

# Media Alert

## **Sony begins shipping their latest native widescreen business projector**

**Basingstoke, UK, 31st October 2007** - Sony's new high brightness native widescreen projector is now available across Europe and is the first of its kind in Sony's mid-range installation projectors line up. The network capable VPL-CW125 business model boasts a sizeable Advanced Crisp Focus (ACF) lens and Sony 3LCD High Brightness technology to ensure exceptional image clarity, natural colours and unsurpassed brightness in any room. The unit has been developed to meet the needs of widescreen computer users with its native 1366 x 800 WXGA resolution. Additionally, its versatile design is suitable for ceiling mount, rear installation and portable use, and includes high efficiency lamp and low fan noise.

The VPL-CW125 is usable in a range of spaces, from the office and executive boardroom, to the classroom and even a mid-size auditorium or lecture theater. The unit's high efficiency lamp can produce up to 3000 ANSI Lumens of brightness generating clear, bright and crisp images every time and in any environment. Plus, the Side Shot Digital Horizontal Shift feature allows the VPL-CW125 to be placed off axis from the centre of the screen where necessary.

This widescreen model contains two RGB inputs for the simultaneous connection of two computers, in addition its network capabilities allows anyone on the IP network to connect to the unit and display content without the need of connecting an RGB cable. This is ideal for circumstances where there are multiple presenters working from different computers, eliminating the need to unplug each computer to plug in the next. Together with this, the VPL-CW125 includes a video input port, allowing the presenter to switch between a presentation and content from, for example, a DVD or video player with ease.

The network capability of the VPL-CW125 enables an administrator to monitor the status of a single projector, change input modes and switch the unit on and off over the IP network, all using a simple graphical web browser interface (GUI). Additionally, with the use of Sony's Ziris Manage Lite software, multiple projectors can be monitored and controlled remotely via the IP network in real time.

For any further information, and to find out more about all six C-Series models and other business projectors from Sony, please visit [www.sonybiz.net/projectors](http://www.sonybiz.net/projectors)