



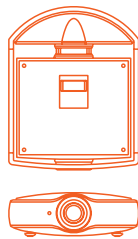
Q U A L I A 004



HD
ready



Every year the European Imaging and Sound Association (EISA) elects the best new products and technologies by category. Our new QUALIA 004 (Full HD SXRD™ Projector) won the prestigious EISA award 'European High End Video Projector of the Year 2005-2006'.



QUALIA 004 FULL HD SXRD HOME THEATRE PROJECTOR / From conception through design and manufacture, QUALIA 004 is born to serve a single purpose: to create extraordinary sensory experiences capable of evoking powerful emotional response. This world beyond compromise comes brilliantly to life through the breathtaking innovation. The projector creates images of startling clarity, depth and colour – quality usually reserved for motion picture screening rooms. A superb application of breakthrough technologies, QUALIA 004 delivers optimised projection quality for all video sources, including digital HDMI™ input, as well as full resolution for High Definition.

POWERFULLY SIMPLE DESIGN / The design of QUALIA 004 is a masterful example of perfect harmony between form and function. The arrangement provides Y-shaped airflow to cool the great heat created by its pure Xenon lamp. Simultaneously, it creates geometric accuracy, ensuring that all optical components, from lamp to lens, are in a pure, straight line.



1. Full HD SXRD panel



2. Cooling mechanism



3. Pure Xenon lamp



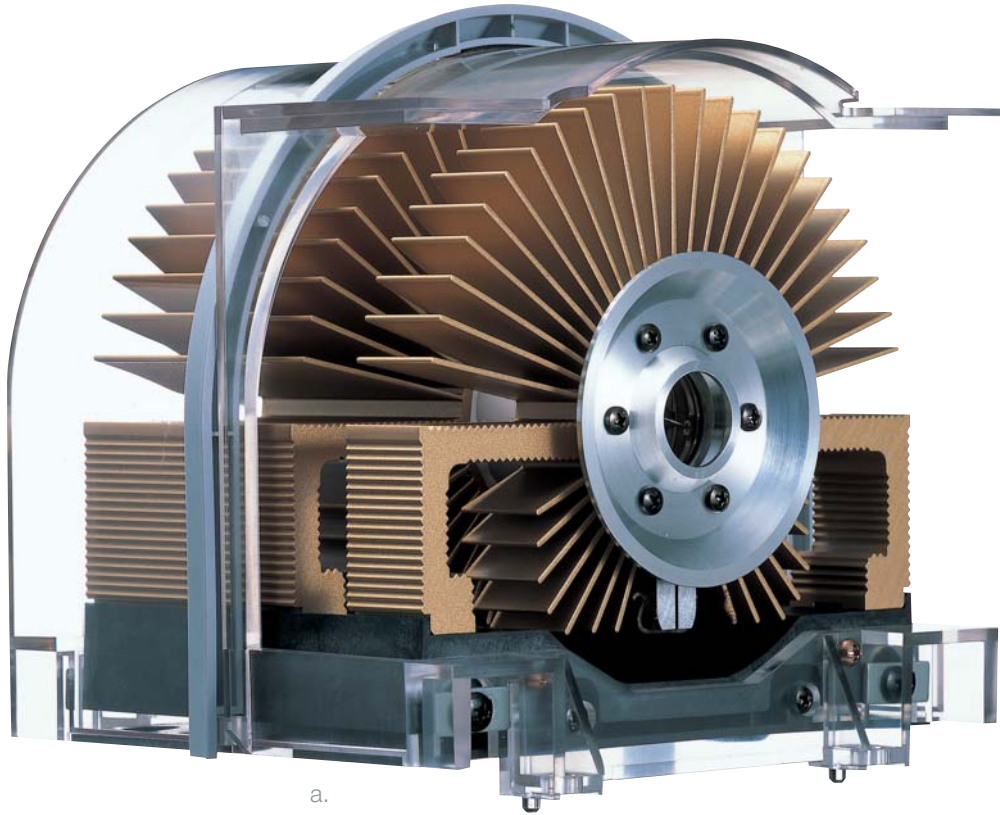
4. Carl Zeiss lens





SXRD
Silicon X-tal Reflective Display

MOTION PICTURE FILM QUALITY IMAGES / Sony's Silicon X-tal Reflective Display (SXRD™) technology was designed to perform like 35mm movie film. QUALIA 004 has virtually vanquished the "screen door effect" (the obscuring of images due to the areas that surround each pixel) by using small, inter-pixel spacing. While most projectors use defocusing to lessen the effect, the SXRD actually makes the space between the pixels smaller. The result is a tremendous increase in clarity.



a.

THE CLOSEST THING TO SUNLIGHT / The ideal light source for a projector is absolutely neutral, balanced, pure white light. In order to get as close as possible to this theoretical perfection, QUALIA 004 uses pure Xenon which has the characteristic of radiating like real sunlight. And that's why Sony designed an Equal-Length Optical Path for the red, green and blue SXRD panels. As a result, you'll enjoy uncommonly natural colour with brilliant reds, bright blues and skin tones just like life itself.

QUIET, STABLE OPERATION / In order to create a comfortable viewing environment, the projector's cooling system (a) needs to operate at extremely low noise levels. Low-resistance airflow accomplishes this task, along with something remarkable: foamed aluminium that lines the inside of the projector's cover. The material is lightweight and insulates both fan noise and heat to a remarkable degree – presenting your home theatre experience with an environment of near-silence.



b.



c.

COOLING SYSTEM / The pure Xenon lamp is a crucible of electricity and light requiring an exceptional cooling system. The unique QUALIA 004 employs massive, aluminium heat sinks in the form of radial spokes that efficiently conduct heat away from the lamp. QUALIA 004 incorporates low-resistant airflow, providing stable operation, effective cooling and ultra-low noise.

PURE XENON LAMP / Because of their extraordinarily flat spectral characteristics, Xenon lamps (b) are used for critical applications that require accurate colour. These include solar simulators, fiberscopes and high-quality movie theatre projection systems.

OPTICAL IRIS / The ideal projector must be properly matched to the ambient light conditions in your room. The optical iris (c) works as an electric power regulator for the Xenon lamp and is essential to the Cinema Black Pro function. Three iris positions (Off / 1 / 2) and two lamp wattages (Low / High) give you six settings to optimise brightness and contrast for your viewing environment.



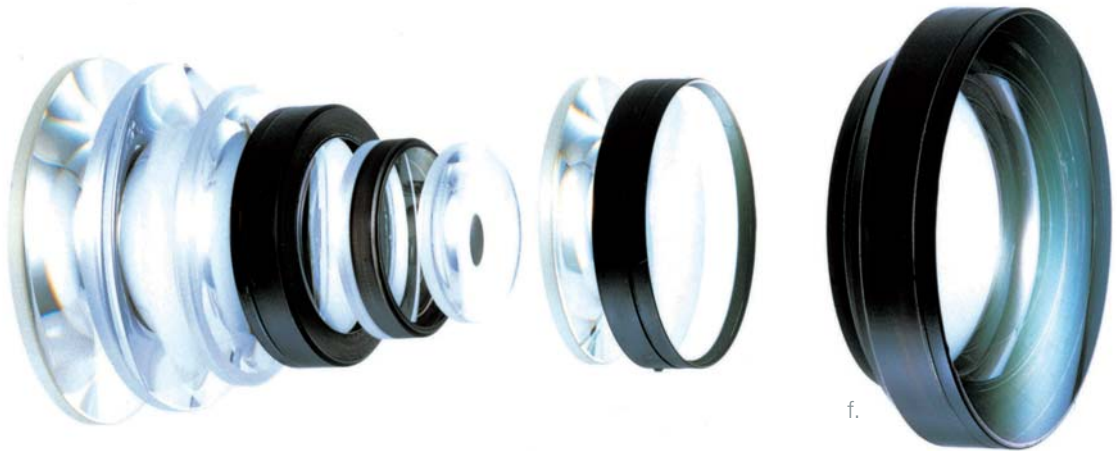
d.



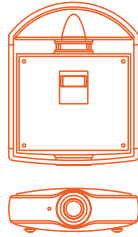
e.

CARL ZEISS® LENSES / Nothing has a greater effect on picture quality than lenses. No wonder cinematographers have a near-religious fervour for great lenses, especially the legendary optics of Carl Zeiss. For QUALIA 004, Carl Zeiss was commissioned to create exceptional Vario-Sonnar® wide, mid and tele-zoom lenses (d).

LENS BARREL / Dimensional stability is critical for any lens, and is particularly important for a zoom. Even slight mechanical shifts can compromise precise focus and geometric accuracy. For absolute dimensional precision, these Carl Zeiss® lenses are built on an unusual platform – a lens barrel crafted from a solid billet of aluminium (e). Every lens element is held exactly in place for astonishing accuracy and razor-sharp focus.



VARIO-SONNAR® ZOOM LENS / The Carl Zeiss® mid-zoom lens (f) is composed of 15 separate glass elements to deliver superb focus. Every lens element has an Anti Reflective (AR) coating, providing maximum contrast. The lens has no less than five Extra-Low dispersion lens elements (a fine 35mm SLR lens will generally have two). For unquestioned quality and the highest possible optical performance, each lens is individually evaluated in Modulation Transfer Function – a stringent measurement of resolution and contrast.



KEY SPECIFICATIONS

Display Panel	Three 0.78-inch Sony SXRD (Silicon X-tal Reflective Display) panels with full HD 1920 H x 1080 V (2,073,600) pixels resolution; total approximately 6.22 Mega Pixels
Contrast Ratio	2000:1*
Brightness	1600 ANSI Lumen*
Lamp	Pure Xenon Lamp 700W
Fan Noise	24dB
Screen Size	40 - 300 inches diagonal 102 - 762 cm diagonal (16:9 aspect ratio)
Colour Format	NTSC, PAL, SECAM, NTSC 4.43, PAL-M, PAL-N; Auto/Manual Switchable
Compatible Signals	15 kHz Video, DTV (480i, 480p, 720p, 1080i)
Computer Signals (fH: 19-72 kHz, fV:48-92 Hz)	

*Depending on the Cinema Black Pro setting

GENERAL

Power supply	AC 100-240 Volts, 50/60 Hz
Power Consumption	Max: 980 watts (Standby mode: 7.8 watts)
Dimensions (WxHxD)	598 x 206 x 753 mm
Weight	Approx. 40kg

SUPPLIED ACCESSORIES

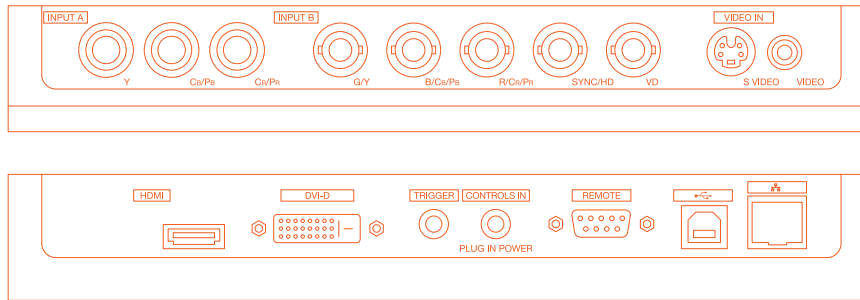
Remote Commander® remote control	1
Simple Remote® remote control	1
Ceiling Mounting Bracket (PSS-100)	1
Image Director 2 gamma correction software (CD-ROM)	

OPTIONAL ACCESSORIES

Required Option:
One Carl Zeiss® Vario-Sonnar® lens (VPLL-ZP)
is required not supplied
Choose From:

- Wide Zoom x1.34; 25-33 mm - VPLL-ZP310
- Mid Zoom x1.43; 32-45 mm - VPLL-ZP400
- Tele Zoom x1.4; 44-61 mm - VPLL-ZP550

Replacement Lamp: Pure Xenon Lamp 700W, LMP-H700



INPUTS

Video Input	Composite Video x 1 (RCA)	S Video x 1 (DIN)
Component Input	1 (3 RCA)	
RGB/Component Input	1 (5 BNC)	
DVI-D Input	1	
HDMI Input	1	

CONTROL INTERFACES

Control S	1 (Stereo Minijack)
12 V Trigger	1 (Minijack)
RS-232C Remote	1 (D-sub 9 pin)
Ethernet	1 (RJ-45, 10Base-T/100Base-TX)
USB	1 (Mini USB-B: USB1:1) for gamma correction

Back cover

REMOTE COMMANDER® HANDHELD UNIT / The Remote Commander® is as revolutionary as the projector it controls. Containing sophisticated motion sensors, the control springs to life as you pick it up. White LED illumination allows you to access functions easily in a darkened environment.

SIMPLE REMOTE® / In addition to the Remote Commander® this simple remote offers easy access to five key functions: On/Off, Input selection, Wide Mode, Brightness and Contrast control. The buttons light up automatically when touching the remote.





off



on

SONY

WWW.SONY-EUROPE.COM/QUALIA