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**SONY AND REALD TO PROVIDE COMPLETE  
3D DIGITAL CINEMA SYSTEM FOR EXHIBITORS**

*Solution Uses Single Sony 4K Projector and RealD Technology*

**BEVERLY HILLS, Calif., and PARK RIDGE, N.J., Feb. 25, 2009** – Sony Electronics and RealD are working together to provide exhibitors with 3D digital cinema systems that combine a single Sony 4K projector and its new 3D dual lens adapter with RealD technology, including a specially designed optical filter tuned for the projector, resulting in the ability to deliver crisp 3D images to screens up to 55 feet in width.

Sony and RealD have also entered into a separate agreement that gives RealD the exclusive right to purchase and distribute Sony's 3D lens adapter for use with polarized filter systems in Sony digital cinema projection system 3D deployments in the United States, Canada and Europe. In addition to the Sony 3D adapter, RealD will provide hardware and software, including its Cinema System and 3D EQ "Ghostbuster" technology, for 3D playback on Sony 4K digital cinema systems worldwide.

"The relationship between Sony and RealD will make it easy to install a 2D Sony projection system that then can be easily upgraded to 3D, with RealD's award-winning technology," said Gary Johns, vice president of Sony Electronics' Digital Cinema

Systems Division. “By working with RealD, we’ll be able to provide both a practical and an elegant 3D solution.”

“Combining Sony’s phenomenal 4K projector with RealD’s market-leading 3D technology simply made sense,” said Joe Peixoto, president of worldwide cinema at RealD. “With RealD having the world’s largest 3D cinema network, and more and more 3D content hitting theaters, we’re excited to be working with Sony to help exhibitors implement this high-quality 3D experience in an easy and cost-effective way.”

The Sony 3D lens adapter maximizes the exclusive technology of the 4K SXRD® imaging device, which displays four times as many pixels as conventional 2K projectors for digital cinema. This allows full 2K resolution for the left and right eye simultaneously, resulting in a high-luminance, full-resolution stereoscopic cinema presentation and is designed to enable more faithful reproduction of motion in 3D

The 3D capability is provided through hardware on a lens mount that attaches onto the projector and is compatible with all current Sony 4K digital cinema projectors. Installation is seamless and can be done within minutes. It is designed to meet DCI specifications for 3D digital projection.

RealD’s 3D EQ technology enhances the separation of the left and right eye images. In the past, this process was incorporated into the master by the studios; RealD’s new approach incorporates the technology into the digital cinema server and therefore simplifies the distribution process without sacrificing the optimal 3D visual experience.

The Sony and RealD solution, which includes the Sony 3D dual lens adapter, will be competitively priced in the marketplace and is expected to be available in March.

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