

Press release

Sony expands mid-range of installation projectors with launch of six new high-brightness designs

The new C-series range empowers presenters to reduce travel commitments and save time, three of the six models are equipped with network presentation capabilities for remote data transfer and conferencing,

Basingstoke, 19 June 2007 – Sony today announced that it has tripled its mid-range of installation projectors with the launch of six new projectors in its C-series range, designed for education and business use. These new projectors use Sony original 3-LCD panels for excellent colour reproduction and offer 2700 to 3500 ANSI lumens to produce a clear, bright and crisp image in most user environments. Three models are network capable to offer remote presentation and management features. The new projectors add further strength to Sony's Business projectors product portfolio line up, that now offers customers a full range of resolutions, including Sony's first widescreen WXGA panel. At a competitive price, the C-series range is secure, easy to maintain and install.

Commenting on their introduction, Robert Meakin, Product Marketing Manager of Sony Europe's Front Projector Group said, "Since the launch of the CX61 & CX63 last year, we have seen really strong growth in the business and education market, where users want Sony quality and reliability at a competitive price. I am delighted to announce such a strong successor line up and am confident that our resellers and end-users alike will enjoy the greater choice this line-up of six new projectors affords."

Three of the new C-series range models are equipped with Sony AirShot network presentation technology. This unique feature allows presenters to send content from their PC to a projector via a standard RJ45 network connection. The projector can be in a remote location while the presenter has complete control on what the audience is viewing. In addition, an optional projector management tool called Ziris Manage Lite allows the IT or facilities manager to remotely manage and control all network enabled Sony projectors.

"The applications of this technology are exciting for both the business and education markets. Remote conferencing or distance learning via multi-classroom projection are made very simple with the C-series range. Not only will presenters save valuable time by reducing the need for

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business travel but the environment and the bottom line are also beneficiaries: it's now no longer necessary to take that expensive flight to make a presentation," added Robert Meakin.

A key addition to the range is the Sony VPL-CW125, which follows the recent note PC trend towards widescreen displays. This top-of-the-range projector features the newly developed 0.74-inch WXGA 1366 x 800 LCD panel for true native widescreen resolution, allowing users to display WXGA resolution PC screen content as well as 16:9 ratio video.

Sony has upgraded the lens of the new C-series range to a large diameter, higher resolution type which, when coupled with a newly developed optical engine and a high-efficiency lamp, provides higher brightness and sharper images.

The C-series range includes Sony's Prime Support package whereby, in the case of a fault, Sony will offer customers free of charge, next-day delivery of a refurbished projector of the same specification, or the option of a repair. A telephone helpdesk (a free-to-call number in most European countries) provides technical advice as well as product collection and delivery support anywhere in the EU, Norway or Switzerland.

The first models of the C-series range will be available from June 2007. Full specification details and images are available upon request.

	CX155	CX150	CX125	CX120	CX100	CW125
Brightness	3500-lm		3000-lm		2700-lm	3000-lm
Resolution	XGA					WXGA
Network capability	Yes Presentation Ziris Manage	No	Yes Presentation Ziris Manage	No	No	Yes Presentation Ziris Manage
Side Shot	Yes	No	Yes	No	No	Yes
Supplied remote	RM-PJ18	RM-PJ5	RM-PJ18	RM-PJ5	RM-PJ5	RM-PJ18

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Notes to Editors

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 Consumer Brands. Sony recorded consolidated annual sales of EUR 54.96 billion (yen 7,475 billion) for the fiscal year ended March 31, 2006 and it employs approximately 156,500 people worldwide.

In Europe, Sony recorded consolidated annual sales of EUR 12.61 billion (yen 1,715 billion) for the fiscal year ended March 31, 2006, based on an average market exchange rate for the same period of yen 136 to the EUR. 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 8.22 billion (yen 1,118 billion) for the fiscal year ended March 31, 2006.

About Professional Solutions, Sony Europe

Professional Solutions Europe (PSE), a division of Sony Europe, is a leading supplier of solutions for broad horizontal communications, AV/IT, as well as magnetic and optical storage. PSE's market segment solutions, service and support packages are targeted at organisations in the Healthcare, Media, Network Video Monitoring, Retail, Transport and Large Venue sectors. Device components such as camera sensors and modules, displays, batteries and semiconductors are targeted at OEM manufacturers and system integrators. Sony's Professional Solutions business offers its customers access to the expertise and local knowledge of skilled professionals in every European country, as well as "best of breed" hardware, services and resources from other organisations. For more information please visit www.sonybiz.net.

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