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## **SONY RAISES THE CURTAIN ON NEW 3D SYSTEM FOR DIGITAL CINEMA**

### **Single-projector 3D adaptor for Sony 4K Projector Expands Potential Business Opportunities for Exhibitors**

CULVER CITY, Calif., Oct. 2, 2008 – Sony Electronics is demonstrating its latest digital cinema technology innovation: a single-projector 3D adaptor designed to work specifically with its 4K projectors in movie theaters.

The new adaptor uses the full height of Sony's 4K imaging device, with the ability to display full 2K images for the left and right eye simultaneously and in parallel, from top and bottom.

The new lens units, models LKRL-A002 (X1.1 -1.9) and LKRL-A003 (X1.9 - 3.3), consists of an optical and mechanical assembly for each left and right eye image. It is designed to meet DCI specifications for 3D digital projection, while overcoming the bandwidth and resolution limitations of currently available 3D systems.

"With the addition of the 3D adaptor to our digital cinema product line-up, Sony can now offer the best of all worlds to exhibition: stunning 4K imagery from 4K movies, and incredible 3D with no triple-flash artifacts," said Gary Johns, vice president of Sony Electronics' Digital Cinema Systems Division.

When used with Sony's integrated media block (LMT-200), the SRX-R220 4K projector is able to achieve 4:4:4 RGB signal path from media block, while avoiding the "triple-flash" artifacting of current 3D solutions. It can also deliver a 60P 3D display that is especially effective for sports or other fast-moving content in 3D.

The system was developed to give exhibitors the flexibility to switch between showing 4K and 3D content. The 3D adaptor attaches onto the lens mount of the projector and is compatible with all Sony 4K projectors currently in the field. It can be easily removed or re-attached within minutes.

The adaptor is designed to work with a maximum screen size of 55 feet (4.5 ftL brightness on 2.3 gain silver screen). Sony will be demonstrating the 3D adaptor in a technology suite) at ShowEast in Orlando.

The 3D adaptor is expected to be available in March 2009.