

SONY®

A dramatic scene featuring a bright, glowing projector beam from a Sony projector. The beam is directed towards a large, curved, metallic structure with vertical ridges, possibly a futuristic building or a large-scale projection screen. The lighting is high-contrast, with the beam being the primary light source against a dark background.

Sony BrightEra projectors:
New technology for a new era

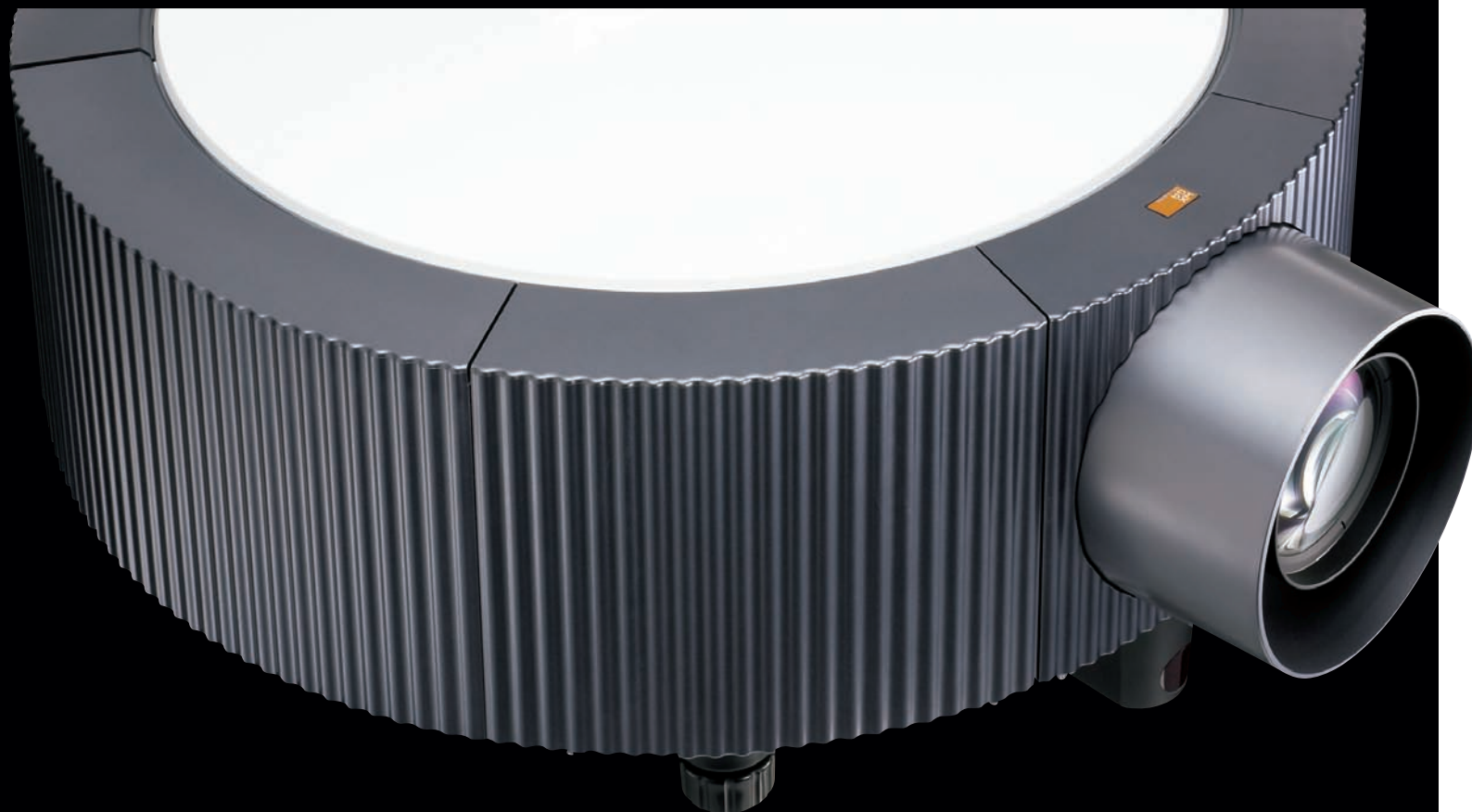
BrightEra™

Sony BrightEra projectors: Making a visible difference

The BrightEra chip is the latest generation of Sony 3LCD projection microdisplays, delivering dramatic advances in picture quality, durability and usability.

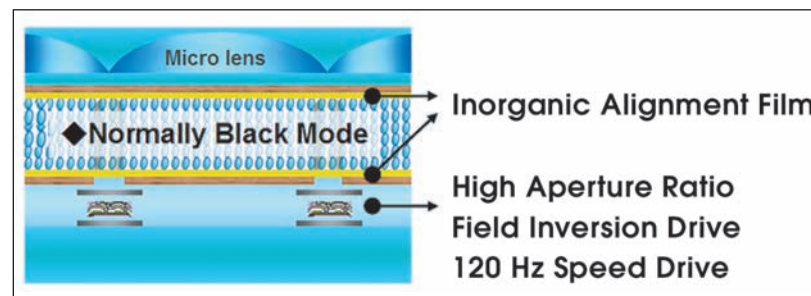
If you're shopping for a business or classroom video projector, you'll find scores of models from a long list of brands. But underneath this apparent diversity is a numbing sameness. Almost all of these models depend on just a handful of technologies: 3LCD, LCoS and DLP® microdisplays. And while new projector models seem to appear every week, fundamental advances in microdisplays are extremely rare.

That's why Sony, a primary manufacturer of both 3LCD and LCoS microdisplay panels, is proud to present the BrightEra™ microdisplay. Compared to previous Sony 3LCD projectors, Sony BrightEra projectors offer substantially brighter pictures, higher efficiency, higher contrast and improved color stability. BrightEra projectors are not just another product; they embody a fundamental advance in projection technology.



Left to right:
VPL-EX50, VPL-EX5 LCD Panel
VPL-FW300L WXGA Panel
VPL-FH300H 2K X 1K Panel

Sony now manufactures a complete range of BrightEra microdisplay panels.



This cross section of the BrightEra panel shows the five fundamental advancements.

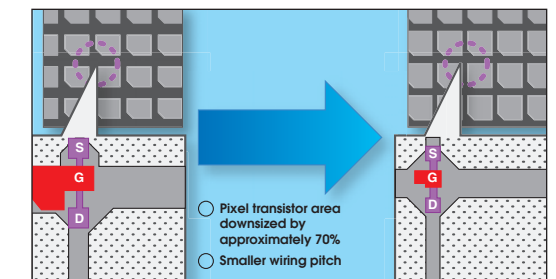
A brighter picture

The first and most obvious difference is a noticeably brighter picture. In fact, BrightEra projectors can offer higher brightness at a given price and higher brightness for a given lamp wattage, when compared to previous Sony projectors.

Three Sony technologies make the difference: inorganic alignment layer, higher fill factor and field inversion drive. Thanks to these advances, modestly-powered projectors can now serve bigger conference rooms and lecture halls. And in many cases where you once needed to turn the room lights off, you can now leave the lights on and still appreciate the picture!

Higher efficiency

Compared to Sony's previous projectors, BrightEra technology can also summon higher screen brightness for a given lamp wattage. All things being equal, that means lower electrical bills, less excess heat, and lower fan noise.



Compared to previous Sony 3LCD designs (left), the fill factor of Sony BrightEra panels is dramatically improved (right). This contributes to higher efficiency.

Higher contrast

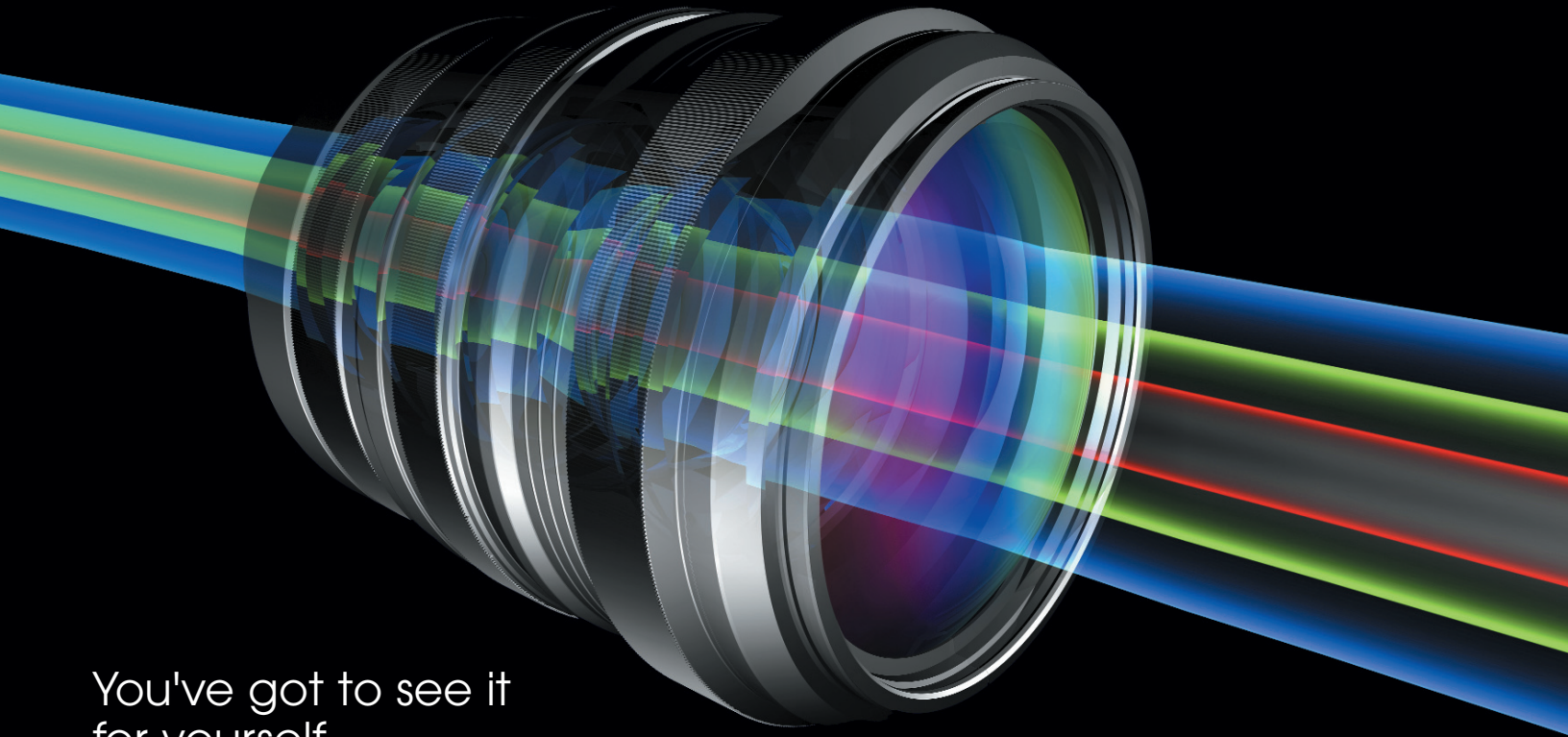
The richness and "punch" of a projected picture is made possible by contrast. Conventional 3LCD panels display white in the absence of voltage, limiting contrast. BrightEra panels display black in the absence of voltage to deliver more than three times the contrast. That's even prior to optical compensation, a technology that drives contrast higher still!

Improved color stability

Another benefit of Sony's inorganic alignment layer in the BrightEra projectors is dramatically more stable color rendition. Compared to previous Sony 3LCD designs, BrightEra panels give you more consistent color across the screen—and across the years.

Reduced flicker

Conventional projectors use 60 Hz drive, which can cause unwanted flicker on some video material. The BrightEra panels use 120 Hz drive, to effectively suppress flicker.



You've got to see it
for yourself.

Don't take our word for it.

Take a look at Sony BrightEra projectors for yourself. From large auditoriums to seminar rooms and conference rooms, from XGA to 2048 x 1080 resolution, Sony has a BrightEra projector to suit your needs and your budget. And every one represents a new benchmark in projector performance.

 [click: sony.com/projectors](http://sony.com/projectors)

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