



SONY VPL HW50ES

A modestly priced video projector makes its debut here at Genesis. This overachiever shows just much performance can be had in this price competitive category. We think its amazing.



SCREEN INNOVATIONS Black Diamond

A front projection screen that allows you to watch movies in less than ideal lighting conditions. Yes, obtain very good contrast, color saturation with the room lights up and have your sweetie at your side. That's brilliant!

Art DeLorenzo

Stop in and say "Hi"... You're always welcome here!

Chuck Ellisor

Steve Stabile



Stewart









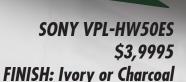






SOLUTION SERVISION ASSOCIATES ASS

"A brilliant example of why the big-screen home cinema experience can't be beat"



SONTY WPL HW50ES The overachiever

What you will find...

1080p resolution with some exceptional image processing technology with better optics, a high light-efficiency lamp boasting 1,700 lumens of brightness, built-in 3D transmitter and wider lens shift range are sure to catch the attention of those with aging projectors.

Implementing the well proven SXRD technology with its bright cinema and bright TV picture modes, brighter and clearer performance can now be achieved even in well-lit rooms, especially using with the Black Diamond Screen.

"Detail retrieval and the overall subtlety of the image is again striking, with great texture to faces and spot-on skin tones." What HIFI





LOSE THE BATTLE - WIN THE WAR

There are other projectors that can bring a lot more brightness to the spec sheet. The important thing is, those projectors, aren't a match in terms of overall picture quality.

If you read the reviews, what stands out is that the HW50ES is praised for its picture quality. Detail, contrast, and color accuracy are all rated superb. I'm sorry, what else did you want? A light bright enough to signal Batman in Gotham City? Why is that specification worth winning? SONY takes the right approach and delivers a picture quality that pulls you into the movie with incredible detail, believable color, and realistic contrast. I'll take those attributes over winning the brightness contest - every time. I say, pick your battles carefully, so you get the picture right.

"The level of detail is astonishing... Colours are nicely balanced and there's just a real subtlety to the picture." What HIFI

Forget that the projector is even in the room. Due to the VPL-HW50ES advanced air system, Sony's whisperquiet fan emits only 22dB during show time. Other major highlights include a 100,000 contrast ratio, dark frame insertion technology for smoother 3D motion and two HDMI ports.

2D or 3D, this projector delivers terrific performance for a song, in 2D mode, this projector sets new levels of what else.. picture quality and at a moderate price. The VPL HW50ES is the classic overachiever.

Stop in and see the projector on the Screen Innovations Black Diamond. They make for a great combination, and together achieve a picture that will make you wonder why you waited so long to have a home theater that takes everyone's breath away. SONY

SONY VPL HW50ES



MSRP: \$3999. (INCLUDING 2 PAIR OF 3D GLASSES)

TECHNOLOGY: 3 PANEL LCOS (SXRD)

NATIVE RESOLUTION: 1080P (1920x1080)

BRIGHTNESS: MANUFACTURER CLAIM: 1700 LUMENS; MEASURED 992 LUMENS CALI-BRATED, AND APPROACHING 1300 LUMENS AT BRIGHTEST (WE DO NOT MEASURE FOR THE ABSOLUTE BRIGHTEST PICTURE, BUT THE BRIGHTEST MOST WATCHABLE PICTURE)

CONTRAST: 100,000:1

ZOOM LENS RATIO: 1.6:1 MANUAL ZOOM AND FOCUS

LENS SHIFT: VERTICAL AND HORIZONTAL - MANUAL CONTROLS

RATED FAN NOISE (DB) 21

THROW RATIO 1.64-2.37

MAX IMAGE SIZE (IN) 300

DIMENSIONS (HWD, CM) 18x41x46

HDMI IN 2

COMPONENT IN 1

ACCEPTS 1080P YES

24FPS YES

HDMI 1.3A YES

COMPOSITE IN O

HD READY YES

FULL HD YES

WEIGHT: 28.7 1LBS. (12.8 KG)

WARRANTY: 3 YEAR PARTS AND LABOR

