

SONY'S SXR^D 4K PROJECTION TECHNOLOGY ON DISPLAY AT SIGGRAPH 2008

LOS ANGELES (SIGGRAPH Booth #521) Aug. 12, 2008 – Several of Sony's highest-profile technologies will be highlighted across the SIGGRAPH 2008 Conference here this week.

The Sony technologies on display range from 4K SXR[®] ultra-high resolution projection systems to the Cell/B.E. (Cell Broadband Engine[™]) for multimedia computing applications such as computer graphics and scientific visualization that require massive data quantities to be processed.

“The production community is relying more on high-powered processing and interactive technologies for visualization, motion picture animation, simulation, CAD/CAM work and post-production,” said Andre Floyd, marketing manager for SXR^D systems at Sony Electronics. “The Cell technology is driving a range of diverse applications, from our Playstation3 system to now production for motion pictures and visual effects end-to-end workflows. Sony's 4K SXR^D projector is the ideal device to display the full power of the Cell processor.”

In the Sony exhibit, an SRX-S110 SXR^D projector will be used as the display device for the presentations and demonstrations of the Cell processor in various applications.

Sony's SXR^D 4K technology will be used to display demonstrations of the BCU-100 computing unit, the first product in Sony's new ZEGO[™] family of Cell platform technologies, and a high-performance, one-rack unit, highly power efficient server.

The new technology will be shown in conjunction with Sony's SXRD 4K projector, to demonstrate an end-to-end, acquisition to display process.

At SIGGRAPH, Silicon Graphics Inc. (SGI) is using the SRX-S105 projector, a 5,000 lumen model, to demonstrate the power of its Pixel Fusion visualization system to drive multi-window displays in a 3-dimensional space.