

SONY®

Front Projection

Front Projection 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	W	H	D	LBS	Ceiling Mount Bracket	Type	Panel Resolution	Response (gray to gray)	Brightness (cd/m ²)	Contrast	Lens Shift	Throw Distance (100" screen)	Projection Picture Size	Lens Zoom Ratio	Lamp Wattage	Replacement Lamp	
Cineza® Home Theater Front Projector																									
VPL-VW100	027242673687	19.5	6.88	22.63	41.89	NA	NA	NA	NA	PSS-610 & PSS-H10	0.61" SXRD Chip x3	1920 x 1080	< 5ms	1200 OEP lm 800 ANSI lm	Up to 15000:1*	(+0.65V, -0V), Powered, (±0.067Hz) Manual	3.0m - 5.5m	40" ~ 300"	1x 1.8	400W Xenon	LMP-H400				
VPL-HS1A	027242682504	13.63	5.88	14.63	12.57	NA	NA	NA	NA	PSS-610 & PSS-H10	0.73" LCD Chip x3	1280 x 720	-	1200 OEP lm 800 ANSI lm	Up to 10000:1*	Yes	2.5m - 4.7m	40" ~ 200"	1x 1.6	135W UHP	LMP-H130				
HCS-W80	027242670044	71.75	41.25	.75	17.0	NA	NA	NA	NA	-	-	-	-	-	-	-	-	-	-	-	-	-	-		

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Front Projection



If bigger is better, then Sony Front Projection is the best you can get. High end home theater front projectors and large screens have long been the choice of many critical video enthusiasts. In the past, these high-end video systems meant high costs, critical placement of the projector and the screen, along with a dark room to show them in. Sony has solved these barriers and delivered two excellent projector choices and an innovative screen that no longer needs a dark room to perform in. With anticipated growth of 47% in units and 37% in dollars for 2006, front projectors will find their way into more homes. People are beginning to discover the value of the large screen performance that Cineza Home Theater Video Projectors and the revolutionary ChromaVue High Contrast screen offer. And placement options are more flexible than ever thanks to Cineza's whisper quiet fans, Lens Shift function and short throw distances. Your customers can now experience the drama and excitement of a full HD experience at a fraction of the former cost.

ChromaVue.

cineza

like.no.other™

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Front Projection

**Cineza® High Definition
Home Theater Video Projector**

VPL-HS51A



Bring the thrill of the movie theater home with Sony's Cineza® VPL-HS51A High Definition Home Theater Projector. This high definition, 3LCD projector boasts an amazing 10,000:1* contrast ratio – that's 10,000 steps between the blackest black to the whitest white – allowing the VPL-HS51A's black level to provide perfect image contrast performance, even in the darkest scenes. When combined with the ARC-F (All Range Crisp Focus) lens and the RCP (Real Color Processing) system the VPL-HS51A provides stunning color accuracy and high picture detail. The VPL-HS51A is a breakthrough in front projector technology and price, and promises to be the next step toward providing a theater-like experience in every home.

- ◆ Up to 10,000:1 Contrast Ratio (Advanced Iris ON)
- ◆ Lens Shift function and short throw distance capability for flexible installation options
- ◆ ARC-F (All Range Crisp Focus) Lens
- ◆ Real Color Processing (RCP) for independent color adjustment
- ◆ Quiet operation with low fan noise (23dB)

High Definition Home Theater SXRDTM Video Projector

VPL-VW100



It started with the critically acclaimed QUALIA Q004 – the first 1920 x 1080 projector to use SXRDTM technology. And now the next generation of SXRDTM home theater video projectors makes the full HD 1080 experience from compatible sources within reach of more video enthusiasts. With a contrast ratio up to 15,000:1*, and the Advanced Iris function that dynamically adjusts video images according to the level of the input signal, the VPL-VW100 provides a picture quality that rivals even the best CRTs. The black levels are deep. The color range is wide and accurate. And the 1920 x 1080 full HD 1080p detail has to be seen to be believed.

Attention to details make the VPL-VW100 an uncompromising performer. For example, an ultra quiet fan and Lens Shift function provide flexible placement options. Smooth, film-like picture quality and excellent response to fast motion allow the VPL-VW100 to be the centerpiece of a video system. Watching sports is like looking through a sky box window! And the elegant design fits into just about any room decor. The power of SXRDTM technology brings a whole new level of performance into the home.

- ◆ Supports Full HD 1080p with three SXRDTM 1920 x 1080 chips
- ◆ Up to 15000:1 Contrast Ratio (Advance Iris ON)
- ◆ Full HD 1080p Input
- ◆ Quiet operation with low fan noise (22dB)
- ◆ Pure Xenon Lamp (400W) for accurate and natural color

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

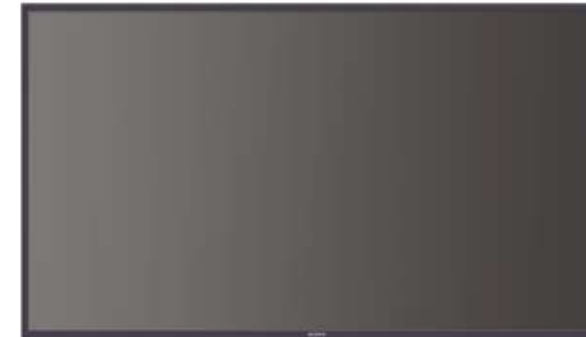
*With Advanced Iris ON

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ChromaVue™ High Contrast Home Theater Screen

HCS-W80



The perfect partner for your Sony VPL-HS51 projector, the ChromaVue™ High Contrast Home Theater screen provides high-contrast images even in rooms with ambient light. The screen, with a peak gain of 1.7, creates a bright image, resulting from a special multi-layer technology that provides outstanding image contrast versus conventional white screens in the presence of surrounding light. Featuring an 80-inch screen and weighing 17 pounds, the HCS-W80 offers a larger screen capability than many other display technologies. The screen also features 16:9 aspect ratio – this, combined with the large screen size and ambient light rejection technology, provides the ultimate home theater experience.

- ◆ 80" Diagonal viewing area
- ◆ 16:9 aspect ratio
- ◆ Wall mount design
- ◆ Optimized for Sony VPL-HS51A
- ◆ Works with other UHP Lamp projectors
- ◆ Bright, rich picture with amazing black level, even in ambient light conditions
- ◆ Wide contrast over conventional white screens in ambient light environments.
- ◆ Peak gain of 1.7

Key Technology Stories

SXRDTM 1920 x 1080p Full HD Chips — SXRDTM is a display technology developed by the legendary television engineers at Sony to meet and exceed the demands of a High Definition image at its full 1080 line resolution. It is a 1920 x 1080p chip characterized by several key benefits – full HD resolution, smooth film-like image with minimal screen door effects, high response times (5ms rise and fall), high contrast ratios and accurate color rendition.

400W Pure Xenon Lamp — A special 400W pure Xenon lamp provides equal brightness output levels for all three primary colors – red, green and blue – used to create the trillions of colors that can be delivered. Natural and accurate color is reproduced with bottomless whites and spectacular reds.

Advanced Iris Function — This function reproduces bright images in bright scenes and deeper blacks in dark scenes by dynamically changing the opening according to the level of input signal. Working with the Micro Lens Array and WB (Wide View) film a 4.5 times improvement in contrast ratio can now be realized over previous models. In the "Auto" mode an awesome contrast ratio of up to 6,000:1 can now be achieved.

Ultra Quiet Fan — A Sony-designed fan efficiently removes heat at a barely noticeable noise spec of 22dB. Obtrusive fan noise is virtually eliminated to allow for flexibility in room placement.

ARC-F (All Range Crisp Focus) Lens — The All Range Crisp Focus Lens delivers an 8% improvement in focus to the center of the screen and a 20% improvement in focus to the corner of the screen compared to previous Sony lenses.

RCP (Real Color Processing) — Real Color Processing allows the user to target specific colors on the picture and fine adjust their color and hue without changing the overall picture's color and hue. For instance, the color of a strawberry can be fine adjusted without impacting skin tones. Or the blue in a sky can be adjusted without affecting the color of water. And green grass can be adjusted without influencing the other colors in the picture.

ChromaVue

ChromaVue™ Screen Technology — The ChromaVue screen uses unique technology that adapts to ambient light conditions. Instead of reflecting ambient light back to the viewer, its innovative technology absorbs sunlight, reducing the amount of reflected ambient light. A ChromaVue screen reflects the red, green and blue light from the projector specifically back to the viewer, greatly reducing "wash out."