



## VPL-HW10

BRAVIA 1080p HD SXRD Home Cinema projector. Contrast ratio 30,000:1, BRAVIA ENGINE 2.

### Big Screen, Cinematic Features, Small Budget

The BRAVIA VPL-HW10 projector is set to deliver the excitement and immediacy of HD to a new audience with a screen size up to 300"/7.6m. It brings technologies capable of convincingly reproducing the cinematic experience within the reach of the non-specialist buyer tempted by the idea of HD Home Cinema. Featuring a new and stylish design, triple-panel Sony SXRD and 8-stage image processing by the renowned BRAVIA ENGINE 2, the VPL-HW10 is fully loaded with the features you need to do justice to Full HD.

### Features

#### Sony Original SXRD Panels

Achieving the detail, clarity and naturalistic smooth motion of cinema is a challenge met by the triple-panel Sony SXRD (Silicon X-tal Reflective Display) technology at the heart of the projector. Read more details on SXRD in the benefit section.

#### Digital Picture Processing - BRAVIA ENGINE 2

The unique BRAVIA ENGINE 2 delivers vibrant colours and exceptional image quality. Its eight separate stages of image enhancement - carried out in real time - each has a specialised function. Together they generate a picture that is optimised in every way, from the accuracy of the contrast to the precision of the colour reproduction.

### Superb Contrast Ratio with Advanced Iris 2

The Advanced Iris 2 contrast enhancement works like the human eye, responding dynamically to the level of light in each scene, always selecting the optimum contrast. With a very high range of 30,000:1 (the difference between dead black and pure white), Advanced Iris 2 can bring out the detail in darker sequences and prevent bright scenes from looking washed out.

### High Resolution All Range Crisp Focus (ARC-F) Lens

The VPL-HW10 is equipped with the All Range Crisp Focus (ARC-F) lens which has the necessary superior resolution and focus characteristics. The lens offers a 1.6x manual zoom and both vertical (65%) and horizontal (25%) Lens Shift adjustment, making it easy to set the projector up and achieve a good picture in a variety of environments.

### Advanced Colour Enhancement Features

Something else that brings the VPL-HW10 closer to the capabilities of the human eye is its support for x.v.Colour. x.v.Colour is based on xvYCC, a new international standard for video that defines a colour space nearly two times wider than the existing sRGB standard, making x.v.Colour literally more lifelike. Deep Colour™ boosts the number of colours available within the xvYCC colour space from millions to billions, further future-proofing the projector against developments in colour handling technology.

In the event that you do need to adjust screen colours, the perfect tool for the job is provided by Real Colour Processing. This allows you to adjust the hue of a specific colour without changing the whole image. So if something like skin tone needs

tweaking, you can do it without altering the colour of the sky or the background of the scene.

### Great Connectivity - 24p True Cinema

The inclusion of twin connectors with HDMI technology opens up another dimension for the VPL-HW10. It makes it possible to connect to video sources like Blu-ray Disc players which offer exact, 24 frame-per-second replication of the cinematic original. As the projector has the '24p True Cinema' function, it can display films exactly as they were first recorded. HDMI CEC technology also allows control of multiple devices from a single remote in a process called BRAVIA Theatre Sync. One Touch Play lets you insert a disc and press Play, at which point the whole Home Theatre system, including the projector, powers up automatically and the film starts.

### Silent Operation

Apart from bright lights, something else that can degrade the Home Cinema experience is noise from the projector itself. With this fully in mind, the air circulation system that cools the VPL-HW10 is meticulously designed and the fan runs at a whisper-quiet 22dB.

## Benefits

### Advantages of Sony SXR<sup>TM</sup> panels

#### 1080p Full HD resolution of 1920 x 1080.

Three panels -red, green and blue, ensuring optimum colour reproduction and resulting in over 6.2 million pixels, more than double the pixel count of 720p projectors. All in a panel size of 0.61-inch thanks to its super-fine panel micro-architecture with a pixel size of 7µm.

#### Higher Contrast Ratio

Contrast is central to superior picture quality, so the innate high contrast of SXR is leveraged by Sony's Advanced Iris 2 system to produce a superb contrast ratio of up to 30,000:1 for the VPL-HW10.

#### Designed with fast-action movies/games in mind

The 2.5ms response time makes a further contribution to the overall impression of fluid, natural movement essential for a convincing recreation of the cinematic experience. When compared to the

8 millisecond response time of a conventional LCD television, you begin to get a sense of just how fast SXR panels really are.

### Film-like reproduction of 35mm film

SXR provides film-quality smoothness by minimizing the space between pixels (0.35µm) for smooth and dot-less pictures. Thanks to this authentically breathtaking picture from High-Definition signal sources are reproduced. Even image sequence can be enjoyed free of the 'chicken-wire' effect.

### Easy to use & Future-proof

The VPL-HW10 is easy in use and set-up. All features offer a range of user-settings which easily can be controlled with the supplied illuminated remote control via the on-screen menu. To name just one - Advanced Iris 2 has four settings; Auto 1, Auto 2, Manual and Off. SXR, BRAVIA ENGINE 2 (used in BRAVIA LCD televisions), x.v.Colour and Deep Colour future-proof the VPL-HW10 even further.

### Panel Alignment Function

To ensure the perfect image, the VPL-HW10 also has a full screen panel alignment function, allowing you to eliminate any coloured bordering at the edges of objects. This function compensates gaps in panel alignment. It is possible to select R (Red) or B (Blue) to make adjustments based on G (Green), and to adjust the horizontal and vertical direction by shifting the full image of each colour, moving the full screen  $\pm 2.0$  dot by 0.1.

### Service & Support

The VPL-HW10 comes with 3-year support that offers more than a standard warranty. With PrimeSupport®, you have the following valuable benefits:

- Telephone Helpdesk;
- Free phone
- Multilingual (English, German, French, Italian, Spanish)
- Mon - Fri 09:00-18:00 CET
- Provide advice on functionality and act as the first point of contact for service requests.

In the unlikely event of the VPL-HW10 failing, we arrange repair of your own unit. All shipping costs to and from your chosen location will be covered by Sony. If the repair takes longer than 10 working days, a loan unit will be offered.

Qualified Sony engineers will maintain your projector giving you peace of mind that there will be no unexpected bills while your VPL-HW10 is covered by PrimeSupport.

## Technical Specifications

### Video Signal

1080i	1080/60i, 1080/50i, 1080/24PsF (48i)
1080p via HDMI	1080/60p, 1080/50p, 1080/24p

### Accessories

Illuminated Remote Control	RM-PJAW15
Batteries Remote Control	2x AA (R6)
Lens Cover	Cap

### Dimensions

Depth (mm)	463.9
Height (mm)	179.2
Width (mm)	407.4

### General

Fan Noise (dB)	22
Colour	Cosmic Black
Power Consumption (Standby) (W)	Eco 0.5
Power Consumption (W)	300
Weight (Gross) (kg)	10

### Optical

Panel Resolution	1080p Full HD, 1920 x 1080
Panel Technology / Panel Size / Nr of Pixels	Sony SXRD / 0.61-inch / 6,220,800 (2,073,600 x 3) Pixels
Brightness (ANSI lumen)	1000
Contrast	30,000:1
Panel Pixel Size / Inter-pixel spacing / Panel Response Time	7µm / 0.35µm / 2,5ms
Lamp (W)	200W UHP, LMP-H201
Projection Lens	All Range Crisp Focus (ARC-F) Lens
Screen Coverage (Diagonal) (inch)	40 - 300

### Picture

Lens Shift	Vertical 65%, Horizontal 25%
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### Throwing Distance

40-inch / 1m screen	1.4 - 2.0m
80-inch / 2m screen	2.6 - 3.9m
100-inch / 2.5m screen	3.3 - 4.8m
120-inch / 3.0m screen	3.9 - 5.8m
200-inch / 5.1m screen	6.4 - 9.5m
300-inch / 7.6m screen	9.5 - 14.3m