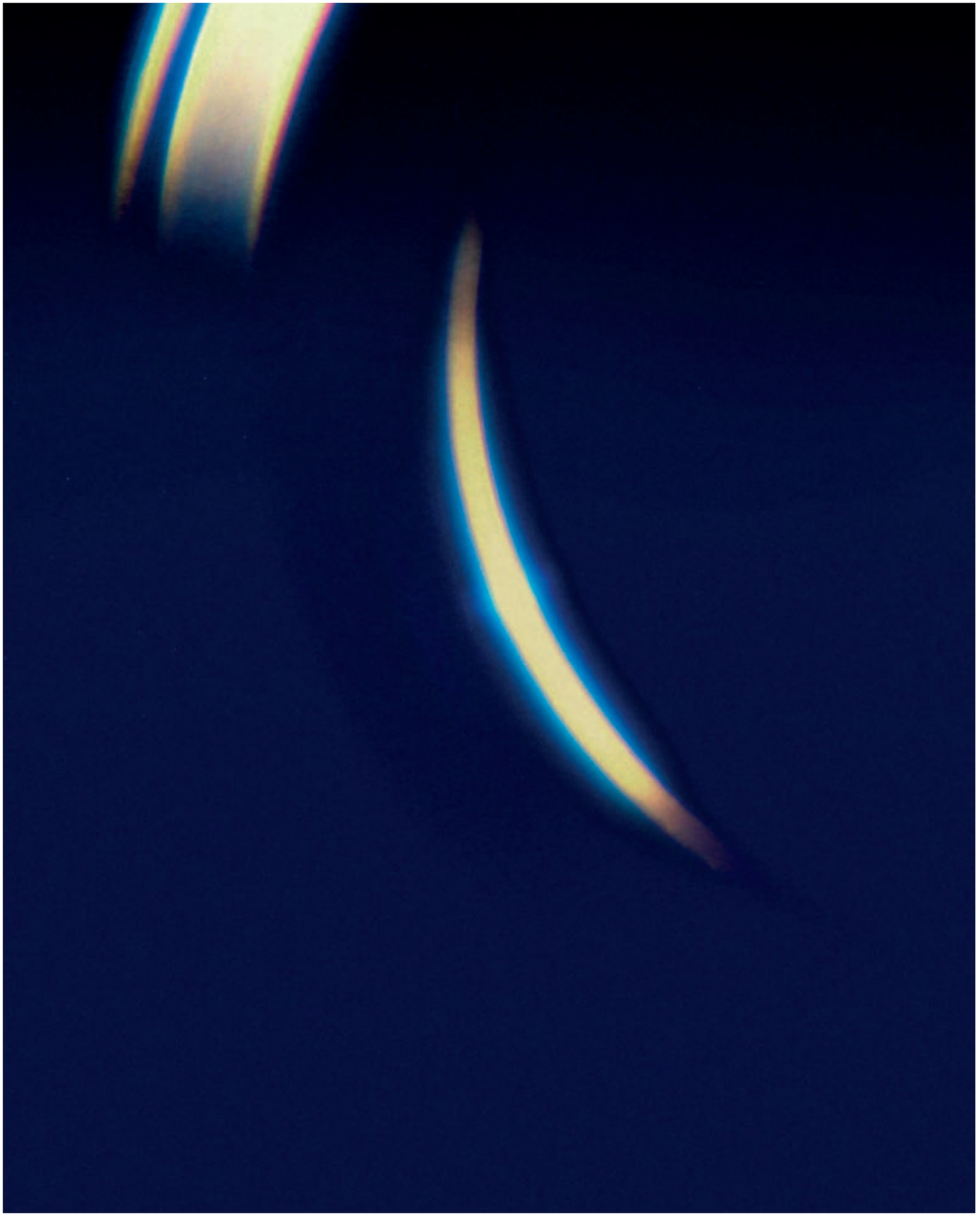
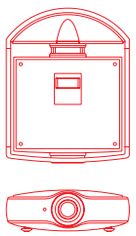
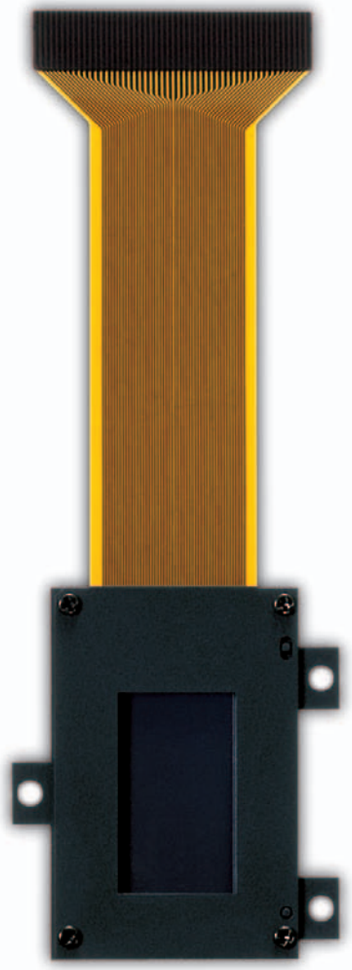
QUALIA 004



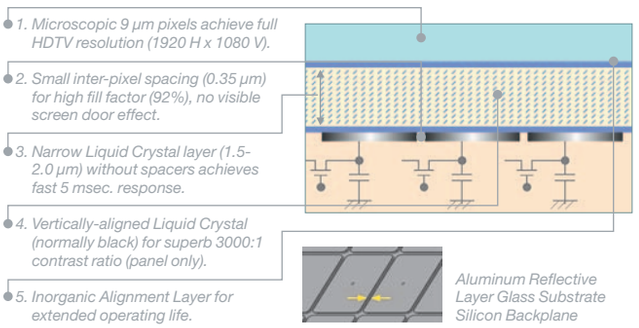


From conception through design and manufacture, QUALIA™ products are born to serve a single purpose: to create extraordinary sensory experiences capable of evoking powerful emotional response. This world beyond compromise comes brilliantly to life through the breathtaking innovation of QUALIA 004. The projector creates images of startling clarity, depth and color – quality usually reserved for motion picture screening rooms. A superb application of breakthrough technologies, QUALIA 004 delivers optimized projection quality for all video sources, including cable and satellite, as well as full resolution for High Definition.

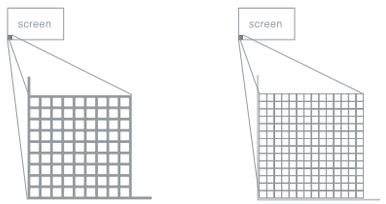


SXRD

Silicon Crystal (X-Tal) Reflective Display



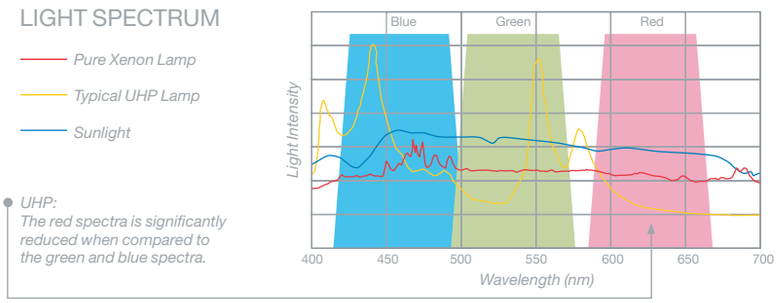
Screen Door Effect in a 100-inch picture



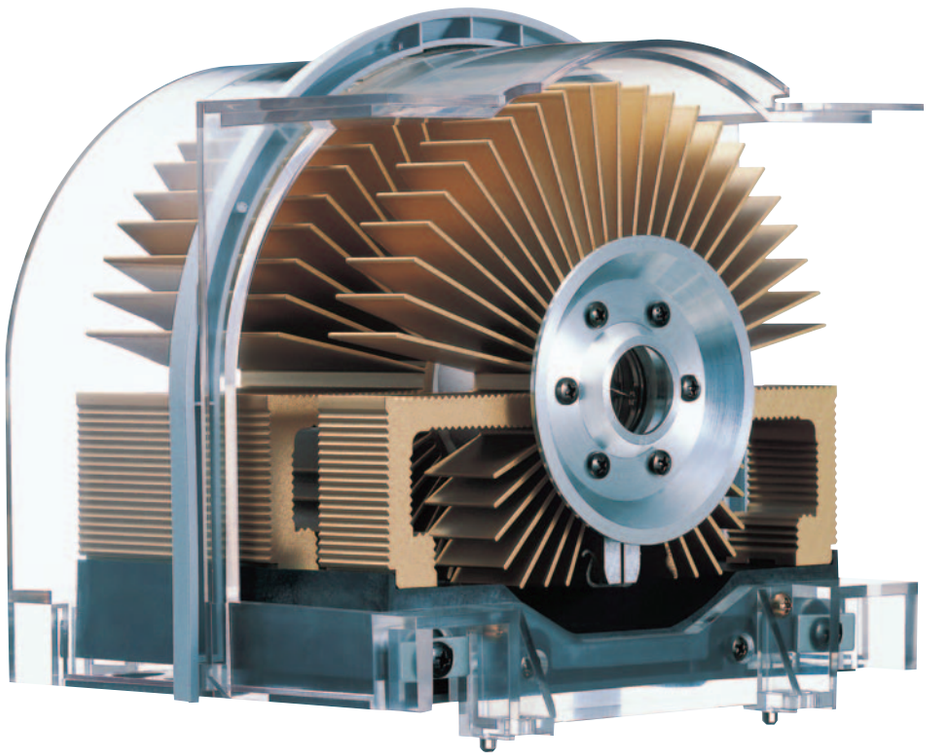
Transmissive LCD panel
1366 x 768 pixels
Panel Fill Factor 50%

SXRD panel
1920 x 1080 pixels
Panel Fill Factor 92%

MOTION PICTURE FILM QUALITY IMAGES / Sony's Silicon Crystal Reflective Display (SXRD™) technology was designed to perform like 35 mm 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.

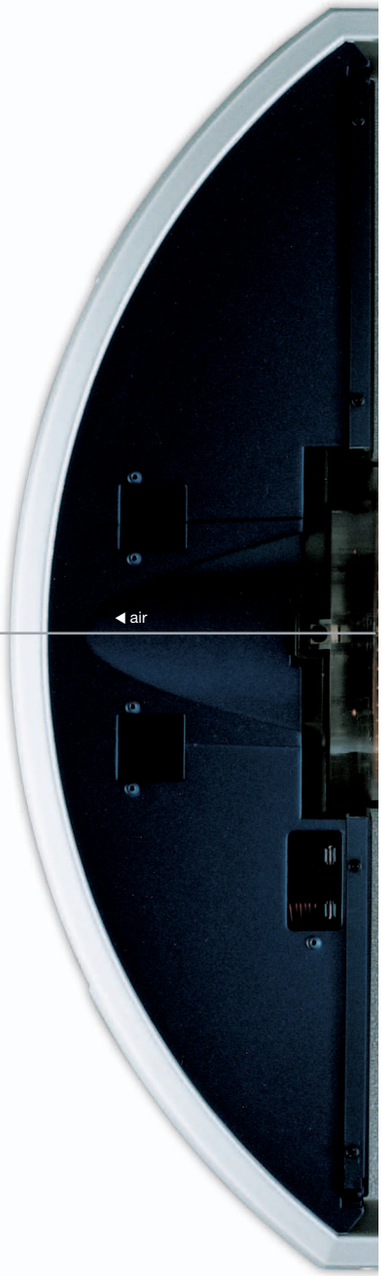


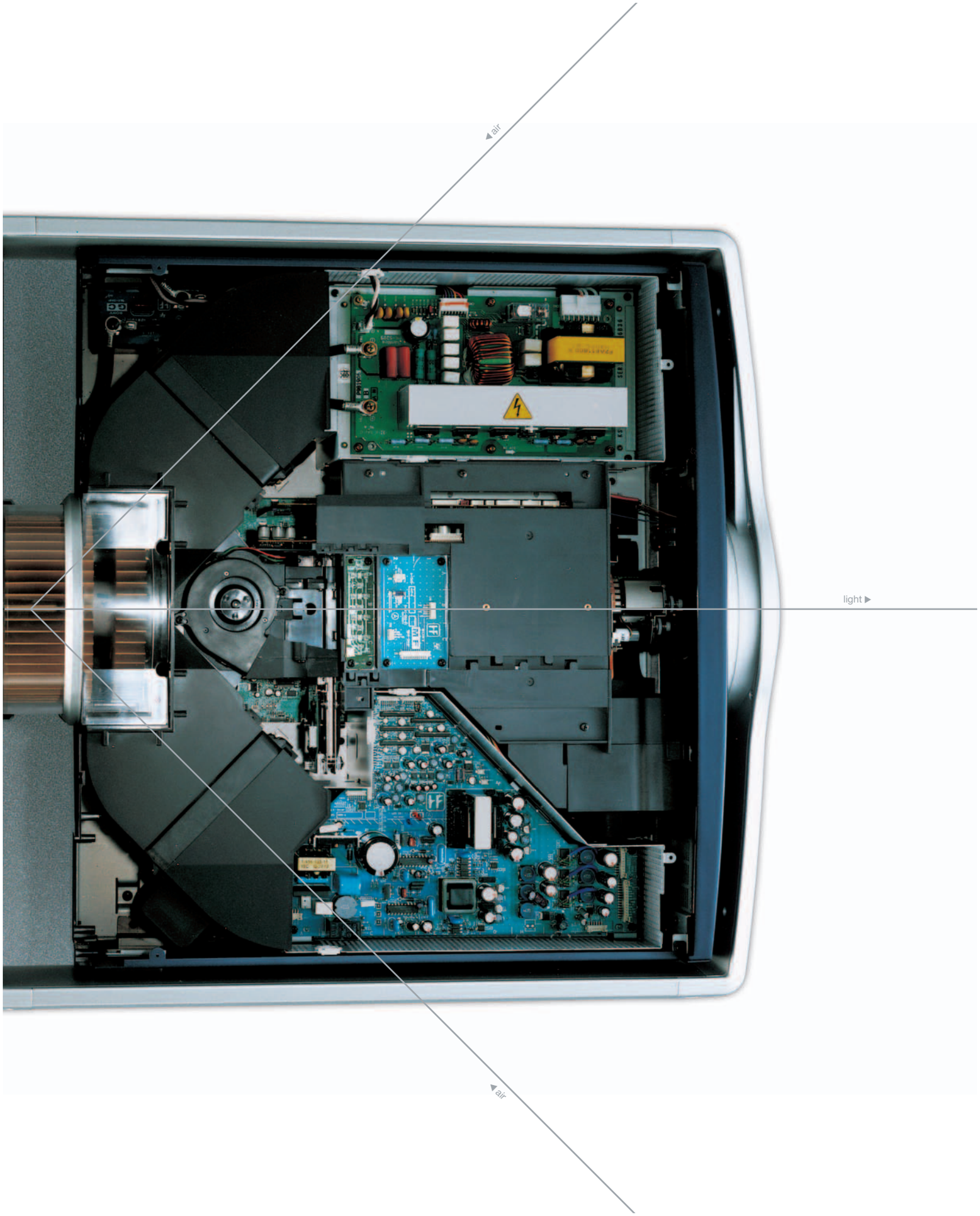
THE CLOSEST THING TO SUNLIGHT / The ideal light source for a projector is absolutely neutral, balanced, pure white light. In order to get as close as possible to this theoretical perfection, QUALIA 004 uses a gas that radiates most like real sunlight: pure Xenon. And that's why Sony designed an Equal-Length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

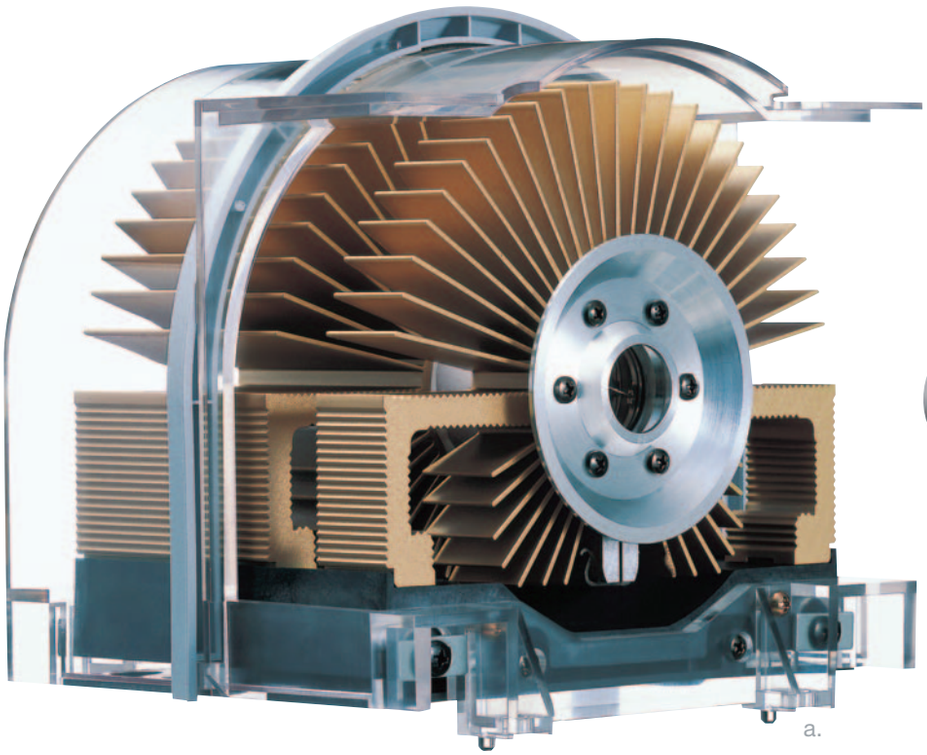


COOLING SYSTEM / The pure Xenon lamp is a crucible of electricity and light requiring an exceptional cooling system. The unique QUALIA 004 employs massive, aluminum heat sinks with radial spokes that efficiently conduct heat away from the lamp. QUALIA 004 incorporates low-resistant airflow, providing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

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.





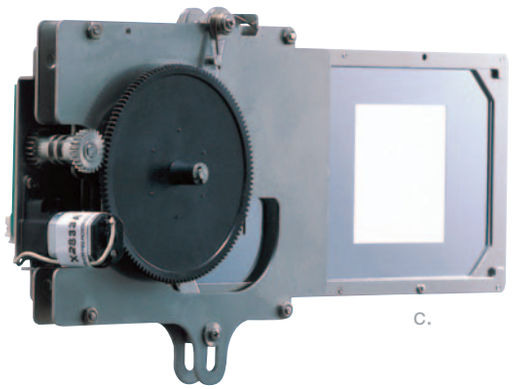


a.

b.

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 aluminum 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 theater experience with an environment of near-silence.

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



c.

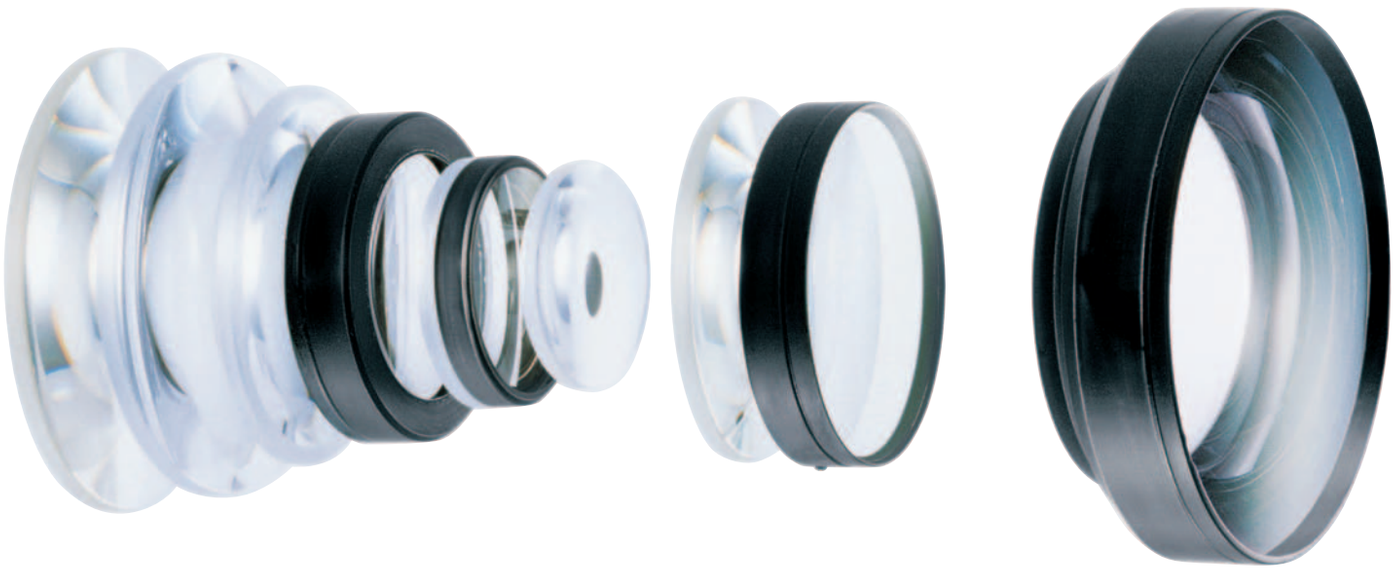
d.

OPTICAL IRIS / The ideal projector must be properly matched to the ambient light conditions in your room. The optical iris (c) works not only as an electric power regulator for the Xenon lamp but also as the Cinema Black Pro. Three iris positions (Off/1/2) and two lamp wattages (Low/High) give you six settings to optimize brightness and contrast for your viewing environment.

CARL ZEISS® LENSES / Nothing has a greater effect on picture quality than lenses. No wonder cinematographers have a near-religious fervor 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).

a.

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 aluminum (a). Every lens element is held exactly in place for astonishing accuracy and razor-sharp focus.



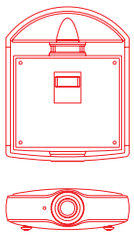
b.

VARIO-SONNAR® ZOOM LENS / The Carl Zeiss® mid-zoom lens (b) 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 35 mm SLR lens will generally have two). For unquestioned quality and the highest possible optical performance, each lens is individually evaluated for Modulation Transfer Function – a stringent measurement of resolution and contrast.

| OFF |

| ON |

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.



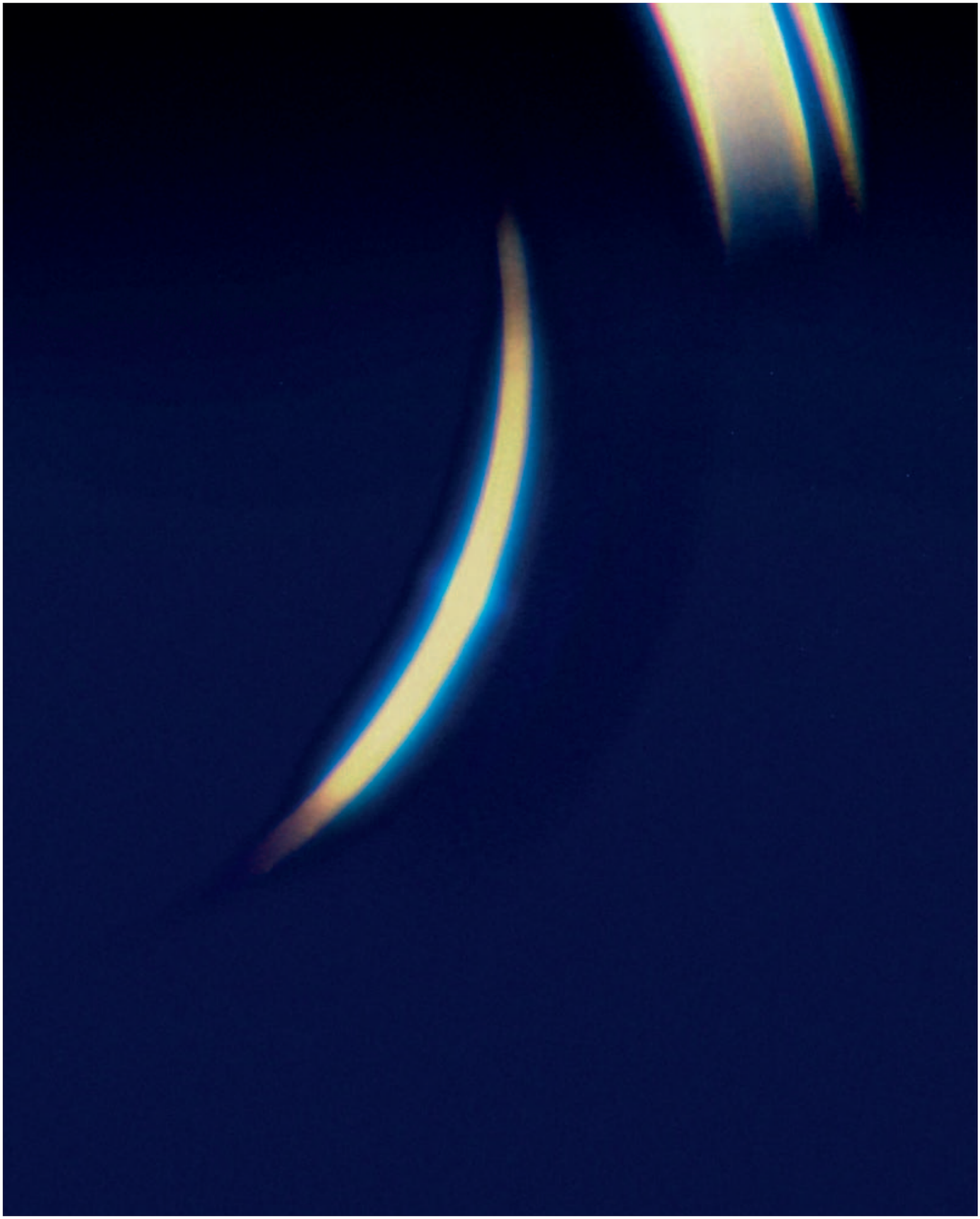
Display Panel .....Three 0.78-inch SXRD (Silicon X-tal .....Reflective Display) panels with .....1920 H x 1080 V (2,073,600) pixels resolution; ..... total approximately 6.22 Mega Pixels
Lamp .....Pure Xenon Lamp
Screen Size.....40 -300 inches diagonal .....(16:9 aspect ratio)
Color Format.....NTSC, 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)

INPUTS
Video Input.....Composite Video x 1 (RCA jack) ..... S Video x 1 (DIN jack)
Component Input .....1 (3 RCA jacks)
RGB/Component Input .....1 (5 BNC jacks)
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 jack, 10Base-T/100Base-TX)
USB .....1 (Mini USB-B: USB1.1)
.....for gamma correction

GENERAL
Power Supply ..... AC 100 -240 Volts, 50/60 Hz
Power Consumption .....Max: 980 watts ..... (Standby mode: 7.8 watts)
Dimensions (WHD) .....23½ x 8 x 29⅜ inches ..... (598 x 206 x 753 mm) (WHD)
Weight.....Approx. 88 lbs. (40 kg)

SUPPLIED ACCESSORIES
Remote Commander® remote control 1
Ceiling Mounting Bracket.....1
Image Director 2 gamma correction software (CD-ROM)
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



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