture quality. Available in more sizes than the previous series, the XBR-Series now offers a detachable speaker design on 70" models, and includes three HDMI inputs (1080p) for uncompressed audio/video interface between TV and compatible external components. Bigger, brighter and better than ever, Sony's Grand WEGA SXRD XBR-Series provides the full HD 1080p experience with stunning detail, film-like images, and crisp, smooth motion.

- SXRD technology for film-like and high contrast picture quality
- 1080p input capability
- Full HD 1920x1080p chip resolution (0.61" SXRD chip)
- WEGA Engine™ HD for digital video processing
- Cinema Black Pro for superb contrast
- **Integrated ATSC tuner and CableCARD™ slot**
- **Detachable speaker design (on 70" display)**
- SRS TruSurround XT™ for virtual surround effect
- BBE Digital Audio Enhancement technology
- Dolby® Digital Technology
- **HDMI x3 - 1080p (1 F/ 2 R)**

Step up features are indicated in **bold** text.

* With Auto Iris ON

SONY®

Grand WEGA™

Grand WEGA SXRD A-Series Rear Projection Television

KDS-50A2000, KDS-55A2000, KDS-60A2000

Experience rear projection on a grand scale. The A2000 entry class SXRD television brings the picture detail and clarity of SXRD display technology to the masses. Imagine: full HD 1080 picture quality within a slim, compact design, and in a variety of screen size options (50", 55", and 60"). The Grand WEGA SXRD Rear Projection HDTV is also equipped with Sony's WEGA Engine™ system, which minimizes signal distortion to provide you with the best picture, and features enhanced connectivity with dual HDMI (1080p capability) and front component inputs (1080i). Add PC inputs, SRS® TruSurround XT audio enhancement technology and a compliment of other great features and you begin to see why Grand WEGA SXRD Rear Projection TVs are an excellent value. The big picture has never looked better—nor been attainable by more people—than now.

- **SXRD technology for a film-like, natural, brighter and more detailed picture**
- **Full HD 1920 x 1080 chip resolution (0.61" SXRD chip)**
- WEGA Engine™ digital video processor
- 1080p input capability with compatible devices
- Cinema Black Pro for superb contrast
- Integrated ATSC tuner (ATSC terrestrial and QAM)
- Compact frame design
- SRS TruSurround XT™ for virtual surround effect
- BBE Digital Audio Enhancement technology
- Dolby® Digital Technology
- HDMI x2 1080p capable (Rear)

Key Technology Stories

3LCD — Grand WEGA Sony uses three 1280 x 720 LCD chips (0.73" diagonal) each containing 921,600 pixels. This allows 3LCD to have a pixel-for-pixel relationship with 720p high definition video sources. 720p HDTV broadcasts are shown in true high definition without the need to upscale. 3LCD delivers color to the screen at the same time without artifacts for natural color realism. The result is a bright, detailed and vivid picture.

SXRD Technology — With a display area of 0.61", Sony's third-generation SXRD™ chip is one of the world's smallest microdisplay chips with a full 1920 x 1080 native resolution. It has an outstanding contrast ratio of up to 5000:1 (chip).* Over two million pixels per chip deliver incredible detail and clarity. You can see things even in the deep shadows. There's a true sense of depth and dimension without annoying screen door effects interfering with picture quality. And watching sports is like looking through a skybox window. Pictures are crisp and motion is smooth.

Cinema Black Pro — Cinema Black Pro is a specially-designed Sony® function designed to improve contrast expression especially in darker scenes. The Cinema Black Pro function is enabled by using either one or both of two features: Iris Control and Advanced Iris. The Iris Control function sets the maximum size of the iris opening and sets the overall level of brightness. There are several settings that allow the user to adjust the iris opening to best match the room lighting conditions. The Advanced Iris function is a dynamic adjustment that automatically opens and closes the iris according to the gamma level of the picture on the screen. There are a variety of different adjustments. The "High" setting is ideal for movies and music video content. The "Off" setting works great for sports and news content.



WEGA Engine — The WEGA Engine™ video processor is an advanced video processing system, which features our proprietary DRC-Multifunction (Digital Reality Creation) video processing technology.

- **DRC-Multifunction:** Using Sony proprietary technology, the DRC-Multifunction goes beyond simple line-doubling by enhancing standard definition (480i) signals using a digital bit mapping process to provide a picture with four times the density of the original picture. The end result? Clear and crisp picture quality.
- **IFP Digital Texture-Based Contrast Enhancer:** Advanced smart contrast enhancement circuitry which utilizes textures to optimize contrast enhancing for each scene.
- **CCPX Advanced Chroma Processor:** Fully digital color processing from 3-D Y/C separation comb filter through to chroma decoding with significant jitter reduction, resulting a video with less distortion.



WEGA Engine HD — The WEGA Engine HD™ video processor is our most advanced video processing system and features the same video processing of the WEGA Engine™ technology with one added benefit – HD processing to greatly reduce MPEG compression artifacts.



SRS® TruSurround® XT — Building on the success of TruSurround technology, TruSurround XT audio adds three new audio enhancement technologies to produce an amazingly immersive sound experience. Dialog Clarity brings movie dialog into "focus" during the playback of any surround-encoded material to make speech much clearer and crisper. TruBass creates incredible deep rich bass allowing a person to perceive significantly deeper, richer low bass tones that are far beyond the physical low frequency capabilities of the speaker itself. And WOW widens the soundstage by processing standard two-channel stereo material as well as multi-channel encoded material for a dramatic improvement in the playback of any stereo audio over a two-speaker system.