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**SONY UNVEILS NEW 3LCD BUSINESS PROJECTORS
FOR CLASSROOMS AND MEETING ROOMS**

*New E7 Series Delivers Brightness and
Resolution for Small- to Mid-Size Presentations*

PARK RIDGE, N.J., May 27, 2009 – Sony Electronics is updating its VPL-E series of 3LCD business projectors with the addition of three new compact models. The new E7 Series projectors deliver a range of brightness and resolution options designed for small- to mid-sized presentations in classrooms and meeting rooms.

The VPL-ES7 offers native SVGA (800 x 600) resolution and a color light output of 2000 lumens. The VPL-EX7 and VPL-EX70 models both have native XGA (1024 x 768) resolution and deliver 2000 and 2600 lumens of color light output, respectively. The new models' brightness levels are designed to allow projected images to be clearly seen in normal room lighting so listeners can easily take notes and review materials during a presentation.

“These new compact projectors were specifically designed to deliver all the features required for quality presentations, while still combining ease of use and affordability,” said Lana Gallucci, marketing manager for 3LCD projectors at Sony Electronics. “They’re really entry level in name only, bringing advanced performance within the reach of more users.”

The VPL-EX70 projector also uses Sony's 3LCD BrightEra™ imaging technology - the latest generation of LCD panels that reproduce high quality images with bright and natural colors.

To make set-up easier, the new models feature a unique body shape that broadens towards the front and allows images to project upwards onto a screen, with minimal tilt adjustment required. The models in the new E7 Series also accept a range of standard- and high- definition input signals including composite video, S-Video, and analog RGB/component via the HD D-sub 15-pin.

Password protection helps prevent unauthorized usage, and users can also lock the control panel to help prevent inadvertent or unauthorized adjustments. A security bar allows connection to an optional security cable such as an anti-theft chain or wire. New closed captioning capabilities allow presenters to display a transcription of the audio portion from video sources.

Sony's "off-and-go" feature allows mobile professionals or guest lecturers to unplug the projector and leave the room without waiting, because the fan continues to cool the unit. This feature also protects the bulb if power is interrupted.

The new E7 Series models are available now, at the following suggested list prices:

- VPL-ES7 2000 lumen SVGA projector, \$800
- VPL-EX7 2000 lumen XGA projector, \$940
- VPL-EX70 2600 lumen XGA projector \$1,090