



Bringing the cinema home

The BRAVIA VPL-VW40 HD SXRD™ projector delivers a remarkable High Definition home theatre experience.

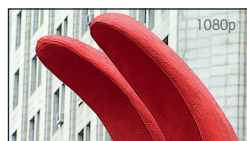
SONY

colour like.no.other™

BRAVIA

A revolution in home theatre projection

The BRAVIA VPL-VW40 HD SXRD™ projector, the newest addition to the award-winning VW series, aspires to recreate the immaculate quality of a professional film studio. Boasting 1080p High Definition resolution and an elegant design to match, the VW40 promises the ultimate home theatre experience, realising the true potential of Blu-Ray Disc™ and PLAYSTATION®3 on the big screen. The VW40 is perfect for the price-conscious home theatre enthusiast ready for the 1080p High Definition visual revolution.



1080p High Definition

1080p High Definition represents a quantum leap in visual quality. The VW40 renders pictures smoother, more detailed and more realistic than ever before, as seen above on the left. It's like watching the world through an open window.



New SXRD™ panels for superb cinematic quality

SXRD™ takes 1080p High Definition viewing pleasure to a whole new level. The new Silicon X-tal Reflective Display (SXRD™) panels in the VW40 have been re-developed exclusively by Sony to reproduce pristine HD 1080p pictures that stand every comparison with genuine 35mm movie film.

Scintillating 1080p High Definition

The unique combination of three separate panels of 1920 x 1080 resolution (one each for red, green and blue) means that SXRD™ can deliver in excess of 6,2 million pixels – more than double the number of lesser, HD ready projectors. Each pixel is much smaller (at 7µm, about the size of a human red blood cell) so lines are cleaner and textures deeper. You will marvel at the stunning clarity and breathtaking detail – and be able to count every blade of grass on the field from your grandstand seat!



The pristine image produced by three new SXRD™ panels.



The typical 'screen door' effect seen on projectors without SXRD™ technology.

Smoother cinema-quality films

The SXRD™ panels provide seamless film-quality consistency, perfect for cinema connoisseurs or big match viewers. By reducing the space between pixels to just 0,35µm, the 'screen door' effect (the pixelated image seen on regular projectors) becomes a thing of the past.

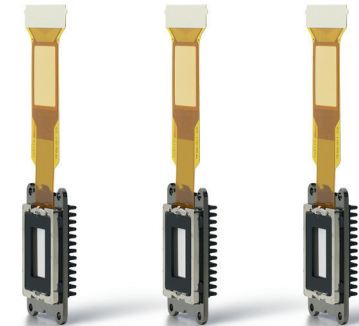
Stunning contrast

In conjunction with SXRD™, enhanced optical components and the unique Advanced Iris 2 function produce a stunning contrast ratio of 15,000:1. When contrast is this sharp and deep, movies, sports broadcasts and games become beautifully realistic. Turn the page to learn more about our remarkable Advanced Iris 2 technology.

Fast action movies, sports and video games

The SXRD™ panels' 2,5 millisecond response time delivers crisp, cinema-quality images, capturing every nuance of fast action movies, sports and games. That's a huge leap forward from the 8 millisecond response time of a conventional LCD television.

Three new SXRD™ panels for outstanding contrast, clarity and colour
By dedicating one SXRD™ panel to each of the colours red, green and blue, the SXRD™ system eliminates colour breaking and guarantees an outstanding picture.



Home theatre with studio flair

The VW40 comes with an impressive array of studio-standard features more commonly found in professional film equipment. The BRAVIA ENGINE generates incredible colour and clarity, coupled with unbeatable contrast, courtesy of Advanced Iris 2. You'll enjoy films exactly as the director intended with 24p True Cinema, whilst Real Colour Processing gives you even more control over those incredible colours. The lens functions offer supreme flexibility. A near-silent fan completes the dream ticket to home theatre excellence.

BRAVIA ENGINE

BRAVIA ENGINE is the unique picture enhancement technology that powers the celebrated BRAVIA range of LCD televisions – and it is now at the heart of the VW40. Thanks to the BRAVIA ENGINE, any signal you put into your projector, regardless of the source, goes through a pure digital perfecting process. BRAVIA ENGINE widens the tone range and enhances the contrast. Colours are matched and colour distortion is reduced, deepening the greens and blues whilst strengthening the blacks. It also smoothens the motion and cleans the image.

Advanced Iris 2

The VW40 projector features Advanced Iris 2 technology, for an impressive contrast ratio of 15,000:1. In combination with three SXRD™ panels, the Advanced Iris 2 mimics the human eye by automatically switching to the optimum iris setting for the projected image. The panel response time is just 2.5 milliseconds, giving you deeper velvety blacks in darker scenes and purer whites in brighter ones, even in high tempo sequences or sports events. One of four settings, manual mode offers the most discerning of eyes the freedom to set the contrast to suit every taste.

24p True Cinema

24p True Cinema was designed for movie-lovers who wish to enjoy films in their purest form, without distortion. Major studios shoot their films using 24 frames per second, yet when films are transferred to conventional video or DVD, more frames are needed. So the speed of a film on DVD is increased by 4%, shortening the running time as well as affecting picture quality and the pitch of the soundtrack. When the VW40 is connected to a 24p movie source such as a Blu-ray Disc™ player, films shot in 24p are displayed exactly as the camera first recorded them.

Real Colour Processing

The beauty of Real Colour Processing (RCP) is that it actually allows you to adjust the hue of a specific colour without changing the whole image. You can make a rose redder without altering the green of its stem, or bring out the blue in someone's eyes without changing the colour of their shirt.



MAX.



MIN.



Advanced Iris 2 in Auto Mode

The iris opens and closes automatically to ensure ideal contrast. Bright scenes become crisp and clear, dark images are deep and detailed.

B BRAVIA ENGINE





ARC-F 1,8 zoom lens & Lens Shift

A state of the art zoom lens, augmented by an adjustable Lens Shift function, gives you maximum flexibility for setting up a superb picture. The VW40 uses the All Range Crisp Focus (ARC-F) lens with a zoom range of 1,8x. Thanks to the impressively short focal length, you can fill an entire 80-inch screen at a mere 2.7m. What's more, the Lens Shift function enables easy vertical and horizontal picture adjustment, giving you greater freedom to decide where to position your projector.

Lens Shift allows you to make vertical and horizontal picture adjustments, giving you greater control over image and projector placement. You can shift the screen by 65% of its height up or down, and 6,7% of its width from side to side.



Optional replacement lamp LMP-H200
Long-lasting and easy to replace.



Image Director 3 software

Supplied with the VW40, Image Director 3 allows you to make advanced fine gamma adjustments to the projected image via a PC connection through the RS-232C input. Refinement to this degree is usually found only on professional cinema projection systems, underlining the visibly superior capabilities of the VW40 in comparison to regular projectors.

Near-silent operation

One of the finest features of the VW40 is one of the least noticeable. The projector's whisper-quiet fan design emits a near-silent 22dB for distraction-free screenings. Its highly efficient cooling system also considerably extends lamp life.

Easy maintenance

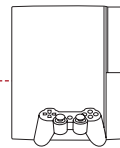
Although the VW40 projector lamp is designed to last, it will need to be replaced eventually. Simple instructions make maintenance and lamp replacement easy. For undiminished picture quality, the lamp should be changed after 3000 hours of use. To guarantee maximum lamp life, clean the air filter every 1500 hours. For your convenience, the replacement lamp comes packaged with a new air filter.

Seamless HD connections for visual excellence

For flawless interaction with the exciting new wave of 1080 High Definition devices, the VW40 features two HDMI™ inputs. Add RS-232C 'room control' capability, plus an array of analogue inputs, and seamless compatibility is guaranteed.

Comprehensive connectivity

Two HDMI™ (High Definition Multimedia Interface) digital inputs ensure that your projector can reproduce the superb quality of a signal delivered by the next generation of 1080 High Definition devices, without the compression or conversion that could cause distortion. For an even more convenient viewing experience, the RS-232C port allows you to connect to a 'room control' system and monitor lamp status via a PC. Ask your dealer for more about 'room control'. Simply connect the correct devices to create the ultimate home theatre system - the page opposite demonstrates how.



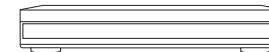
PLAYSTATION®3
(built-in Blu-ray)



Blu-ray Disc™ player



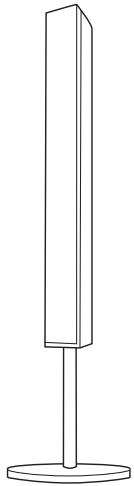
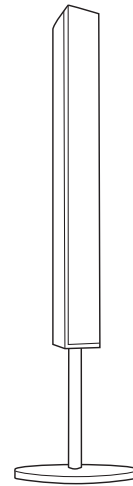
VAIO notebook



DVD player / recorder



Handycam® camcorder



Make your home theatre magnificent

To bring out the best in your VW40, make sure your home theatre set-up contains the four essential components outlined in the set-up guide below left. The accessories from Sony on the right will help you ideally position and maintain your new projector – and complete the perfect home theatre package.

Four steps to acquiring an envy-inspiring home theatre system

Step 1 - The projector

With its stunning array of professional features, the VPL-VW40 is the ideal projector for your HD 1080p home theatre.

Step 2 - A worthy screen

Selecting the right screen is crucial for the home theatre environment. A high-calibre screen, fixed to the wall or electronically controlled, brings out the best in the VW40.

Step 3 - Mind-blowing sound

Opt for a five-speaker surround sound HiFi system and experience the intensity of contemporary multichannel cinema at home.

Step 4 - The perfect source

Choose any number of HD 1080 sources for your projector, such as Blu-ray Disc™, a PLAYSTATION®3 or a VAIO notebook – and step up to the next level of home entertainment!

Optimise your view

Choose from a wide range of positions for your size of screen.

Throwing Distances for the VW40	
Desired screen size (diagonal)	Distance from projector
80-inch / 2.0m screen	2.7–4.4m
100-inch / 2.5m screen	3.3–5.5m
150-inch / 3.8m screen	4.9–8.2m
200-inch / 5.1m screen	6.4–10.9m
300-inch / 7.6m screen	9.6–16.3m



Optional replacement lamp **LMP-H200**

Breathe new life into your VW40 with this 200-watt replacement lamp. It comes with a new air filter that should be changed or cleaned every 1500 hours.

Illuminated remote control (supplied) **RM-PJW60**

All the most important settings can be adjusted directly from the remote without needing to access the projector's menu. The LED illumination makes the remote easy to use, even in the dark.



Optional ceiling bracket **PSS-H10**

Its sturdy, flexible design provides innumerable positioning options.



Technical Specs

OPTICAL	VPL-VW40
Panel Resolution	1920 x 1080 HD
Pixels	6,220,800 (3x 2,073,600)
Pixel Size / Inter-pixel Spacing	7µm / 0.35µm
Panel Technology	New SXRD™ by Sony
Panel Size	0,61 inch
Panel Response Time	2,5 milliseconds
Lens Type	ARC-F (All Range Crisp Focus)
Lens Zoom Ratio	1,8x
Lens F / f	2,54 – 3,53 / 18,7 – 33,7mm
Lens Zoom & Focus	Powered
Lens Shift	Vertical 65%, Horizontal 6,7%
Contrast Ratio	15,000:1
Brightness	900 ANSI Lumen
Lamp	LMP-H200, 200W UHP
Screen Size (16:9 diagonal)	40" – 300" / 1m – 7,6m
Throwing Distance (16:9 screen, ceiling mount with PSS-H10)	1,4m – 16,3m
INPUT / OUTPUT	
HDMI™	2
Component Video	1
S-Video	1
Composite Video	1
Input A, HD 15-pin D-sub	1 (Analogue RGB, Component)
Trigger Out	1
Remote, RS-232C: 9-pin D-sub	1 (AMX Protocol Supported)
Acceptable Video Signals	720/60p, 720/50p 1080/60i, 1080/50i 1080/60p, 1080/50p, 1080/24p (HDMI™)
FEATURES	
Picture Enhancement	BRAVIA ENGINE
Dynamic Detail Enhancer (DDE)	Film (2-3 pull-down) / Progressive / Off
Colour Enhancement	Real Colour Processing (RCP)
Contrast Enhancement, Advanced Iris 2	Auto 1 / Auto 2 / Manual / Off
Connectivity Enhancement	24p True Cinema
Picture Mode Settings	Dynamic / Standard / Cinema / User 1 / User 2 / User 3
Wide Mode Settings	Wide Zoom / Normal / Full / Zoom
Blanking / Overscan	Yes / Yes
Noise Reduction	High / Middle / Low / Off
Gamma Adjustment Software	Image Director 3 via supplied CD-ROM
GENERAL	
Body Colour	Icy White
Fan Noise	22dB
Power Consumption	
Max. / Standby Mode / Low	300W / 8W / 0,5W
Dimensions (W x H x D) / Weight	395 x 173,5 x 471,4 mm / 11kg
On-screen Display Languages	EN/NL/FR/IT/DE/ES/PT/RU/SE/NO/JP/ 2x CN/KR/TH/Arabic
ACCESSORIES	
Illuminated Remote Control	Supplied: RM-PJW60
Batteries for Remote Control	Supplied: 2x Size AA (R6)
CD-ROM for Gamma Adjustment	Supplied: Image Director 3
Replacement Lamp (incl. air filter)	Optional: LMP-H200, 200W UHP
Ceiling Bracket	Optional: PSS-H10
European Warranty	Supplied: 3 years PrimeSupport® Service

BRAVIA



Find out more about our award-winning High Definition projectors at www.sonybiz.net/homecinemaprojectors

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