

Sony Digital Cinema™ 4K

January 25, 2013

Sony Digital Cinema 4K SRX-R515P Projection System Achieves Full Compliance with DCI Specification

Tokyo – Jan. 25, 2013 – Sony Corporation is announcing that its new, fourth-generation digital cinema 4K projection system successfully completed the full range of compliance tests for specifications required by Digital Cinema Initiatives, LLC (DCI). Sony's SRX-R515P projection system, including projector and integrated media block (IMB), has passed all DCI compliance tests, and is now listed on the DCI web site: http://dcimovies.com/compliant_equipment/KEIO-SONY-SRX-R515-20130115.html

Sony was accredited under the DCI specification for its "integrated projection systems." These systems are based on the ground-breaking Sony 4K projector that can present ultra-high-resolution images (8.85 million pixels, four times as many as 2K) and a fully Integrated Media Block (IMB) for the secure management of digital cinema content.

In March 2011, Sony became the industry's first manufacturer to successfully complete the full range of compliance tests for specifications required by DCI, when both the SRX-R220/LMT-200 and SRX-320/LMT-300 integrated systems, including projector and media block, were certified. Today, Sony remains the industry leader in 4K digital cinema solutions and 4K entertainment technology worldwide.

The Sony SRX-R515P digital projection system delivers high quality 4K resolution images with an industry leading contrast ratio averaging 8000:1. The SRX-R515P features a new multiple lamp system, achieving low running costs with easy and safe lamp replacement processes, and is designed specifically to meet the needs of exhibitors with smaller screen sizes that are considering conversion from 35mm projection to digital projection.

The addition of the SRX-R515P to Sony's line of 4K technologies is further evidence of Sony's industry-leading innovation in 4K entertainment experiences. The world of 4K entertainment devices and content continues to expand rapidly as electronics manufacturers, movie makers, and broadcasters develop content and equipment at this higher resolution.

For additional information on SRX-R515P system and the full range of digital cinema solutions provided by Sony, please visit: www.sony.com/digitalcinema

The DCI compliance tests for Sony systems were conducted by Research Institute for Digital Media and Content, Keio University, Japan, which is qualified by DCI for compliance testing. The compliance test consists of two parts, a procedural test to confirm if the devices work exactly as prescribed by the DCI Specification and a design evaluation to examine if their security design meets the requirements of the DCI Specification.

The DCI is a joint venture of six Hollywood studios, including Walt Disney Company, Sony Pictures Entertainment, Inc., 20th Century Fox, Paramount Pictures Corporation, Warner Bros. Entertainment Inc., and Universal Studios Inc.

About Sony Electronics Digital Cinema Solutions

Sony Digital Cinema Solutions combines a full range of Sony technologies, training and service to provide a broad range of solutions for exhibitors. The world's leading manufacturer of commercially available 4K resolution digital cinema projection systems, the group also offers Sony's TMS (theater management system); digital signage hardware, software and content development; security systems and Network Operations Center (NOC) services for the exhibition community. Sony also offers flexible financing including a lease program and exhibitor-managed finance program leveraging Sony's VPF administration that can make converting to digital easier and more affordable than ever before. For more information, visit www.sony.com/digitalcinema.

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