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SONY SXRD 4K DAZZLES SIGGRAPH COMPUTER ANIMATION FESTIVAL

Pair of SXRD Projectors Refines 2K Content to Fill 70-Foot Screen

LOS ANGELES, August 26, 2008 – This year’s SIGGRAPH Computer Animation Festival in Los Angeles aimed to explore the expanding horizons of visual representation from entertainment to science. For the thousands that came to view the technical and artistic achievements during the show, the images were especially striking due to the projection technology. Sony SXRD® 4K projectors displayed content on a vast 70-foot wide screen at the Nokia Theater.

“The Sony SXRD projectors transformed this performance space into one of the world’s finest movie palaces for four days of extraordinary viewing,” said Jill Smolin, SIGGRAPH Computer Animation Festival Director. “They made everything look astounding, from incredible animated pieces to glorious studio submissions.”

The 4K Future has Arrived with Sony SXRD

The pair of Sony SRX-R220 ultra-high resolution projectors utilized provided 4K (4096x2160) resolution, four times that of consumer HD television (1920x1080). The twin SRX-R220 projectors utilized proprietary intelligent smoothing algorithms to refine the 2K resolution source material played out from Sony SRW-5500 HDCAM SR decks. The results showed how this advanced image processing technology leverages the SXRD’s full 4K capabilities with sub-4K content.

Additional polish came from Scalable Design Technologies' EasyBlend software, which was utilized to correct off-axis errors inherent with side-by-side projectors to achieve single-lens sharpness.

“The fact that the SXRD projectors could deliver such a seamless visual experience across an enormous screen with up-converted 2K content confirms that the 4K future has arrived,” said Andre Floyd, Sony Electronics' Marketing manager for SXRD Systems. “The projection system's intelligent smoothing algorithms add value to the viewing experience regardless of the resolution of the source material whether in a museum lecture hall, a large venue or even conceivably on some of tomorrow's largest movies theater screens.”

Floyd noted that the quality of the images was only one element in the powerful presentation capabilities. Without having to max out each unit's 18,000 ANSI lumens brightness, the combined output was more than capable of lighting up the big screen. Even across a 70-foot wide screen with minimal gain, Sony's projection technology was able to generate 14.7 foot-lamberts brightness on the screen.

“The festival is a showcase of technology and creativity, and the SXRD projection technology took our content to a grand scale,” said Smolin.

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