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**SONY UNVEILS NEW HIGH-BRIGHTNESS 3LCD PROJECTOR
FOR FIXED NETWORK INSTALLATION APPLICATIONS**

VPL-FW41 Model Delivers 4500 Lumens for Widescreen Applications

PARK RIDGE, N.J., March 9, 2009 – Sony is expanding its line of high-brightness 3LCD business projectors for fixed network installations with the addition of the VPL-FW41 model.

The new projector has a WXGA resolution of 1280 x 800 pixels, produces 4,500 lumens Light Output of full white image as well as 4,500 lumens Color Light Output* and is designed for presentation use in education, government, corporate, house of worship, and hospitality applications.

“Through a combination of more efficient and durable optics technologies, as well as improved functionality, simple operation, and network capabilities, this projector gives users the tools necessary to perform high-quality, seamless multimedia presentations,” said Lana Gallucci, Sony Electronics’ marketing manager for LCD projectors. “More light is projected onto the screen at less lamp power, allowing for smaller, less expensive lamps that use less electricity and produce less heat. In this case, less is definitely more.”

For applications where more than a standard lens is needed, the VPL-FW41L is available. This model is not equipped with a lens, but four optional lenses are available to meet a range of needs – from long-throw projection in large auditoriums to short-throw rear projection in museums or classrooms.

The projectors use a combination of imaging technologies to enhance presentation quality. Each model features 3LCD technology, which helps to make projected images bright and natural, provide high light transmission, accurate color reproduction and smooth gradients in dark areas. It can even help to prevent color break-up.

In addition, the use of Sony's BrightEra™ technology produces a higher aperture ratio to deliver brighter images than previous High Temperature Poly-Silicon LCD-based systems. It allows the projectors to achieve increased resolution and quieter fan noise.

BrightEra technology is based on an inorganic alignment layer that produces a stronger bonding of molecules. This makes the panel more resistant to damage from UV rays and increases light resistance. As a result, brightness and panel reliability are increased.

The projectors use 12-bit 3D gamma correction circuitry, resulting in uniform image color and brightness across the entire screen viewing surface. A 3D digital comb-filter separates Y signals from C signals with great accuracy to emphasize fine images and shape boundaries. Additionally, the projectors produce narrower cell gaps - as low as 12 um – for a smoother image.

The new models accept a range of input signals including an HDMI™ digital interface, component and composite video, S-Video (Y/C), and computer signals up to UXGA (fV: 60Hz).

The projectors can be centrally controlled and monitored via a network. Projector status can be verified and functions such as powering units on or off can be performed. Also, the system can be set up to send automatic email reports to designated recipients for scheduled maintenance, including projected lamp life and error reports.

When the projectors are installed on a local area network, presentations can be projected from any PC on that network – whether connected wired or wirelessly. Switching between

presenters is done with a mouse click and does not require the use of cables to connect each device.

Equipped with five BNC connectors, these projectors also support long-distance signal transmission. Up to five projectors can be networked, with the image from a single PC projected on each of them. This is a useful feature in large venues or for when images need to be projected to various locations. Images can be projected to international users – an advantage for distance learning. Also, through the use of a built-in ID function, multiple projectors can be set-up and operated independently from a single Remote Commander® unit.

The projectors' lamp is accessible from the side of the unit and the filter from the front, so replacement and cleaning does not require the projector to be disconnected. With Sony's long filter cleaning cycle, both the lamp and filter can last for between 2,000 and 3,000 hours before replacement is necessary.

Installation is easy due to a centered lens and power zoom, focus and shift functions. The projectors can be tilted 90 degrees upwards or downwards. This flexibility allows the projectors to be used in several different ways, including ceiling, floor, and rear screen installations.

The Zoom, Focus, and Horizontal and Vertical Lens Shift functions available with the projectors' supplied power-operated lens and optional lenses can be controlled both from the projector control panel and the supplied Remote Commander unit.

The VPL-FW41 and VPL-FW41L projectors are available now, at the following suggested list prices:

- VPL-FX41 \$6,710 (with standard power lens included)
- VPL-FX41L \$6,440 (lens not included, optional lenses available)

* Color Light Output is a metric that measures a projector's ability to deliver color. Color Light Output provides users with a simple, accurate and easy to understand way to evaluate projector Color Performance to make better buying decisions.