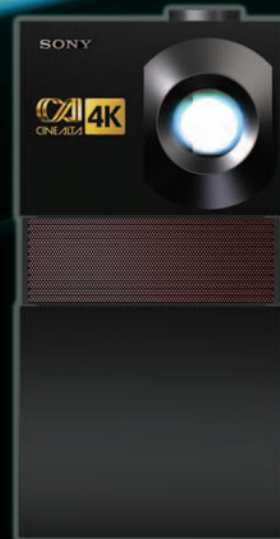


SONY®

# THE DIGITAL EXPERIENCE THEY CAN'T GET AT HOME.



4K is the new way of digital cinema. Sony's SXR™ projectors are the first on the market to achieve the pinnacle of digital cinema projection: 4K resolution. The resulting 4096 x 2160 pixels go far, far beyond the best that home theater has to offer. 4K is what you need to establish your theater as the ultimate entertainment experience — today and tomorrow!

[WWW.SONY.COM/SXRdcinema](http://WWW.SONY.COM/SXRdcinema)

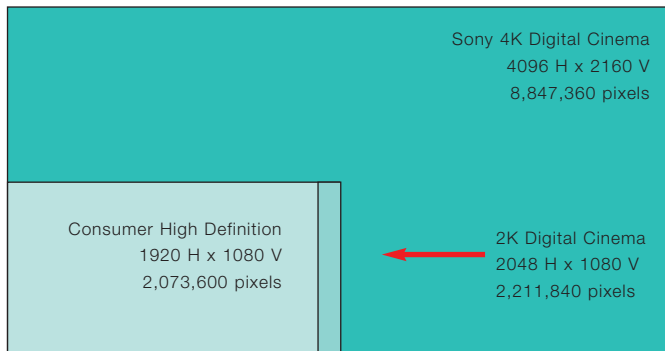
4K MEANS MORE THAN 4 TIMES THE PIXELS OF THE HIGHEST HIGH DEFINITION.

SXR™



## THE SRX-R210 AND SRX-R220 DIGITAL CINEMA PROJECTORS

With Sony's SRX-R210 and SRX-R220 SXRD projectors you get superb contrast, vivid color and the highest resolution now available. These projectors are designed to go into an incredible range of applications where picture quality is the paramount concern. The SRX-R210 is specified at 10,000 ANSI Lumens\* and is generally appropriate for screens up to 40 feet (12 meters) wide. The sibling SRX-R220 produces 18,000 ANSI Lumens for screens up to 66 feet (20 meters) wide.



2K digital cinema only offers about 7% more information than the 1080p televisions that are rapidly becoming the standard for home theater. 4K provides four times as many pixels as 2K!

### THE 4K DIFFERENCE.

Sony's SRX-R210 and SRX-R220 achieve 4K resolution: 4096 pixels horizontal x 2160 pixels vertical. That's exactly four times the pixels of 2K resolution, and slightly more than four times the pixels of the highest consumer high definition video (1920 x 1080). The result is incredibly fine picture detail with pixels so small, and with such small interpixel gaps, they merge together seamlessly to the viewer at normal viewing distances. For example, if you held a credit card up to a screen 27 feet wide, the card would be covered by over 1,000 pixels!

### MEETING THE 4K DIGITAL CINEMA STANDARD.

4K digital scanning and 4K digital intermediate are the cutting edge in motion picture production. And movie studios recognize 4K projection as the ultimate goal for digital cinema. No wonder the Hollywood technical community has pressed hard to create a place for 4K distribution and exhibition in the Digital Cinema Initiatives (DCI) specification. After three years of preparation, version 1.0 of the digital cinema spec was unanimously adopted by the DCI member studios. This historic document clearly defines a 4K "container" as 4096 x 2160 pixels. Compatible projectors must display 4096 x 2160 on a 1-to-1 basis. Sony's SRX-R210 and SRX-R220 are the world's first projectors to deliver this resolution for cinema applications. And of course, that 2K content will look better in 4K presentation. As the DCI standard requires, Sony 4K projectors are fully backward-compatible with 2K program material.

### BETTER THAN HOME THEATER.

In Fall 2005, the biggest buzzword in home theater projection is 1080p. With 1920 x 1080 resolution, 1080p televisions are being offered not only by Sony, but also by Hitachi, JVC, LG, Mitsubishi, Panasonic, Samsung, Sharp and Toshiba. Any theater owner who aspires to deliver better-than-home-theater experience today and in the future must ultimately provide higher-than-HD resolution. That's exactly what Sony's 4K projection delivers.

### GREATER IMMERSION.

High definition creates a more emotionally compelling viewing experience than standard definition. In the same way, 4K is far more immersive than HD. 4K projection enables movie-goers to sit in the front row and still retain the illusion of a seamless, continuous picture. As they sit closer, they become more involved in the power of story, more immersed in the visual experience. 4K SXRD projection is your ticket to the pinnacle of digital entertainment.

### SONY'S PROVEN SXRD TECHNOLOGY.

Sony's 4K projectors achieve their astounding resolution thanks to our exclusive Silicon X-tal Reflective Display (SXRD) technology. The SXRD microdisplay has already proven itself in acclaimed Sony consumer products, including custom installation front projectors and 70, 60 and 50-inch (viewable area, measured diagonally) rear projection televisions. All of these products deliver full resolution HD. And these SXRD home products have earned the highest superlatives from even the most skeptical home theater enthusiast magazines. The SRX-R210 and SRX-R220 incorporate scaled-up professional SXRD microdisplays, roughly four times the area of Sony's consumer SXRD panels.

## THE NEW WAY OF BUSINESS<sup>SM</sup>