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NEW SONY 4K PROJECTOR DELIVERS 21,000 LUMENS

*SRX-T420 Model Offers High Brightness, High Contrast
And Performance Flexibility for Commercial Applications*

October 13, 2009 –Toronto, On - Sony has expanded its line of ultra-high resolution 4K SXRD® projectors with a new model that provides 8.8 million pixels at more than 20,000 lumens -- the highest brightness to date of any Sony projector. The new SRX-T420 projector is designed to deliver enhanced performance and flexibility in large-venue commercial applications such as entertainment, auditorium/lecture hall presentations, virtual reality, simulation, and more.

The new model incorporates the same 4096 x 2160 resolution of its successful SXRD counterparts with many similar design and control elements for consistent user-friendly operation. In addition it delivers an enhanced native contrast ratio of 3,000:1, as well as a range of new improvements in performance, interface capability, control software and installation capabilities.

“The demand for high brightness, 4K(4096 x 2160) resolution projectors for use with very large screens and domes, has continually increased,” said Dave Schultz, Marketing Manager for SXRD systems at Sony of Canada. “The SRX-T420 was created specifically to meet that demand. Whether you’re projecting images for a theme park, planetarium, large auditoriums or 3D/stereo virtual reality environments, the enhancements we’ve made with this new unit more than fit the bill.”

The new projector was built to offer system integrators and A/V professionals ease of use and the highest level of installation flexibility, while reducing maintenance issues. For example, the T420 can be fitted with lenses from other models in the SRX series line, and the SRX-C Windows-based controller software allows control of multiple projectors over an Ethernet connection from a single workstation. The unit offers a vertical tilt angle of +/- 30 degrees, ideal for dome configurations.

As with other T-series models, the new model supports Adobe RGB color space – with 95 percent coverage of this color gamut; important for visualization and simulation – as part of a wider selection of color spaces, including ITU-R T.709 and DCDM (compatible with the Digital Cinema Initiatives standard).

Additional flexibility is provided through the unit's Gamma settings. A user-defined register is available in addition to 2.2 and 2.6 presets, where the user can set values from 1.8 to 2.59 in steps of 0.01.

A choice of removable interface boards add even more functionality. The LKRI-003 provides HD-SDI capability. With the LKRI-005 board, the projector becomes DVI-enabled with High Bandwidth Digital Content Protection (HDCP), allowing compatibility with PlayStation3® systems and Blu-ray Disc™ players, and other digital high-definition devices.

With a 92 percent fill ratio and a minuscule inter-pixel gap (0.35 microns), the 4K projectors display incredibly realistic and immersive images on the largest of screens, and even when projecting content which has a resolution lower than 4K, such as high-definition video, the image quality is superb. The SXRD projector's 4K resolution is derived from its 4096 by 2160 pixel matrix, providing more than 8.8 million pixels, and

allowing it to deliver more than four times the resolution of today's consumer HD (high-definition) televisions. Sony's 4K technology is used worldwide for a range of commercial applications such as computer visualization, planetarium and museum exhibition, command and control, simulation, scientific and medical research, education, and defense, as well as digital cinema.

The SRX-T420 projector is scheduled for availability in October.

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 1,200 employees support a network of more than 500 authorized dealers and 80 Sony Style^(R) retail locations across Canada.

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