

Adding Value to Every Classroom

Go to the head of the class with Sony's affordable new Teacher's Pet™ education projectors, destined to be a teacher's favorite. The VPL-TX7 and VPL-TX70 were designed and developed specifically with students and teachers in mind, ready to handle any lesson plan. Both projectors offer native XGA resolution, delivering astonishing color light output ranging from 2000 (VPL-TX7) to 2600 lumens (VPL-TX70). The VPL-TX70 utilizes Sony's 3LCD BrightEra™ imaging technology – the latest generation of LCD panels that reproduce high quality images with bright and natural colors.



These new projectors redefine "smart" – from their stylish looks to classroom-friendly features like closed captioning; a 5-watt built-in speaker, so students can hear the audio loud and clear;

a variety of inputs, including composite video, s-video, 2 analog RGB/component inputs, plus 1 monitor out with variable audio out; and RJ-45 connection for remote monitoring and maintenance. They also offer synchronized lamp and filter replacements at 3000/4000 hours.

LOW TOTAL COST OF OWNERSHIP

And thanks to 3LCD and BrightEra imaging technology, these projectors use smaller lamps – smaller lamps are less expensive and use less power than single chip DLP projectors – for a low total cost of ownership.

ADDING VALUE

Sony's Eye on Education™ program offers educational institutions competitive pricing, trade-in opportunities, extended lamp warranties, and exceptional service. Visit www.sony.com/EyeOnEducation for details.

And with Sony's Extra Credit™ incentive rewards program each time a school purchases a Sony projector they earn points which can later be used to redeem for qualified Sony products. More technology for less!

Visit www.sony.com/extracredit for details.



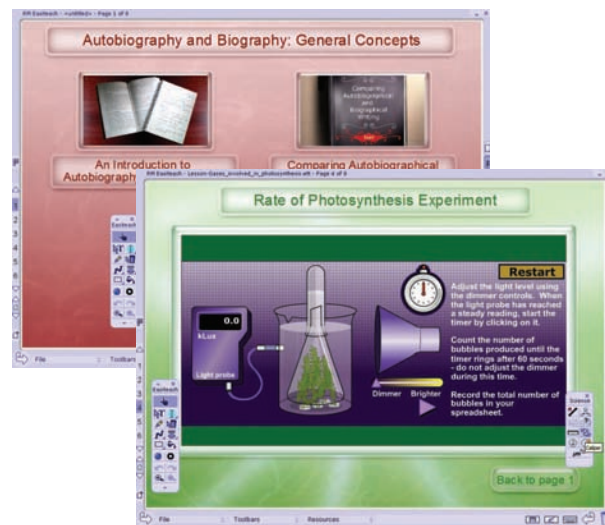
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MAXIMIZE YOUR SONY PROJECTOR INVESTMENT WITH RM EASITEACH 3.5 SOFTWARE.

To add even more value, each Sony VPL-TX7 and VPL-TX70 projector will ship with RM Easiteach v3.5 Interactive Teaching Software with All Subject Specific Toolbars, a \$499.00 value absolutely free!

RM Easiteach is an award-winning, cross-curricular lesson platform. This software can be loaded onto any computer (MAC or PC). The Subject Specific Toolbars, inspired by teachers, include math, language arts, science and geography and are easy to use and flexible.

With this versatile whole class interactive teaching tool, you can create resources that incorporate text, clipart, animations, videos, flash files, sounds, hyperlinks, databases, and spreadsheets. RM Easiteach 3.5 includes all the tools you need to create interactive lessons that engage and inspire students. Visit www.sony.com/rmeasiteach for details.



VPL-TX7/TX70 KEY FEATURES

- XGA Resolution
- Color Light Output:
 2000 Lumen Color Light Output (VPL-TX7)
 2600 Lumen Color Light Output (VPL-TX70)
- 5 W built in speaker
- Monitor Out with Variable Audio out
- Closed Captioning
- 2 RGB/Component Inputs: HD D-sub 15 pin



Get with the program.

You already know Sony picture quality. You can acquire that quality for less with our special Eye on Education™ Program, with competitive pricing, exceptional service, financing solutions, trade-in programs and our Extra Credit™ frequent purchase program for projectors and displays. And Sony saves you even more with low power consumption, long lamp life, high reliability and extended lamp warranty from 90 days to 1 year for Sony projectors. This Total Cost of Ownership could put you at the head of the class.



Save money for your school with Sony's EYE ON EDUCATION program.

click: sony.com/eyeoneducation



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