



Press Release

Amsterdam, 29<sup>th</sup> January 2008

## **BRAVIA Full HD VPL-VW40 Home Theatre Projector Brings Superb Cinematic Picture Quality To A Wider Audience**

- **1080p Full HD and 15,000:1 contrast ratio for a truly cinematic viewing experience**
- **Sony SXRD technology delivers visibly superior Full HD picture**
- **Exceptional value for a technically sophisticated projector**



Sony completes its range of BRAVIA Home Theatre Projectors with the launch today of the VPL-VW40. Like its higher-priced siblings, the VPL-VW40 is capable of 1080p Full HD and uses Sony SXRD™ technology to re-create the original cinematic viewing experience as closely as possible at home.

“The VPL-VW40 will have a strong appeal for the price-conscious Home Theatre enthusiast who does not wish to compromise on quality,” says Nicola Plump Product Manager Projectors Sony TV Operations Europe. “It offers features typically only available on far more expensive projectors, principally Full HD and SXRD. You get a high contrast ratio too, and projection on to screen sizes up to 300 inches. There’s nothing else offering so much at this price, which is why we expect this projector to be a very popular product.”

At the heart of the VPL-VW40 lies the **BRAVIA ENGINE**, a custom designed processor which applies algorithms exclusively developed by Sony to the video signal, digitally enhancing each frame in real time. Noise in the image is invisibly decreased, while colours are reproduced with vibrant intensity and every detail is

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faithfully reproduced. The BRAVIA ENGINE, well known from the BRAVIA LCD-TV range, is a key part of what gives the VPL-VW40 its distinctively superior image quality.

Then there's **Sony SXRD™ (Silicon X-tal Reflective Display)** panel technology. This was originally developed for cinema projection systems, making it the logical choice for the high-end Home Theatre. SXRD delivers the full 1920 x 1080 resolution demanded by Full HD with cinematic clarity and precision thanks to its super-fine panel micro-architecture. 7 µm pixels spaced just 0.35 µm apart produce an image free from the 'screen door' pixel grid effect that can undermine other projection systems. The super-fast 2.5ms response time means ultra-smooth on-screen action no matter what's going on. Finally, the triple SXRD 'one panel per colour' approach to RGB projection yields absolute precision, entirely free from colour breaking.

The VPL-VW40 is capable of very high contrast ratios of up to 15,000:1 something made possible by the **Sony Advanced Iris 2**. The Advanced Iris 2 system works by responding automatically to the level of lighting in each scene and adjusting the aperture to achieve the best results. In dark scenes, this brings out details usually lost in the shadows, while brightly lit sequences retain their definition and do not wash out. There are four settings including a fully manual option, so the end result should always be exactly the way you want.

When it comes to compatibility, the VPL-VW40 has **24p True Cinema**: the sought-after ability to handle a 1080/24p input. This mode is now available from Blu-ray Disc™ players and PLAYSTATION™ 3 via an HDMI connection. The VPL-VW40 offers you two HDMI connectors with 1080/24p input capability.

A specially designed fan results in very quiet (22dB) operation, an essential but sometimes overlooked feature of a quality projector. Ease of setup is also vital, which is why the VPL-VW40 has both horizontal and vertical lens adjustment (+only 65%V; ± 6.7%H) so it can quickly be adapted to a wide range of spaces and still provide optimum picture quality. Vertical lense adjustment is motorised and can be carried out using the remote controller. As a final touch, the remote

itself is a sophisticated piece of design, finished in brushed aluminium, with large, easy to use buttons and a fully backlit keypad.

## BRAVIA VPL-VW40 Key Features


Optical		
Panel	Resolution / Pixels	Full HD 1920 x 1080 / 6,220,800 (2,073,600 x 3)
	Pixel Size / Inter-pixel spacing	7µm / 0.35µm
	Technology / Panel Size	Sony SXRDTM / 0.61-inch
	Response Time	2.5 milliseconds (time spent in one rise-and-fall cycle)
Lens	Type / Zoom Ratio	ARC-F (All Range Crisp Focus) x1.8 Powered
	F / f	2.54 - 3.53 / 18.7 - 33.7
	Lens Shift	Vertical +65%, ±Horizontal 6.7%
Contrast Ratio	Advanced Iris 2	15,000:1
Brightness		900 ANSI Lumen
Lamp		200W Ultra High Pressure
Screen Size (16:9 diagonal)		40" - 300" / 1m - 7.6m
Throw Distance	16:9 screen ceiling mount	1.2m - 16.1m
Input / Output		
HDMI	19-pin connector	2 (1080/24p)
Component Video	3x RCA connectors	1
S-Video	Mini DIN 4-pin	1
Composite Video	RCA connector	1
Input A	HD D-sub 15-pin	1 (Analogue RGB, Component)
Trigger Out	Mini Jack	1
Remote	RS-232C: D-sub 9-pin	1 (AMX Protocol Supported)
Acceptable Video Signals	720p , 1080i, 1080p	720/60p, 720/50p, 1080/60i, 1080/50i, 1080/60p (HDMI), 1080/50p (HDMI), 1080/24p (HDMI)
General		
Body Colour		Icy White
Fan Noise		22dB
Power Consumption	Max / Standby Mode / Low	300W / 8W / 0.5W
Dimensions / Weight	W x H x D in mm / in kg	395 x 173.5 x 471.4 cm / 11kg
Features		
Picture Enhancement	BRAVIA ENGINE	BRAVIA ENGINE
	Dynamic Detail Enhancer (DDE)	Film (2-3 Pull-Down) / Progressive / Off
	Digital Reality Creation (DRC)	NO
Colour Enhancement	Real Colour Processing (RCP)	YES
Contrast Enhancement	Advanced Iris 2	Auto 1 / Auto 2 / Manual / Off
Connectivity Enhancement	24p True Cinema	YES
Panel Alignment Function	Area / H-V Adjustment range	Full Screen / ± 2.0 pixel in 0.1 pixel steps
Picture Mode Settings		Dynamic / Standard / Cinema / User 1 / User 2 / User 3
Wide Mode Settings		Wide Zoom / Normal / Full / Zoom
Anamorphic Zoom Mode	Project a full 2.35:1 image*	NO
Blanking / Overscan		YES / YES
Noise Reduction	Reduce roughness or noise	High / Middle / Low / Off
Gamma Adjustment	Image Director 3 Software	via supplied CD-ROM
Accessories		
Illuminated Remote Control	Supplied	RM-PJVV60
Batteries for Remote	Supplied	2x Size AA (R6)
CD-ROM	Supplied	Image Director 3 for Gamma Adjustment
Replacement Lamp	Optional	LMP-H200, 200W UHP
Ceiling Bracket	Optional	PSS-H10
European Warranty	Supplied within EU Countries	Dependent on country local consumer warranty

## Environmental Info


Sony is engaged in a constant review of its manufacturing, operational and business practices to ensure that its products are developed in an environmentally responsible way. This approach can broadly be divided into three areas:

### Environmental Information: 3Ps






The VPL -VW40 BRAVIA projector consumes only 0.5W on Standby mode. There are no halogenated flame retardants used for the VPL-VW40, neither in the cover/housing nor the internal circuit boards.



- Recycled paper is used for product packaging
- Volatile Organic Compound-free vegetable oil based ink is used for printing the packaging.



Sony is determined to lead the way as a responsible manufacturer, and as a result we are focussing on three key areas of investment:

1. Reducing CO2 gas emissions
2. Increasing the percentage of renewable energy used in manufacturing facilities
3. Minimising the resources used by our factories in manufacturing

## ENDS

For more information, please contact:

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### About Sony:

Sony manufactures audio, video, communications and information technology products for the global consumer and professional markets. With its music, pictures, game and online businesses, Sony is uniquely positioned to be one of the world's leading digital entertainment brands. Sony recorded consolidated global annual sales of EUR 55.83 billion (yen 8,296 billion) for the fiscal year ended March 31, 2007, based on an average market exchange rate for the same period of yen 148.6 to the EUR. It employs approximately 163,000 people worldwide.

In Europe, the Sony Group recorded consolidated annual sales of EUR 13.71 billion (yen 2,038 billion) for the fiscal year ended March 31, 2007. Sony Europe, headquartered at the Sony Center am Potsdamer Platz in Berlin, is responsible for the company's European electronics business and registered consolidated sales of EUR 9.12 billion for the same period.

For more information on Sony Europe, please visit <http://www.sony-europe.com> and <http://www.sony-europe.com/presscenter>.

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