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Sony unveils new front projectors

New models include enhanced wireless and networking

Capabilities for permanent and mobile presentation applications

TORONTO, Ontario -- Sony of Canada Ltd., Canada's leading electronic and computer products solutions provider for consumers and business, today introduced five new front projector models designed for an array of permanent and mobile presentation applications in the corporate meetings, rental, education and healthcare markets.

These models include the VPL-CX20A and the VPL-CS20A, as well as the VPL-CX76, VPL-CX86 and VPL-PX41 front projectors.

“Users need flexibility in their projection options, and that's exactly the need these new models address,” said Dave Schultz, Product Manager, Projectors, Broadcast & Communications Solutions Group, Sony of Canada Ltd. “In the office, on the road, or wherever a presentation needs to happen, mobility, wireless speed and network connectivity rank high on professionals' wish lists.”

The VPL-CX20A and VPL-CS20A are both highly portable and compact projectors, each with a brightness of 2000 ANSI lumens. Adding to their portability are a weight of just 4.2 lbs. and a height of a little more than two inches tall, placing them among the lightest liquid crystal display (LCD) projectors currently available and among the brightest in the sub-5-pound category.

Users can choose between the two versions based on their requirements: the VPL-CX20A offers full XGA resolution with exceptional picture quality to enhance presentations, and

the VPL-CS20A features SVGA resolution, perfect for showing video content or presentations.

Both projectors feature advanced intelligent auto setup with auto-focus functionality, as well as a short focal length lens that allows full-size images even in cramped meeting rooms.

The projectors use a 3-LCD panel system to produce natural and bright images. The image reproduced is gentle on the eyes without causing color break-up, also known as the “rainbow effect.” 3-LCD technology's full light processing allows for high light efficiency but also true expression of intermediate colors so users can enjoy lifelike reproduction of dark and shadow sections.

The VPL-CX20A and VPL-CS20A front projectors are both available with a new card-type Remote Commander® unit, the RM-PJ3. Other features include a password-authentication system, control panel key lock, security lock, and multi-scan converter capability for accepting a variety of inputs. The scan converter allows the projectors to accept a wide variety of input signals - both computer images and video. Other features include: selectable lamp wattage, on-screen multi-language set-up menu, and freeze and digital zoom functions.

VPL-CX76 and VPL-CX86

The VPL-CX76 and VPL-CX86 front projectors incorporate Sony's enhanced Air Shot technology providing 802.11b/g wireless networking capability for even faster wireless presentation capability.

The 2500 ANSI lumen VPL-CX76 front projector is designed for ease of use in wireless presentation applications. Sony's advanced menu of Advanced Intelligent Auto Set-up

functions - Auto Lens, Auto Tilt, Auto Input Search, Auto Keystone Correction, Auto Pixel Alignment and Auto Focus - enable each function to be initiated as soon as the user turns on the projector.

The VPL-CX86 front projector provides a brightness of 3000 ANSI lumens in a compact design suitable for almost any presentation application. The VPL-CX86 front projector features Advanced Intelligent Auto Set-up functionality. The projector's extremely low fan noise (28 decibels (dB)) allows a speaker's points to be clearly heard. This model is equipped with 2 RGB input connectors and 1 RGB monitor output connector for additional configuration flexibility. For example, educational presenters can simultaneously drive the projected image and their own computer monitor without requiring an external control system.

VPL-PX41

The VPL-PX41 front projector is ideal for multi-room installations in business or educational applications where networked projectors increase efficiency. This 3500 ANSI lumen model with XGA resolution has the power to clearly display images even in high ambient light conditions, making it ideal for classrooms and meeting rooms.

This projector offers an array of networking functionality, such as a 10Base-T/100Base-TX Interface, Simple Network Management Protocol (SNMP) compliance for device monitoring, and Web-based control. Users can also receive e-mail notifications about the unit's status to make preventive maintenance and trouble-shooting easier.

A variety of installation options are available through a choice of ceiling-mount, floor-mount, or rear-projection capabilities and a choice of three interchangeable optional lenses.

Manufacturers' suggested list pricing and planned availability for the new models are as follows:

- VPL-CX20A – Available in July;
- VPL-CS20A – Available in July;
- VPL-CX76 – MSRP of \$3,599. Available in August;
- VPL-CX86 – MSRP of \$4,499. Available in August; and
- VPL-PX41 -- MSRP of \$6,999. Currently available.

About The Broadcast Communication Solutions Group

The Broadcast Communication Solutions (BCS) Group is a division of Sony of Canada Ltd., headquartered in Toronto, Ontario. BCS Group markets and supports Sony's full range of broadcast, professional video and audio equipment, including high definition video, interactive and security applications for the broadcast, production, business, industry, government, medical and education sectors through a network of authorized systems integrators.

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 the manufacture and marketing of electronic and computer products for consumer, business, electronics publishing and multimedia applications on a global scale. With headquarters in Toronto, sales offices in Vancouver and Montreal and distribution centres in Coquitlam, British Columbia, and Whitby, Ontario, approximately 970 employees support 72 Sony stores and a network of more than 3,000 authorized dealers across Canada.

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