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For Immediate Release

Sony expands its groundbreaking 3D Home Theatre Projector range to a wider audience

VPL-HW30ES enters a new era of high quality 3D imagery, accessible at an affordable price

Auckland, 19 July 2011 – Sony announces the introduction of the VPL-HW30ES, expanding its range of 3D home theatre projectors. Incorporating Sony's latest lamp technology, Dynamic Lamp Control system, movie, sports, and gaming fans have the opportunity to enjoy an unrivalled 3D cinematic experience, with stunning 3D images that are up to three times brighter than Sony's first 3D home theatre projector, the VPL-VW90ES.



Utilising Sony's SXRD™ (Silicon X-tal Reflective Display) technology, the VPL-HW30ES delivers full high definition video, using high frame rate 200Hz panel drive projection technology. When the new active shutter 3D glasses (TDG-PJ1) and 3D transmitter (TMR-PJ1) are used, the projector delivers an exceptionally crisp and bright image. Sony's new lamp technology enables 3D display that is much brighter and also reduces the amount of cross talk that can diminish the clarity of the projected image.

"Sony is striving to further strengthen its 3D Home Theatre projector range" says Jason Lee, Product Manager Sony Australia. "The new VPL-HW30ES truly allows consumers to experience the wonders of Home Cinema right in their own living room."

Built using Sony's extensive 3D expertise, the VPL-HW30ES sets a new benchmark for discerning film enthusiasts who want the ultimate high-end home theatre system at an affordable price. The new VPL-HW30ES delivers a contrast ratio of 70,000:1 and brightness of 1,300lm. In addition, "3D crosstalk" is further reduced to a minimum thanks to the 200Hz SXRD panel drive system and unique Dynamic Lamp Control Technology. The automatic Advanced Iris Control feature enhances the contrast levels in accordance with the scene by maximising black and white levels without diminishing peak brightness.

The VPL-HW30ES is compatible with Sony's new active shutter glasses, the TDG-PJ1 (sold separately), which are 18 grams lighter than the previous model (59g compared to 77g). The TDG-

PJ1, charged in 30 minutes provides 30 hours of continuous watching. In conjunction with the new glasses, Sony has announced a new transmitter, the TMR-PJ1 (sold separately), which synchronises 3D content effortlessly to generate a high-quality natural 3D effect.

Sony's unique Motionflow with Dark Frame Insertion algorithm allows the VPL-HW30ES to produce dramatically sharper and smoother images, with reduced motion blur. In addition to this, other advanced video processing such as Mosquito and Block Noise reduction and 24p True Cinema helps reproduce a sharp, film like look. The VPL-HW30ES also supports HDMI1.4a which not only includes 3D support, but also Deep Colour and x.v.Colour for natural, vivid reproduction of colours.

The VPL-HW30ES is capable of taking 2D and simulating 3D images, bringing new life to classic movies from the past and allowing a wide variety of content, such as live sports, to be enjoyed. Sony's innovative Independent 2D/3D Picture Mode allows you to select specific parameters for 2D and 3D content, which can be individually changed to optimise the image depending on the content being viewed.

The VPL-HW30ES is whisper quiet due to an advanced air discharge system which provides highly efficient cooling, and suppresses noise levels to a mere 22dB, allowing viewers to fully immerse themselves in what they are watching. It also features two-way RS232 and an IR input for simple and seamless integration with third party automation systems.

The VPL-HW30ES will be available in New Zealand from August 2011, SRP \$7,499.95 (3D glasses and transmitter sold separately).

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Availability: The VPL-HW30ES will be available from August 2011 with an SRP of \$7499.95 inc GST. For further release information, please contact Dean Allen on dean.allen@ap.sony.com.

About Sony: With a diverse portfolio of businesses across electronics, music, film, gaming and telecommunications, Sony is uniquely positioned to be the world's largest technology and entertainment company. Sony New Zealand Limited is a wholly owned subsidiary of the Sony Corporation of Japan, and a leading manufacturer of audio, video, communications and information technology products for the consumer and professional markets. Committed to producing innovative and quality electronic products, the range includes BRAVIA TVs, Cyber-shot digital cameras, Handycam camcorders, α digital SLR cameras, Walkman MP3 players, VAIO computers, READER eBook Readers as well as HD professional broadcast equipment. For more information on Sony New Zealand, visit www.sony.co.nz.

Product Information: For further Sony product information or stockist details, readers can contact Sony New Zealand on 0800 766 969 or visit www.sony.co.nz.