

Sony Expands SXRD Rear Projection HDTV Line With 50 AND 60-Inch Grand WEGA TVs

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On the occasion of celebrating the production of the one millionth rear projection Grand WEGA micro-display television at its technology center here in southwestern Pennsylvania, Sony Electronics today introduced two new sets in the line based on the acclaimed Silicon X-tal (Crystal) Reflective Display (SXRD) technology delivering full 1920 x 1080 high-definition resolution.

The 1080p (progressive) KDS-R60XBR1 and KDS-R50XBR1 Grand WEGA models compliment two existing SXRD products -- the 70-inch

QUALIA 006 micro-display and the QUALIA 004 front projector.

"SXRD is the next milestone in the evolution of high-definition television and a standard for the ultimate picture performance," said Randy Waynick, senior vice president of the Home Products Division for Sony Electronics. "If you're looking for the full power of HDTV, these models deliver like no other."

At the heart of the models are three new 0.61-inch SXRD panels, making them the world's smallest - one each for red, green and blue color reproduction - delivering more than 2 million native pixels (1920 x 1080) for a full high-definition picture.

The panels produce a contrast ratio of 5000:1. Refinements to the panel circuit layout enabled Sony to reduce the pixel pitch on an individual panel to just seven micrometers, resulting increased pixel density, yields, quick response time and a brilliant film-like picture.

Maximizing the Picture

An "Advanced Iris" combines with the three panels and Sony's Cinema Black Pro mode to maximize up to 10,000:1 contrast based on overall light levels of the original signal. The result is exceptional brightness and sharp contrast. Additionally, the aperture of the iris shutter has been reduced in size, resulting in more faithfully reproduced blacks.

Other video signal process enhancements include Sony's WEGA Engine HD and Digital Reality Creation MultiFunction version 2 circuitry (DRC-MFv2), which enable the digital mapping of not only conventional NTSC sources but also 1080i HD signals.

DRC-MFv2 utilizes a proprietary algorithm to provide crisp, clear pictures along with an Image Format Processor (IFP) technology that

optimizes contrast by providing the widest dynamic range possible. IFP's enhanced motion vector algorithm also reduces signal noise without reducing the overall level of sharpness.

For greater brightness and improved color reproduction, especially with reds, the new SXRD televisions incorporate a 120-watt high-output lamp, along with a new optical engine.

The new models are digital cable ready with an integrated CableCARD slot. Additionally, Sony's S-Master Digital Amplifier and SRS TruSurround audio effect combine to deliver high quality sound through integrated speakers. Other features include dual HDMI inputs, three i.LINK (IEEE 1394) inputs, a PC input, optical audio output, and a Memory Stick flash media viewer.

The KDS-R60XBR1 and KDS-R50XBR1 units will ship in September for about \$5,000 and \$4,000, respectively.

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