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ON/STANDBY

SXRD™ Home Cinema Projector Range
Bringing the Cinema Home in Full HD and 3D

SXRD



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Bringing the Cinema Home in Full **HD** and **3D**

Imagine your favourite movies in true cinematic detail. Create a real movie theatre feel at home. Home cinema projectors from Sony have been designed to deliver detail, colours and contrast to bring the big screen to life.

Our entire range of home cinema projectors deliver a Full HD cinematic experience. Furthermore, our 3D projectors bring the thrills of 3D cinema into your home. Here is an overview of our new and exciting line-up:

VPL-HW20 – Full HD home cinema projector with Sony’s market-leading SXRD panels, outstanding dynamic contrast ratio and 1300 lumen brightness - perfect for watching sport or movies.



VPL-HW30ES – Full HD 3D home cinema projector incorporating Motionflow, Dynamic Lamp Control Technology and 1300 lumen brightness, providing the ultimate cinematic experience for the entire family at home.



VPL-VW95ES – Full HD 3D home cinema projector incorporating Motionflow and a range of exciting technological features, allowing home cinema enthusiasts to adjust the projector to their desired personalised settings.



New SXRD panels for amazing cinematic **1080p HD** resolution

The new Silicon X-tal Reflective Display (SXRD) panel has been developed and refined by Sony to reproduce superb 1920 x 1080 High Definition output.

Advantages of **SXRD** technology

Faster response time

The 2 millisecond response time contributes to the overall effect of fluid, natural movement essential for a convincing recreation of the cinematic experience. When compared to a conventional LCD television, you begin to get a sense of just how fast SXRD panels really are.

Film-like reproduction of 35mm film.

SXRD provides film-quality smoothness by minimising the space between pixels (0.2µm) for smooth and dot-less pictures.

Full HD 1080p resolution of 1920 x 1080.

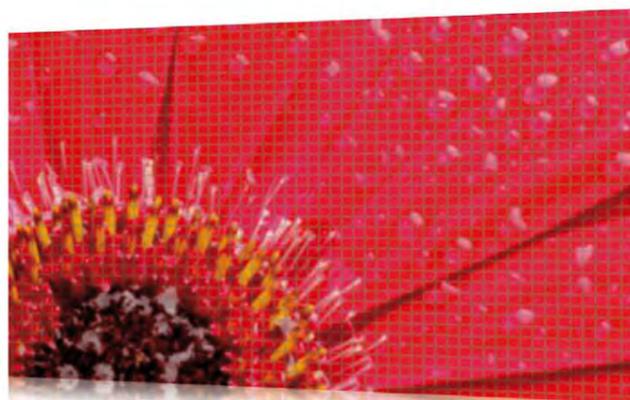
Three panels – red, green and blue, ensure optimum colour reproduction and result in over 6.2 million pixels, more than double the pixel count of 720p projectors.

Higher contrast ratio

Contrast is central to superior picture quality, so the innate high contrast of SXRD is leveraged by Sony's Advanced Iris3 system to produce a super-high contrast ratio of up to 150,000:1 (VPL-VW95ES).



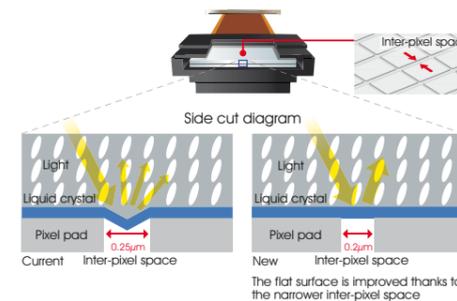
By dedicating one SXRD panel to the colours red, green and blue, the SXRD system eliminates colour breaking – and guarantees an outstanding picture.



The typical 'screen door' effect seen on projectors without SXRD technology.



The pristine image produced by three SXRD panels. The SXRD panel minimises the space between the pixels to 0.2µm.





Enjoy a breathtaking 3D experience



Our 3D home cinema projectors deliver high quality 3D pictures using specialist 3D active shutter technology from Sony. Watch the latest 3D movies using a 3D projector and enjoy real 3D cinema at home.



New 3D glasses and transmitter
Brighter and lighter than previous models, plus the new transmitter offers a wider coverage of up to 9 metres.

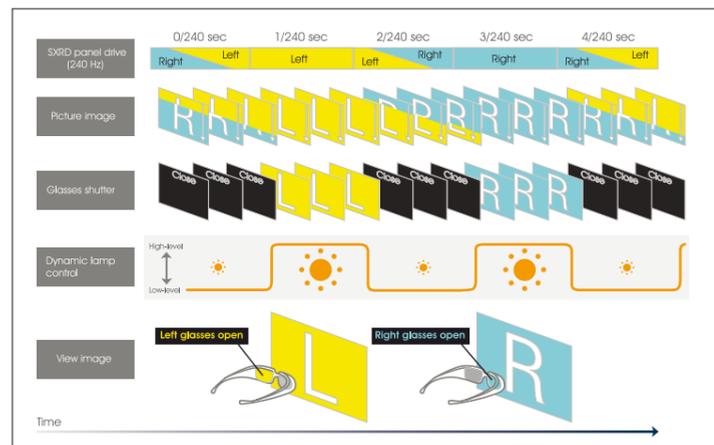
Frame sequential display method with active shutter glasses
Sony 3D projectors use the frame sequential display technology. This technology alternately transmits images for both the left and right eye so that it is displayed in Full HD resolution. When viewed through the active shutter glasses, the two separate images on the glasses are synchronised with the on screen image with the Full HD resolution intact.

Enjoy a breathtaking 3D experience



240 Hz panel drive mechanism for 3D
 Sony 3D home cinema projectors have fully integrated 3D technology which uses the high frame rate of Motionflow and special active shutter 3D glasses. The projectors use an infrared signal to synchronise images with the active shutter 3D glasses at a high speed precision of up to 240 frames a second. The result is high quality Full HD 3D images with little 'ghosting' or 'double imaging' which can be caused by other 3D technologies.

Dynamic Lamp Control Technology
 When each of the shutters on your 3D glasses opens, Dynamic Lamp Control Technology automatically boosts the brightness (approximately 3x brighter) in the image to that eye, maximising the picture's impact and the lamp's efficiency. This means that you will not lose any brightness and attain the optimal visual experience from the comfort of your own home.



Separate 2D and 3D modes
 The VPL-HW30ES and VPL-VW95ES allow you to pre-select separate parameters for 2D and 3D content under a variety of application modes – Dynamic, Standard, Game, Cinema and Photo – as well as automatically recognising 2D or 3D input.

Built-in transmitter (VPL-VW95ES only)
 For greater convenience, the projector has the transmitter built in, thus eliminating the need for extra cabling and reducing the set-up time.



Adjustable settings
 Sony 3D projector technology gives you extra control over the 3D picture. Adjust 3D depth and brightness to suit your room conditions or get the picture just how you like it. Enjoy 3D movies at their best.

Depth:
 -2, -1, 0, +1, +2

Brightness:
 Min, 1, 2, 3, Max

Wider signal and format compatibility

Supported 3D Signal and Format Compatibility	1080/24p Frame Packing / Over Under
	1080/60p, 50p Side By Side / Over Under
	1080/60i, 50i Side By Side
	720/60p, 50p Frame Packing / Side By Side / Over Under

2D to 3D conversion

Sony is leading the way in creating an ever-growing selection of movies, sports and TV programmes in Full HD 3D detail. Our 3D projectors also convert 2D pictures into 3D, so you can enjoy any classic movie in a whole new viewing dimension.





Full HD 3D technology offers a true-to-life picture quality, but blowing it up to 300"/7.6m also makes you notice any flaws. Our SXR home cinema projectors have many features that ensure optimum picture quality.

Optimum picture quality from a multitude of picture and colour enhancement technologies



Without Motionflow



With Motionflow



Experience blur-free action with Motionflow

To bring the thrill of watching fast-paced, cinematic action to your home, the VPL-HW30ES and VPL-VW95ES feature a technology called Motionflow, which makes motion much smoother. This innovative process creates and inserts artificial frames, first comparing key visual factors on successive frames – then calculating the split second of ‘missing’ action in the sequence. This action mimics that of actual movie projection, meaning you’ll experience movies and sports with a greater sense of realism than ever before.

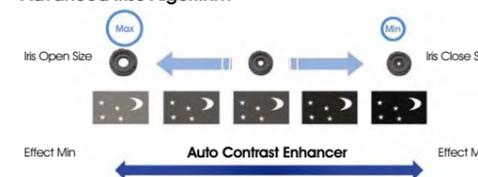


Without Advanced Iris3



With Advanced Iris3

Advanced Iris3 Algorithm



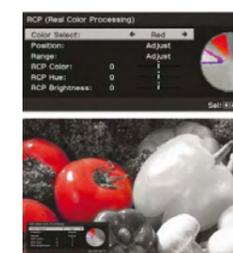
Get optimum dynamic contrast with Advanced Iris3

Don't miss out on the detail in dark scenes. Advanced Iris3 technology works like the human eye to produce the optimum dynamic contrast for the picture. The impact on image quality makes a real difference to your film picture: making your home truly feel like a cinema.

1. Original Image



2. Choose and alter the colour you want to change



3. View your perfect colour



RCP (Real Color Processing) Version 2*

The VPL-HW30ES and VPL-VW95ES offer an "RCP (Real Color Processing)" function to adjust the colour and hue of each target colour of the projected picture independently. Additionally, version 2 adds the ability to adjust the brightness at the same time. With this capability, you can tweak the images to perfection.

*VPL-HW20 has RCP Version 1 without colour brightness adjustment.

Selectable picture settings

To ensure you experience the full picture, a variety of picture settings are preset which are manually selectable via the remote control (Dynamic, Standard, Game, Cinema and Photo).





Incredible features to a superb cinematic experience

All of our projectors are packed with exciting innovative features which are easy to use and control.

Extremely low fan noise

Sony SXRD home projectors run very quietly with an advanced air discharge system. Through a highly efficient cooling system, fan noise is suppressed to a mere 20dB (VPL-VW95ES). With whisper-quiet fan noise, you can concentrate on a movie or game in a quiet environment without distraction.

Adjustable Lens Shift

The projected image position (both horizontal and vertical) can be easily adjusted with the Lens Shift function, which expands the projector's placement and installation options without distorting the image quality. The lens of the VPL-HW20 and VPL-HW30ES projectors can be manually adjusted: 65% vertically and 25% horizontally. The VPL-VW95ES has a built-in motorised lens protector cover in front of the lens, protecting it from dust. It automatically opens when the projector is turned on, and closes again when switched off.

Panel alignment

To ensure the best possible results, all models feature electronic panel alignment, allowing you to achieve an exact alignment of the red and blue elements within each pixel. Adjustments can be made by as little as 0.1 pixels to achieve optimum clarity.



Picture Position Memory (VPL-VW95ES only)

With the VPL-VW95ES you can set up to 5 different picture positions. The projector will memorise the positions set to meet the image aspect ratio, for example, to fit the cinema scope screen size, and these positions are selected via the remote control.



16:9 Without Picture Position Memory



2.35:1 With Picture Position Memory



New remote commander

Sony SXRD home projectors are supplied with a new remote commander, with backlit buttons for ease of use in darkened rooms, one-touch control for many popular adjustments (such as picture mode, 3D and picture lens memory) and easy grip for practical convenience.



VPL-HW20

Full HD SXRD home cinema projector with high brightness and high contrast ratio.

The VPL-HW20 projector delivers the excitement and immediacy of HD to a new audience. It brings technologies capable of convincingly reproducing the cinematic experience within the reach of first time buyers of home cinema solutions. Featuring both new SXRD panel and optical unit technology, this projector delivers high levels of brightness without compromising on wide colour space. It enables you to see the movie in optimum brightness – enhancing your viewing experience.

Key Features:

- Full HD (1920 x 1080) SXRD panels
- High contrast ratio of up to 80,000:1 with Advanced Iris3 control
- Sony Digital Video Processing System
- High resolution All Range Crisp Focus (ARC-F) lens, x1.6 manual zoom
- Two CEC HDMI inputs delivering 24p True Cinema and BRAVIA Sync
- Low fan noise of 22dB



High resolution All Range Crisp Focus (ARC-F) lens, x1.6 manual zoom



Manual lens shift

VPL-HW30ES* VPL-HW30ES/W**

Full HD 3D SXRD home cinema projector packed with innovative cinematic technology, yet easy to operate.

With the VPL-HW30ES, enter a new era of ultra high quality 3D imagery, accessible at an affordable price. Experience the awesome combination of Sony's explosive 3D imagery and our new, unique Dynamic Lamp Control Technology. Dynamic Lamp Control boosts the appropriate brightness when each of your 3D glasses' shutters flicks back open. This means that you will not lose any brightness and attain the optimal visual experience from the comfort of your own home. This projector also incorporates a range of innovative cinematic technology from Sony including Motionflow delivering smoother and sharper images.

Key Features:

- High frame rate, Full HD (1920 x 1080) SXRD panels
- High contrast ratio of up to 70,000:1 with Advanced Iris3 control
- Motionflow Technology
- Dynamic Lamp Control Technology
- Separate 2D and 3D modes
- High resolution All Range Crisp Focus (ARC-F) lens, x1.6 manual zoom
- Adjustable Lens shift
- Low fan noise of 22dB

* VPL-HW30ESKIT black projector complete with 2 pairs of 3D glasses (TDG-PJ1) and a 3D transmitter (TMR-PJ1).

** VPL-HW30ESKIT/W white projector complete with 2 pairs of 3D glasses (TDG-PJ1) and a 3D transmitter (TMR-PJ1).



Motionflow projects even the fastest action scenes with total precision and smoothness



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VPL-VW95ES

For the serious home cinema enthusiast: Super high contrast Full HD 3D SXRD home theatre projector with advanced features.

The VPL-VW95ES is our very latest Full HD 3D projector, bringing superb picture quality and an unsurpassed 3D home cinema experience. With an extremely high dynamic contrast ratio of 150,000:1, the VPL-VW95ES takes home cinema to the next level. Packed with exciting innovative features which are easy to use and control, the projector brings your movies to life with vivid and vibrant imagery and it comes supplied with 2 pairs of glasses.

Key Features:

- High frame rate, Full HD (1920 x 1080) SXRD panels
- High contrast ratio of up to 150,000:1 with Advanced Iris3 control
- Picture Position Memory
- Motionflow Technology
- Dynamic Lamp Control Technology
- Separate 2D and 3D modes
- High resolution All Range Crisp Focus (ARC-F) lens, x1.6 manual zoom
- Adjustable Lens shift
- Low fan noise of 20dB
- Built-in transmitter



Super high contrast Full HD 3D SXRD home theatre projector with advanced features

For the serious home cinema enthusiast



SXRD



x.v.Colour



Seamless integration in the Full HD world

Sony home cinema projectors feature two HDMI CEC ports for flawless interaction with the exciting new wave of 1080p High Definition devices. With an unprecedented array of connectors, this range of home cinema projectors guarantees the seamless compatibility connoisseurs crave.

Comprehensive connectivity

Even the most impressive performers are only as good as their network – and the Sony home cinema projector range is extremely well connected. Two HDMI (High Definition Multimedia Interface™) digital inputs with CEC ensure that your projector can reproduce the superb quality of any signal delivered by the next generation of 1080p High Definition devices. HDMI does not require compression or conversion to process HD signals. In addition to the standard analogue inputs of Component Video, Composite Video and S-Video, features available in the range include a 15-pin D-sub (VGA) port that lets you run films or photo slideshows directly from a PC. Finally, the RS232C connection offers simple and comprehensive menu settings remotely.

Room control installation

With a 9-pin RS-232C port, the Sony home cinema projectors can be integrated into a room control system which blends elements of lighting control and audiovisual management with other automated room control functions. Via the RS232C input, you can activate the projector, lower the screen, dim the lights and start the film – without touching a remote.

Four steps to achieve an exceptional home cinema experience

In order to obtain an optimal HD home theatre set-up, you must choose the right high-quality components.



HDMI
HIGH DEFINITION MULTIMEDIA INTERFACE

Step 1 - The projector

For the industry's best in state-of-the-art design, colour and picture technology, select one of the Sony home cinema projectors.



Step 2 - A worthy screen

Selecting the right screen is crucial for the home theatre environment. Sony recommends a high-calibre screen that can be fixed to the wall or electronically controlled. Ask your dealer for more information.



Step 3 - Mind-blowing sound

Combine the projector with your choice of a top-of-the range, Multi-channel Surround system and experience the overwhelming intensity of contemporary cinema sound at home.



Step 4 - The perfect source

Choose any number of sources for your projector like a Blu-ray Disc™ player, VAIO™ Notebook or PLAYSTATION®3 – and you are now ready to step up to the next level of home entertainment!



VAIO™ Notebook



PLAYSTATION® 3



DVD player / recorder



Blu-ray Disc™ player



All the Sony home cinema projectors incorporate a range of state-of-the-art technology to ensure they deliver the highest image quality and performance. If you would like to know more details about the different technologies, please read the Technical Glossary:

Technical Glossary

24p True Cinema

Movies shot with a film camera have 24 frames per second. With the 24p True Cinema incorporated in these projectors, all 24 progressive images are displayed in the same sequences as the original film source. In combination with next generation video devices like the Blu-ray Disc, the same film-like motion normally seen only in a cinema is now available in the comfort of your living room.

Noise Reduction

All models have the "Noise Reduction" function to reduce the roughness, or noise of the picture. In addition to the traditional Noise Reduction function, the VPL-HW20, VPL-HW30ES and VPL-VW95ES have Mosquito Noise Reduction and Block Noise Reduction functions.

Menu Position Change

It is possible to change the menu position display to enable easier picture adjustment (see below).



Deep Colour™ – trillions of colours instead of mere millions

The VPL-HW20, VPL-HW30ES and VPL-VW95ES all offer Deep Colour, which increases the number of colours available within the boundaries defined by x.v.Colour from millions to trillions. Again, like x.v.Colour, this readies the projector for exciting developments in the way in which colour is captured and reproduced. Right now, the best way to appreciate the effects of Deep Colour is with PLAYSTATION® 3 – new games will use it to push the boundaries of realism to even higher levels.

Fully Digital Signal Processing

The incorporated high quality Engine in all models is a fully digital integrated picture enhancement engine, optimally engineered by Sony for front projectors. This high quality Engine relies on a collection of Sony-unique algorithms such as noise reduction and colour enhancement to produce sharp, vibrant, life-like images.

All Range Crisp Focus Lens (ARC-F)

A specially developed crisp focus lens to take full advantage of the full 1920 x 1080 HD resolution that the SXRD panel device offers. It delivers superior resolution and focus.

x.v.Colour x.v.Colour – more lifelike colours and natural tones

All models provide full support for the xvYCC colour space, the new industry standard encompassing a range nearly two times wider than the existing RGB standard. Like all products from Sony with this capability, it bears the x.v.Colour sub-brand, indicating to customers that it is ready for a future where the phrase 'lifelike colour' will take on a new depth of meaning.

Anamorphic Zoom Mode

The anamorphic zoom mode allows the projectors to compress the image vertically so that the attached anamorphic lens can widen it horizontally – allowing you to view films in the impressive 2,35:1 aspect ratio seen in actual cinemas.

Further technical information available from your Sony Specialist Dealer.

SONY

Specialist Dealer



Full technical information is available at
www.sony.co.uk/homecinemaprojectors

SXRD Home Cinema Projectors Specifications



VPL-VW95ES



VPL-HW30ES / VPL-HW30ES/W



VPL-HW20

	High Frame Rate SXRD (1920 x 1080)	High Frame Rate SXRD (1920 x 1080)	SXRD (1920 x 1080)
Panel	High Frame Rate SXRD (1920 x 1080)	High Frame Rate SXRD (1920 x 1080)	SXRD (1920 x 1080)
Contrast	150,000:1 (w/Iris)	70,000:1 (w/Iris)	80,000:1 (w/Iris)
Brightness	1,000 lm	1,300 lm	1,300 lm
3D	Yes	Yes	N/A
Motionflow	Yes	Yes	N/A
Projection Picture Size	40 to 300 inches	40 to 300 inches	40 to 300 inches
Picture Mode	9 modes	9 modes	3 modes
Advanced Iris	Ver. 3	Ver. 3	Ver. 3
Gamma Adjustment	11 modes	9 modes	7 modes
Fan Noise	20dB	22dB	22dB
Lens	X1.6 / Motorised	X1.6 / Manual	X1.6 / Manual
Lens Shift Range	V: +/-0.65V, H: +/-0.25H	V: +/-0.65V, H: +/-0.25H	V: +/-0.65V, H: +/-0.25H
Panel Alignment	Yes (Shift / Zone)	Yes (Shift)	Yes (Shift)
CEC	Yes	Yes	Yes
IR IN (Control S)	Yes	Yes	N/A
S-Video	N/A	N/A	Yes
HDMI	2	2	2
Composite Video	N/A	N/A	Yes
3D Sync	Built-in Transmitter / Via RJ-45	Via RJ-45	N/A
Supplied Acc. for 3D	USB Charger x1 / TDG-PJ1 x 2 / USB Cable x 1	USB Charger x1	N/A
Remote Commander	RM-PJ21	RM-PJ20	RM-PJW85
Projector Lamp	LMP-H202 (for replacement)	LMP-H202 (for replacement)	LMP-H201 (for replacement)
Lamp Type	200W Ultra High Pressure Lamp	200W Ultra High Pressure Lamp	200W Ultra High Pressure Lamp
Projector Suspension Support	PSS-H10	PSS-H10	PSS-H10
3D Glasses	TDG-PJ1	TDG-PJ1	N/A
3D Transmitter	TMR-PJ1	TMR-PJ1	N/A
Dimensions (w/h/d)	470 x 179.2 x 484.9 mm	407.4 x 179.2 x 463.9 mm	407.4 x 179.2 x 463.9 mm
Weight	Approx. 11kg	Approx. 10kg	Approx. 10kg
Power Consumption	Max.: 300W, Standby mode: 8W, Standby mode (low): 0.5W	Max.: 300W, Standby mode: 8W, Standby mode (low): 0.5W	Max.: 300W, Standby mode: 8W, Standby mode (low): 0.5W



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