

SONY

colour like.no.other™

BRAVIA

# VISION & Style

A fresh look at televisions and projectors



spring | summer



2 0 0 8

SONY

colour like.no.other™

BRAVIA

# VISION & Style

A fresh look at televisions and projectors



spring | summer



2 0 0 8

# I spy with my little eye

COLOUR, CONTRAST, CLARITY.

ON A BRAVIA SCREEN IT ALL COMES TOGETHER IN A MAGICAL HIGH DEFINITION EXPERIENCE. AND LIKE A BRAVIA, THIS LITTLE BROCHURE WILL TICKLE YOUR EYES WITH DELIGHT. WHETHER YOU WANT A TV OR PROJECTOR, AS YOU FLIP THROUGH THESE PAGES YOU'LL DISCOVER THAT BRAVIA HAS THE IDEAL MODEL FOR YOU. SO GO AHEAD, TURN THE PAGE - LAY EYES ON THE ONE YOU WANT AND BRING IT HOME TO KEEP YOUR SENSES INSPIRED FOREVER.

visionandstyle@sony-catalogue.eu



## AN INSPIRED VIEW

BRAVIA TVs and projectors fire up this season's range from timelessly elegant to contemporary hip - no matter what look you're after, you can create it with BRAVIA.

04



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## A BEAUTIFUL HD LIFE

The magic of High Definition extends far beyond the BRAVIA screen. Take a look at more of Sony's innovative products and get connected to an entire world of HD options.

## THE CLOSE-UP

The best TV is meant to be used, so take a look at the product overview and make sure you choose a BRAVIA that suits your needs as well as your wall.



24

- 14 **Getting it right**  
Some great tips on choosing the ideal BRAVIA model for each room.
- 15 **Feeling lost?**  
We're here for you - online or on the phone. You'll soon be back in the know.
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Answers to those questions - some insight on why BRAVIA is truly a great choice.
- 17 **Bringing home baby**  
Now you've brought the BRAVIA of your dreams into your home, a little advice on how to get it settled.
- 20 **Measuring up**  
Thanks to the magic of HD 1080p, BRAVIA lets you take your TV up a screen size no matter how big or small your room.
- 28 **Talking tech**  
Behind every great screen there's some great technology. Here's a simple look at how it all works.

E4000

# Forever fresh



**Inspiration box**

Designed to be the perfect frame for the perfect picture, this television achieves a look like no other on your wall. Why not use it as a design centrepiece, setting a graceful tone for the entire room? Combine an atmospheric photo with an effective frame colour, and watch how this gem both reflects and enhances the beauty of your home.

Transform your E4000 into a private art gallery



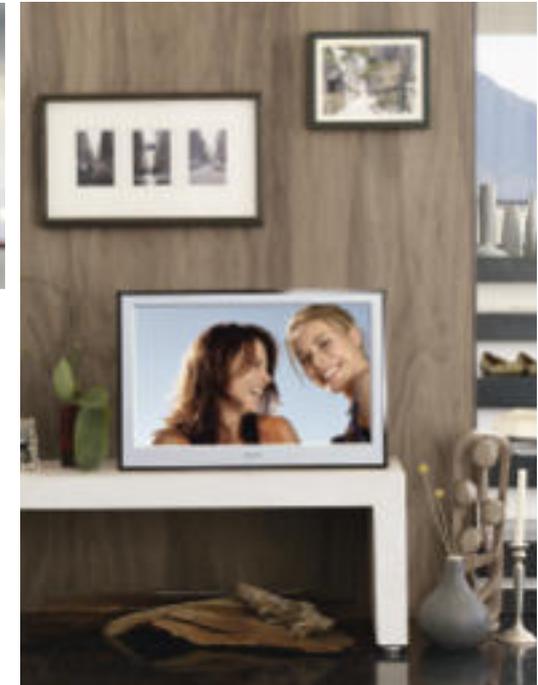
**Star feature**

**Picture Frame Mode** \_ There's no reason your TV should ever show a blank screen. Activate Picture Frame Mode to display a range of gorgeous pre-installed masterpieces from Van Gogh<sup>1)</sup> to Pop Art, or enjoy your personal photos in a private gallery experience.

>> The E4000 boasts a full list of features including LIVE COLOUR CREATION and x.v.Colour.

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<sup>1)</sup> Wheatfield with Cypresses, Gogh, Vincent Van National Gallery, UK / The Bridgeman Art Library.



The 26" E4000 rests on its special picture frame foot for delightfully easy viewing.



It takes time to furnish your home just the way you want it. But when you're almost there, and you need only one perfect finishing piece, take a look at the BRAVIA **E4000**. Its unique Picture Frame design brings something special to any décor, and its absolutely pristine picture quality comes alive with stunning colour and detail. Choose from four beautiful frame colours (shown to right) and enjoy how the clean design and tasteful hue of your BRAVA E4000 add a lift to any room.

Pearly White



Aluminium



Dark Walnut



Midnight Sky



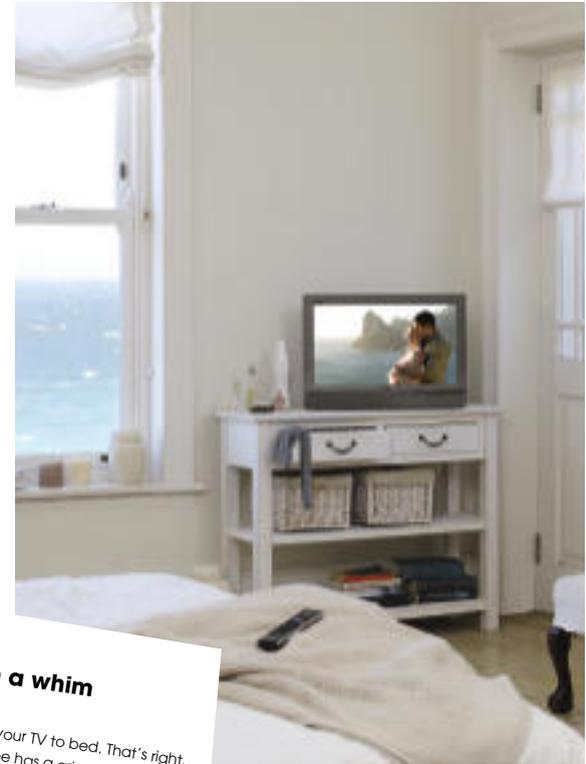
B40X0

# Get carried away

Here's a handy companion that doesn't tie you down

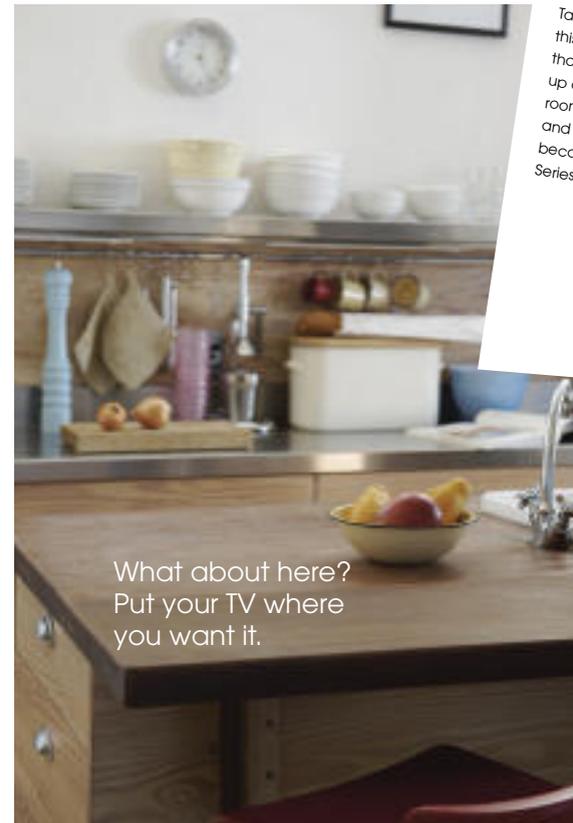


Making headlines with its ingenious portability, the B-collection is this season's must-have for anyone that wants the luxury of watching TV more or less wherever they want. Kick your feet up on the coffee table, follow a cooking show in the kitchen or even take it on the road - your **B Series** television is happy to oblige. Available in Pearly White and Glossy Mocha, one of these chic little numbers will match any style and every décor.



### On a whim

Take your TV to bed. That's right, this one has a grip on the back that means you can just pick it up and turn it on in another room. So stay in those jammies and prop up those pillows - because you can enjoy your B Series TV just about anywhere.



What about here?  
Put your TV where you want it.

### Star feature

**BRAVIA ENGINE** \_ This one's an original. BRAVIA ENGINE uses picture enhancement technology to bring incredible depth, detail and clarity to your screen. Read more about this great feature in the tech glossary on page 28.

>> For an enhanced listening experience, the B Series also features built-in Virtual Dolby® Surround and BBE VIVA.

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W4000

# One nice device

Strut your stuff with the W4000

## Star feature

**HD 1080** \_ With HD 1080, you've got the best there is. This superior level of High Definition makes images so perfect, it turns your W4000 into a window on the world. And the quality and sharpness of the sound is improved too!

>> Thanks to 3 HDMI™ connections, the beautiful W4000 is compatible with a whole range of High Definition devices. Take a look at the cool products Sony brings you to build your own HD world on page 18.

**Features** pg. 24 **Glossary** pg. 28

For the ultimate in entertainment - The 5.1 channel surround sound system above (DAV-DZ860) has wireless rear speakers and is designed to fit perfectly with your BRAVIA TV.

With its sleek new Sony-unique 'Draw the Line' design, the **W4000** catches eyes from across the room. Yep, it's a looker whether on or off. But there's more to it than looks - the CrossMediaBar™ that you might be familiar with from PLAYSTATION®3 is now an exciting feature on our TVs too. So hook those gadgets up and flip between games, music, pictures and all the rest from one simple graphical interface. The W4000 is a model with beauty and brains - how can you resist?

## Put a twist on it

Especially designed for flexible viewing, the W4000 is perfect for long hours of gaming with friends.

Thanks to a swivel display at its base, you can turn the screen in a different direction without moving the whole TV around.

That means you can sit back wherever you like and play just as you like, while your W4000 beauty looks you right in the eye.

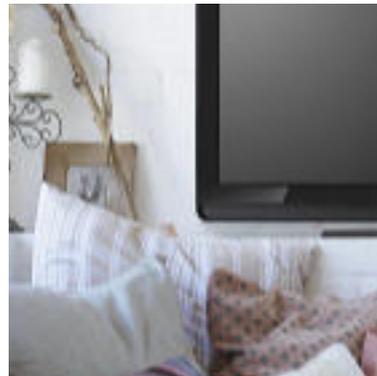




Ask your family what they plan to do with their new BRAVIA, and we think they'll surprise you with suggestions that go beyond your ordinary Saturday movie night. Like a marathon screening of everyone's favourite movies in High Definition, viewed just as the director intended with 24p input. Or hosting a slumber party featuring the PLAYSTATION®3 as the main attraction. Equipped with 24p True Cinema and 3 HDMI™ connections, the BRAVIA **\$4000** can do all that and more. Find out what on page 24.

### Tips & Tricks

Consider elevating your BRAVIA to perfect viewing height by mounting it on the wall. Not only can you place it exactly as high or low as you like for optimal watching pleasure - the \$4000 beauty will quickly turn a blank wall into a lively visual attraction without the clutter of a shelf in the room.



The magical hours - play, dream and explore with your BRAVIA \$4000.

\$4000

# Your heart's content

Happiness is doing as you please



### Star feature

**24p True Cinema** - Most films are shot in 24 frames per second, which means most TVs have to speed them up for playback. A TV with 24p True Cinema doesn't have to change anything. It plays the film exactly as you'd see it at the cinema. Enjoy.

>> The \$4000 also hosts Theatre Mode and BRAVIA ENGINE, two of several cool attractive features.

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# Magical moments

With an amazing screen size of up to 300 inches (that's over two storeys high, by the way) it's hardly a stretch to say that the **VW40** BRAVIA projector recreates all the enchantment of the cinema right within the walls of your own home.

Running on BRAVIA ENGINE with 1080p High Definition, the VW40 creates pictures that wash over you in a remarkable curtain of clarity, illuminating your room with visions that have to be seen to be believed.

## Switch it up

Get a whole new perspective on vision. An optional bracket allows you to mount your BRAVIA projector on the ceiling, giving you more viewing options. The joint on the bracket is super flexible and flips around so you can move the projected image from wall to wall in the room. Plus, by putting your projector up and out of the way, you've freed up more space to lie back with your loved ones and enjoy another point of view.

## Star feature

**Sony's SXRD™ panels** \_ With three of these, the VW40 gives you seamless quality and beautifully fluid on-screen motion. Bound to delight the eyes with detail, these images are made up of an incredible 6.2 million pixels, about double that of the average projector!

>> Add that to a contrast ratio of 15,000:1, plus a whole host of other features, and you're looking at some spectacular precision.

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# Perfect placement

Wondering which BRAVIA works best in each room?  
Here's a shortlist to help you make the ideal choice.  
(Take a look at the features on page 24 for an  
extended overview of all these products.)



6pm Mon. - Cooking fresh

## KITCHEN

A small screen BRAVIA makes  
a great cooking companion.

### MODEL IDEAS:

20" S3000 | 20"-23" B4000



11am Sun. - Oldies movie marathon

## BEDROOM

Be face to face with a beautiful  
BRAVIA as you relax in your bed.

### MODEL IDEAS:

26"-32" E4000 | 32" W4000  
26"-32" V4000 | 26"-32" V4500  
20"-32" S3000 | 26"-32" S4000  
20"-26" B4000 | 26"-32" U4000



8pm Fri. - Cocktail party chez moi

## LIVING ROOM

Adorn your living space with  
exquisite BRAVIA design and detail.

### MODEL IDEAS:

40"-70" X3500 | 32"-40" E4000  
32"-52" W4000 | 32"-52" V4000  
32"-37" V4500 | 40"-46" D3500  
40"-46" V3000 | 32"-40" S3000  
32"-40" S4000 | 32"-37" P3000  
32"-37" U3000

 [www.sony-europe.com](http://www.sony-europe.com)

## HERE TODAY, HERE TOMORROW

Do you have questions about BRAVIA products?  
Want to make an order? No worries. Check out  
the website or simply give us a call at the number  
listed below - our experts are always happy to help  
you out.

## REGISTER YOUR PRODUCT & BENEFIT TODAY

Registering your product online is as easy as pie - and  
automatically gives you all the advantages of a My Sony  
membership. This includes access to the latest news from  
Sony, monthly e-newsletters with exclusive offers, online  
tutorials and a whole lot more!

**PHONE DUMMY 00123 456 789**

# Dear BRAVIA,



## There's so much out there. Why should I choose BRAVIA?

This one's simple. BRAVIA gives you colour like no other! Colours you never imagined you'd see beyond the real world have been reproduced to perfection, jumping to life on your screen.

## BRAVIA ENGINE? Why is that the talk of the town?

Because BRAVIA ENGINE is the next best thing since sliced bread. Available in three levels, this BRAVIA-unique technology takes High Definition one step further with intelligent processing ingenuity – giving new meaning to colour, contrast and clarity.

## Why the hype about High Definition?

It's not just hype. High Definition offers a better picture. HD ready means you're looking at an image twice as detailed as Standard Definition and HD 1080p gives you five times the detail! When you hook up your BRAVIA to an HD source, you'll be immersed in a visual experience so real, you'll almost believe you can walk into the screen.

## I want a big screen BRAVIA, but my living room is tiny!

Here's the thing: you just don't need a very large room to enjoy a large-screen BRAVIA. Even the bigger ones, upwards of 40", allow you to sit as little as two metres away for a perfect picture in the incredible clarity of HD. Look for the watching distance sticker on each model in the store, so you know which one will be picture perfect in your pad. Take an additional peek at your watching distance options on page 20.

## Is it really true that BRAVIA is environment-conscious?

Yes, indeed. BRAVIA has adopted a greener '3P' approach: Product, Process and Planet. Our commitment to the planet includes using environmentally-friendly materials from production through to packaging. And most of our energy-saving BRAVIA TVs achieve a power consumption of only 0.19 watts in standby mode, which is well below the market average. Learn more about our environmental efforts under 'eco' in the glossary on page 28.

## I love the cinema. But I also love my couch! I'm torn between the big screen and my comfy living room.

You've got yourself a win-win situation! BRAVIA isn't just about TVs. Buy one of our projectors and you'll see how easy it is to transform your very own living room into a full-on cinema of your own. BRAVIA projectors not only offer the same fantastic performance as BRAVIA TVs, but are ideal for watching a DVD or Blu-ray Disc™, because they project onto such an enormous screen. Learn more about this cinematic magic on page 12.

# Doesn't it look a picture!

## It's easy to install a BRAVIA.

The coolest thing about a flat-screen TV is how sexy it looks mounted on your wall. Gravity defying, with its high-tech appeal, sleek design and knock-em-dead picture quality, a new BRAVIA is the ultimate statement of 21st-century freedom and vivacity.

Brew the magic in your own home with little more than a screwdriver, a spirit level, a drill and a ruler. All you have to do is fix a support bracket to the wall, attach mounting hooks to the TV and hang the TV on the bracket like a picture. Just like with a wall-lamp, burying those cables in the wall is simple and quick – and the effect is amazing.

For more details about easy installation, visit [www.countryspecificurl.com](http://www.countryspecificurl.com)





Surround sound system



VAIO notebook



BRAVIA projector



Welcome to our High Definition playground, where 1080 lines of resolution produce pictures so clear and detailed, you won't believe your eyes. Whether you want to make home movies with a professional look, breathe new life into your photography or just sit back and be entertained, Sony makes devices that work together to give everything the magical touch of HD.

**Capture** gorgeous high-res images and HD footage with our range of digital cameras and camcorders. **Edit** them to perfection on a VAIO notebook with a Blu-ray Disc™ drive. **Enjoy** breathtaking home cinema when you hook up your BRAVIA TV or projector to a 5.1 channel surround sound system with a Blu-ray Disc™ player. Or connect to a PLAYSTATION®3 and watch games come to life in glorious HD. In this playground, wonderful things happen all the time.

# A world of wonders



PLAYSTATION®3



Handycam® camcorder



Blu-ray Disc™ player



Cyber-shot digital still camera

Once you have a BRAVIA, you're king of the castle - the whole HD world is yours for the taking. All you need to do is choose which kind of HD is right for you - for the ultimate viewing experience you can go for HD 1080. Take a look at the HD section in the glossary (page 28) to see how HD 1080 compares with your other options. In no time, you'll be on your way to the perfect setup for your very own HD world.



α Digital SLR camera



BRAVIA television

# Size up with BRAVIA

Get a bigger TV – and a whole lot more from your room

**Y**es, you want a bigger TV, but where on earth will you put it? Well, here's the good news: you can upgrade from your 46" HD ready LCD TV to a deliciously larger 52" HD 1080p BRAVIA without moving your sofa back an inch – in fact, you only need 4,5m<sup>2</sup> of floorspace between the larger BRAVIA and yourself for a beautifully clear image.

If you're getting an HD 1080p TV for the first time, you'll be amazed at the difference from your old set. With a 28" CRT or a 37" HD ready set, you needed a 2,1m viewing distance (that's how close you can sit to the screen for perfect fatigue-free viewing). Now you can upscale to a whopping 52" HD 1080p BRAVIA and sit exactly the same distance away – the picture quality is that good.

So go right ahead – gather around your larger BRAVIA screen for a truly immersive cinematic experience right in the heart of your living room.

Moving on up

46" / 117cm  
HD ready LCD



52" / 133cm  
HD 1080p BRAVIA

Upgrade from a 46" screen to a 52" screen for a superior viewing experience

HD 1080p LCD TV	32"	37"	40"	46"	52"
Viewing distance	1,30m	1,50m	1,60m	1,80m	2,10m
Required floorspace	2,0m <sup>2</sup>	2,5m <sup>2</sup>	3,0m <sup>2</sup>	3,5m <sup>2</sup>	4,5m <sup>2</sup>
HD ready LCD TV	32"	37"	40"	46"	52"
Viewing distance	1,80m	2,10m	2,20m	2,60m	2,90m
Required floorspace	2,5m <sup>2</sup>	3,5m <sup>2</sup>	4,0m <sup>2</sup>	5,0m <sup>2</sup>	6,0m <sup>2</sup>





## Little room, bigger view

Even in a mid-sized room, you can swap a 40" HD ready LCD TV for a magnificent 46" BRAVIA and enjoy the intimate HD 1080p detail without getting cross-eyed. In fact, a 46" HD 1080p BRAVIA requires as little as 3.5m<sup>2</sup> of floorspace (the area in front of your TV) which is only about the size of a large cupboard. That means you can sit as little as 1.8m away for a perfect picture! With an HD ready LCD TV, you can't watch anything bigger than a 32" screen from that distance, and with an old CRT TV, the screen would have to be even smaller than 21".

The elegant design of a big-screen BRAVIA enhances any room interior – and the slim design means more of the look without losing the space.

So whether your TV is in the living room, kitchen or bedroom, take that screen up a size for a truly amazing picture.

Upscaling  
with ease

40" / 102cm  
HD ready LCD



46" / 117cm  
HD 1080p BRAVIA

Where there was 40" before, now there is more

# Model behaviour



- TRILUMINOS LED • Motionflow + 100Hz
- BRAVIA ENGINE PRO

HD 1080p LCD Televisions, 40"-70" (X3500), 40"-46" (X3000)

#### Picture quality

LIVE COLOUR CREATION | BRAVIA ENGINE PRO | TRILUMINOS LED backlight (70" model) | 24p True Cinema & Theatre Mode | Motionflow +100Hz technology | x.v.Colour | PhotoTV HD | 178° viewing angle | Dynamic Contrast Ratio of up to 25.000:1 | 10-bit panel technology

#### Sound quality

Voice Zoom | S-Force Front Surround

#### Connectivity

3x HDMI™ connections | PC connectivity | 2x Component | 2x SCART sockets | BRAVIA Theatre Sync | USB Photo Viewer (Hi-Speed USB)

#### Other features

Integrated tuners – MPEG4 AVC HD decoder<sup>1)</sup>, digital terrestrial and digital cable<sup>2)</sup> | Floating design | Optional changeable colour frames (X3000) | Ultra-slim and wall mountable with optional bracket and optional AV rack (40"-52" models)



40"-46" (X3000)



- Unique picture frame design
- Picture Frame Mode • BRAVIA ENGINE 2

HD 1080p 32"-40" and HD ready 26" LCD Televisions

#### Picture quality

LIVE COLOUR CREATION (40" model) | BRAVIA ENGINE 2 | 24p True Cinema & Theatre Mode | x.v.Colour (40" model) | PhotoTV HD (40" model) | Picture Frame Mode | 178° viewing angle | Dynamic Contrast Ratio of up to 33.000:1 | 10-bit panel technology (40" model)

#### Sound quality

Virtual Dolby® Surround | BBE VIVA

#### Connectivity

3x HDMI™ connections | PC connectivity | 1x Component | 2x SCART sockets | BRAVIA Sync | XrossMediaBar™ (XMB™) | USB Photo Viewer (Hi-Speed USB)

#### Other features

Integrated tuners – MPEG4 AVC HD decoder<sup>1)</sup>, digital terrestrial and digital cable<sup>2)</sup> | Picture Frame design with frames in four chic colours | Swivel display (32" and 40" models) | Ultra-slim and wall mountable with optional bracket and optional AV rack

<sup>1)</sup> Sony's HDTV tuner is compliant with DVB-T and DVB-C HD broadcasting specifications currently implemented in several European countries. Please check with your dealer on your country's broadcasting situation.

<sup>2)</sup> With supported operators.



- Picture Frame Mode • BRAVIA ENGINE 2
- LIVE COLOUR CREATION

HD 1080p 32"-52" LCD Televisions

#### Picture quality

LIVE COLOUR CREATION (40"-52" models) | BRAVIA ENGINE 2 | 24p True Cinema & Theatre Mode | x.v.Colour (40"-52" models) | PhotoTV HD (40"-52" models) | Picture Frame Mode | 178° viewing angle | Dynamic Contrast Ratio of up to 33.000:1 | 10-bit panel technology

#### Sound quality

Virtual Dolby® Surround | BBE VIVA

#### Connectivity

3x HDMI™ connections | PC connectivity | 1x Component | 2x SCART sockets | BRAVIA Sync | XrossMediaBar™ (XMB™) | USB Photo Viewer (Hi-Speed USB)

#### Other features

Integrated tuners – MPEG4 AVC HD decoder<sup>1)</sup>, digital terrestrial and digital cable<sup>2)</sup> | Elegant new Draw the Line design | Swivel display | Ultra-slim and wall mountable with optional bracket and optional AV rack



- BRAVIA ENGINE 2 • 24p True Cinema • BRAVIA Sync

HD 1080p 40"-52" and HD ready 26"-37" LCD Televisions

#### Picture quality

BRAVIA ENGINE 2 (40"-52" models) or BRAVIA ENGINE (26"-37" models) | 24p True Cinema (40"-52" models) & Theatre Mode | 178° viewing angle | Dynamic Contrast Ratio of up to 33.000:1

#### Sound quality

Virtual Dolby® Surround | BBE VIVA

#### Connectivity

3x HDMI™ connections | PC connectivity | 1x Component | 2x SCART sockets | BRAVIA Sync (40"-52" models) or BRAVIA Theatre Sync (26"-37" models)

#### Other features

Integrated tuners – digital terrestrial and digital cable<sup>2)</sup> | Elegant new Draw the Line design | Swivel display | Ultra-slim and wall mountable with optional bracket



- BRAVIA ENGINE 2 • Picture Frame Mode
- Integrated MPEG4 AVC HD decoder<sup>1)</sup>

HD ready 26"-37" LCD Televisions

#### Picture quality

BRAVIA ENGINE 2 | 24p True Cinema & Theatre Mode | Picture Frame Mode | 178° viewing angle | Dynamic Contrast Ratio of up to 33.000:1

#### Sound quality

Virtual Dolby® Surround | BBE VIVA

#### Connectivity

3x HDMI™ connections | PC connectivity | 1x Component | 2x SCART sockets | BRAVIA Sync | XrossMediaBar™ (XMB™) | USB Photo Viewer (Hi-Speed USB)

#### Other features

Integrated tuners – MPEG4 AVC HD decoder<sup>1)</sup>, digital terrestrial and digital cable<sup>2)</sup> | Elegant new Draw the Line design | Swivel display | Ultra-slim and wall mountable with optional bracket



Think you know the new colour like.no.other™ TV ad? OK then, what colour is the bunny that starts it all? Yellow? Green? Blue? ...



- LIVE COLOUR CREATION • BRAVIA ENGINE
- BRAVIA Theatre Sync

HD ready 20"-40" LCD Televisions

#### Picture quality

LIVE COLOUR CREATION (32"-40" models) | BRAVIA ENGINE | Theatre Mode | 178° viewing angle (32"-40" models) | Dynamic Contrast Ratio of up to 8000:1

#### Sound quality

Virtual Dolby® Surround | BBE VIVA

#### Connectivity

Up to 3x HDMI™ connections | PC connectivity | 1x Component | 2x SCART sockets | BRAVIA Theatre Sync

#### Other features

Integrated tuners – digital terrestrial and digital cable<sup>2)</sup> (32"-40" models) | 7 beautiful colour variations (20" model) | Ultra-slim and wall mountable with optional bracket



- LIVE COLOUR CREATION • Up to 3 HDMI™ connections • S-Force Front Surround

HD1080p 40"-46" Televisions

#### Picture quality

LIVE COLOUR CREATION | BRAVIA ENGINE | 24p True Cinema & Theatre Mode | PhotoTV HD | 178° viewing angle | Dynamic Contrast Ratio of 16.000:1

#### Sound quality

S-Force Front Surround

#### Connectivity

Up to 3x HDMI™ connections | PC connectivity | 1x Component | 2x SCART sockets | BRAVIA Theatre Sync

#### Other features

Integrated tuners – digital terrestrial and digital cable<sup>2)</sup> | Ultra-slim and wall mountable with optional bracket and optional TV (floor) stand

# More model TVs, and projectors too



- BRAVIA ENGINE 2 • 24p True Cinema
- Swivel display

## HD 1080p 40" and HD ready 26"-37" LCD Televisions

### Picture quality

BRAVIA ENGINE 2 (40" model) or BRAVIA ENGINE (26"-37" models) | 24p True Cinema (40" model) & Theatre Mode | 178° viewing angle | Dynamic Contrast Ratio of up to 33.000:1

### Sound quality

Virtual Dolby® Surround | BBE VIVA

### Connectivity

3x HDMI™ connections | PC connectivity | 1x Component | 2x SCART sockets | BRAVIA Sync (40" model) or BRAVIA Theatre Sync (26"-37" models)

### Other features

Integrated tuners – digital terrestrial and digital cable<sup>1)</sup> | Elegant new Draw the Line design | Swivel display | Ultra-slim and wall mountable with optional bracket



- BRAVIA ENGINE • Up to 2 HDMI™ connections
- Integrated digital tuner

## HD ready 20"-26" LCD Televisions

### Picture quality

BRAVIA ENGINE | Theatre Mode | Dynamic Contrast Ratio of up to 6.000:1

### Sound quality

Virtual Dolby® Surround | BBE VIVA

### Connectivity

Up to 2x HDMI™ connections | PC connectivity | 1x Component | 2x SCART sockets | BRAVIA Theatre Sync

### Other features

Integrated digital terrestrial tuner | Two new colours (Pearly White and Glossy Mocha) | Ergonomic grip hole for portability



- BRAVIA ENGINE 2 • BRAVIA Sync
- 24p True Cinema

## HD 1080p 40" and HD ready 26"-37" LCD Televisions

### Picture quality

BRAVIA ENGINE 2 (40" model) or BRAVIA ENGINE (26"-37" models) | 24p True Cinema (40" model) & Theatre Mode | 178° viewing angle | Dynamic Contrast Ratio of up to 33.000:1

### Sound quality

Virtual Dolby® Surround | BBE VIVA

### Connectivity

3x HDMI™ connections | PC connectivity | 1x Component | 2x SCART sockets | BRAVIA Sync (40" model) or BRAVIA Theatre Sync (26"-37" models)

### Other features

Integrated tuners – digital terrestrial and digital cable<sup>1)</sup> | Elegant new Draw the Line design | Ultra-slim and wall mountable with optional bracket



... Stumped on that bunny riddle? Enjoy watching the BRAVIA bunnies invade New York all over again at <http://bravia.sony.eu>.



## VPL-VW60

### Award-winning HD1080p SXRD™ Home Theatre Projector

#### Picture quality

Three new SXRD™ panels by Sony | Contrast Ratio of up to 35.000:1 | Advanced Iris 2 | BRAVIA ENGINE | ARC-F lens | 200W Ultra High Pressure lamp | Real Colour Processing | Anamorphic zoom mode

#### Connectivity

2x HDMI™ 1080p / 24p connections | 1x Component | 1x 15-pin D-sub (PC) | 1x Composite Video | 1x S-Video | 1x RS-232C | 12-volt trigger output | BRAVIA Theatre Sync

#### Other features

Ultra-low fan noise of 22dB | Screen size freedom up to 300" / 7,6m | Panel alignment function | Image Director 3 | Illuminated remote control | Ceiling mountable with optional bracket



## VPL-VW200

### HD1080p SXRD™ Home Theatre Projector with Pure Xenon lamp and Carl Zeiss Vario-Tessar lens

#### Picture quality

Three new SXRD™ panels by Sony | Motionflow Dark Frame Insertion | Contrast Ratio of up to 35.000:1 | Advanced Iris 2 | BRAVIA ENGINE PRO | Carl Zeiss Vario-Tessar lens | 400W Pure Xenon lamp | x.v.Colour | Real Colour Processing

#### Connectivity

2x HDMI™ 1080p / 24p connections | 1x Component | 1x 15-pin D-sub (PC) | 1x Composite Video | 1x S-Video | 1x RS-232C | 1x RJ45 | 12-volt trigger output | BRAVIA Theatre Sync

#### Other features

Ultra-low fan noise of 22dB | Screen size freedom up to 300" / 7,6m | Panel alignment function | Image Director 3 | Illuminated remote control | Ceiling mountable with optional bracket



- BRAVIA ENGINE • Virtual Dolby® Surround
- Integrated digital tuner

## HD ready LCD Televisions, 26"-40" (P3000), 26"-37" (U3000)

### Picture quality

BRAVIA ENGINE (P Series) | Theatre Mode | 178° viewing angle (P / U Series 32"-40" models) | Dynamic Contrast Ratio of up to 8000:1

### Sound quality

Virtual Dolby® Surround | BBE VIVA

### Connectivity

2x HDMI™ connections | PC connectivity | 1x Component | 2x SCART sockets | BRAVIA Theatre Sync

### Other features

Integrated digital terrestrial tuner | Ultra-slim and wall mountable with optional bracket



## VPL-VW40

### HD 1080p SXRD™ Home Theatre Projector, ideal for entry into an HD world

#### Picture quality

Three new SXRD™ panels by Sony | Contrast Ratio of up to 15.000:1 | Advanced Iris 2 | BRAVIA ENGINE | ARC-F lens | 200W Ultra High Pressure lamp | Real Colour Processing

#### Connectivity

2x HDMI™ 1080p / 24p connections | 1x Component | 1x 15-pin D-sub (PC) | 1x Composite Video | 1x S-Video | 1x RS-232C | 12-volt trigger output

#### Other features

Ultra-low fan noise of 22dB | Screen size freedom up to 300" / 7,6m | Image Director 3 | Illuminated remote control | Ceiling mountable with optional bracket

Look for these logos in the store



# Behind the screens

Your guide to all BRAVIA technology

## 10-BIT PANEL TECHNOLOGY

A BRAVIA 10-bit panel displays nearly a third more colours (than an 8-bit panel), giving you beautifully smooth transitions between dark and light shades.

## 12-VOLT TRIGGER OUTPUT

Connect a 12-volt trigger cable to your VW Series projector and it'll automatically lower your powered screen when you turn it on.

## 15-PIN D-SUB (PC)

This connection lets you run films and display photos on your projector directly from a PC.

## 178° VIEWING ANGLE

This ultra-wide viewing angle means you can view your television screen from almost anywhere in the room, without having to put up with a reduction in the colour, contrast or brightness of the image.

## 24P TRUE CINEMA

For cinema lovers. 24p means 24 frames per second - the format used to shoot most major films today. A TV without 24p True Cinema can't handle that format, and has to adapt and distort it by speeding up the film slightly. A BRAVIA with 24p True Cinema doesn't have to change anything at all (as long as it's hooked up to the player via an HDMI™ or Component cable).

A

## ANSI LUMENS

This is a measurement of the light put out by a projector. All projectors featured in this brochure have at least 600 ANSI lumens - plenty for the average living room.

## ADVANCED IRIS

A slightly less refined version of Advanced Iris 2 (below), without the Manual Mode.

## ADVANCED IRIS 2

This feature is designed to improve the contrast on your projector screen. It gives you a choice of two Auto modes, plus a Manual mode. Auto 1 mode is best for brighter content, like sports or games. Auto 2 brings out the details when there's less light, for example in dark feature films. Manual mode lets you adjust the contrast yourself according to your individual taste.

## ARC-F LENS

The All Range Crisp Focus lens improves focus right across your projector screen, even in the corners. That gives you the clear, detailed picture quality you'd normally only find in a public cinema.

## AV RACK

Our optional AV rack is designed to show off your TV and provide additional shelving for your other home cinema devices. The television is held tidily in place above the shelves by screws, so there's no need for a table-top stand.

B

## BBE DIGITAL

This sound-enhancing technology balances all the different audio frequencies coming out of your TV so that the whole range, including those tricky high frequencies, sounds natural and complete.

## BBE VIVA

This audio feature fine-tunes TV sound quality to give it a more dynamic, three-dimensional feel. It's especially good for picking out the dialogue in films.

## BLU-RAY DISC™ (PLAYER)

With at least five times the capacity of a DVD, the Blu-ray Disc™ can store content in the superior quality of HD 1080p. That means Sony's range of Blu-ray Disc™ players can play back HD discs that an old DVD player just can't handle. See also, PlayStation®.

## BRACKET

For all wall mountable BRAVIA TVs, Sony offers an optional bracket, allowing you to mount your TV on the wall or ceiling, and in some cases also rotate or tilt your TV to suit the room.

Optional brackets are available for each BRAVIA projector too - for mounting them out of the way on the ceiling.

## BRAVIA

Best Resolution Audio Visual Integrated Architecture: the brand name for Sony's TVs and projectors. You can see why we shortened it, can't you?

## BRAVIA ENGINE

You haven't watched TV until you've watched with BRAVIA ENGINE. This unique technology digitally enhances the picture to give you cleaner images, higher contrast, better colours and smoother motion sequences.

## BRAVIA ENGINE 2

The next level of image processing. It builds on the innovative technologies of BRAVIA ENGINE by adding four new image processing stages and full digital signal processing.

## BRAVIA ENGINE PRO

The highest level of BRAVIA ENGINE picture enhancement. It gives you unparalleled picture quality and even enhances the actual High Definition signals.

## BRAVIA SYNC

This new and improved version of BRAVIA Theatre Sync (see below) brings the menu of a handheld device (think Handycam® camcorder), directly to your TV screen. All you have to do is press the new 'Sync Menu' button on your remote.

## BRAVIA THEATRE SYNC

Pressing the 'Theatre' button on your remote instantly adjusts all the devices that make up your home entertainment system to ideal settings for films with a great surround sound experience.

(Both BRAVIA Sync and BRAVIA Theatre Sync depend on your system being connected via HDMI™ with CEC.)

C

## CARL ZEISS VARIO-TESSAR LENS

An extraordinary quality of lens used in the VW200 projector to give the projected images exceptional clarity and detail.

## CINEMA MODE

Cinema mode is a picture setting for watching movies that makes sure every detail in the film is played back just as the director intended.

## COMPONENT

This is a 3-jack connection that splits the video signal into three parts, one for brightness and two for colour. The extra colour information it carries results in a more detailed and textured picture.

## COMPOSITE VIDEO

A video connection that doesn't differentiate between brightness and colour, but instead combines them in a single transmission.

## CONTRAST RATIO

Confused by all the different contrast ratios out there? All anyone really needs to know is this: the higher the contrast ratio number, the better the contrast in your picture. But don't compare "on-screen" with "dynamic" - those are two different things. See also, dynamic contrast ratio.

## CYBER-SHOT

Sony's range of compact digital cameras - practical, beautiful and packed with amazing technology. Take a look at page 16 and find out more about the HD side of this great device.

D

## α DIGITAL SLR

A top-shelf digital camera by Sony that features all the high-quality technology you need to capture your best-looking, most creative images yet. See how it fits into your HD world on page 18.

## DRAW THE LINE DESIGN

One of our latest design concepts - accentuating the sophistication of a BRAVIA with a single horizontal line that lifts your gaze into the picture-perfect world on the screen.

## DYNAMIC CONTRAST RATIO

A measure of the darkest and brightest colours a TV can produce, also taking changes in backlight brightness into account. See also, contrast ratio.

F

## FLOATING DESIGN

The design concept featured on our elegant X Series televisions. With a translucent edge, the screen seems to hover lightly above the surface it rests on, creating a magical window into a world of colour and detail.

## FRAME

The outer frame of the BRAVIA X3000 Series can be exchanged for one in a different, equally gorgeous colour. Not to be confused with frames per second!

G

## GRAPHICAL INTERFACE

An on-screen menu that uses graphical icons to provide easy guidance - so you know exactly what you're doing the first time you try! See also, XrossMediaBar™.

## GRIP HOLE

The handy handle on the back of the B40X0. It's for easy carrying. Go ahead and set up your evening's entertainment anywhere you please!

E

Sony's groundbreaking and imaginative 'eco thinking' touches every part of our business. From the design and materials used to create our products through to the manufacturing and recycling processes employed to develop them, Sony is continually striving to reduce the environmental impact of consumer electronics on our planet.

This environmentally responsible approach can broadly be divided into three areas: Product, Process and Planet.

You can find more facts, figures and forward-thinking initiatives on our website: [www.sony.eu/eco](http://www.sony.eu/eco)



PRODUCT



PROCESS



PLANET

**H****HANDYCAM®**

Sony's ever-popular version of the camcorder, with every feature you need for terrific home movie-making. You'll find more HD products like this on page 18.

**HD 1080 / 24P SUPPORT**

An HD ready TV plays back HD 1080 / 24p content by scaling down the picture to HD ready resolution. If an HD ready BRAVIA has HD 1080 / 24p support, the scaled-down picture will be all the smoother.

**(MPEG4 AVC) HD DECODER<sup>1)</sup>**

a.k.a. integrated High Definition TV free-to-air digital tuner (see full entry right).

**HDMI™**

The High Definition Multimedia Interface is the new digital version of the good old analogue SCART connection. SCART doesn't work with HD. HDMI™ does. Just one HDMI™ cable can hook up virtually any HD device to your BRAVIA.

**HDMI™ CONNECTION**

The HDMI™ connection (found either on the side or the back of your BRAVIA) is where the all-important HDMI™ cable gets plugged in.

**HDMI™ WITH CEC**

CEC stands for Consumer Electronics Control and, as the name implies, it gives you one-button control over a whole bunch of products when you hook them up in a home cinema system. See also, BRAVIA Sync and BRAVIA Theatre Sync.

**HIGH DEFINITION**

HD is the new picture format that's known for its incredible resolution. Better resolution makes outstanding visual clarity and detail possible, and HD even improves the quality and crispness of the sound.

**HD ready**

An HD ready TV has a screen resolution of at least 720 lines, which is already twice that of the old Standard Definition TVs. This is the least you need to enjoy the superior High Definition experience.

**HD 1080i**

This is also HD ready, but in a format that is fully five times as good as Standard Definition TV. Even so, this still isn't the best you can get – HD 1080p is (see below).

**HD 1080p**

This format, also classed as HD ready, is the absolute best you can get for your home, with an even smoother picture than the 1080i. It doesn't get any clearer than this!

**I****IMAGE DIRECTOR 3**

This is a computer programme on the supplied CD-ROM that allows you to fine-tune the gamma settings on your VW Series BRAVIA projector.

**INTEGRATED DIGITAL TERRESTRIAL TUNER (DVB-T)**

All BRAVIA televisions come with a built-in digital tuner so you can watch digital programmes without having to buy an extra set-top box (of course they can show analogue programmes as well).

**INTEGRATED DIGITAL CABLE TUNER<sup>2)</sup> (DVB-C)**

This tuner offers the same advantages as a digital terrestrial tuner (above), but for cable TV. Country specifications for digital cable tuners vary, so please be sure to check with your local operator or broadcaster to see if this tuner will work for you.

**INTEGRATED MPEG4 AVC HD DECODER (TERRESTRIAL AND CABLE)<sup>1)</sup>**

This works like an HDTV tuner, allowing you to experience the full quality of programmes broadcast in High Definition (and Standard Definition too), with no need for an additional set-top box for free-to-air HD terrestrial and cable broadcasts.

**K****KEYSTONE CORRECTION**

'Keystoneing' is a form of image distortion that makes a projected image appear in a non-rectangular shape if the projector is slightly tilted. True to its name, Keystone Correction counters this effect.

**L****LCD**

The Liquid Crystal Display is what gives a BRAVIA TV screen its amazing capacity for colour and clarity, while keeping it nice and slim.

**LENS SHIFT**

With Lens Shift, you can adjust the position of the picture up and down and side to side, until you've got it just right.

**LIVE COLOUR CREATION**

This exclusive backlight technology broadens the spectrum of colours displayed on your television by 30%.

**M****MOTIONFLOW +100HZ**

Keeps the picture silky smooth even in fast-moving action scenes, games and sports. It works by showing more pictures every second (100 instead of 50), which smoothes moving images dramatically. It even brings fast-moving objects into sharper focus too.

**MOTIONFLOW DARK FRAME INSERTION**

The projector version of Motionflow +100Hz, the extra frames this feature inserts are dark, so the picture is smoother and more 'cinema-like' and the contrast is improved.

**P****PANEL ALIGNMENT FUNCTION**

The panel alignment feature on a BRAVIA projector enables you to correct any blemish, no matter how small, by re-aligning the projector's three panels. With adjustments accurate to one tenth of a pixel, this precision tool ensures the picture stays perfect, even on a huge screen.

**PHOTOTV HD**

A feature that enhances digital photos, so your shots appear with optimised colour, contrast and clarity on your television screen.

**PICTURE FRAME DESIGN**

This graceful new look is the perfect outline for any picture. Smooth, sleek and unobtrusive, it adorns E4000 Series televisions with a choice of four colours. Find out more about it on page 4.

**PICTURE FRAME MODE**

The E4000, W4000 and V4500 series offer a range of pre-installed images as attractive alternatives to the blank screen you get when you're not watching TV. You can even display your personal photos for a private gallery experience.

**PIXEL**

This stands for 'picture element'. It's the tiniest unit of colour, making up a small part of the whole image displayed on your TV screen.

**PlayStation®**

This range of products let you enter a world of gaming in HD quality. The PLAYSTATION®3 even comes with a High Definition Blu-ray Disc™ player built-in.

**PURE XENON LAMP**

You'll find this lamp in the VW200 HD 1080p home theatre projector, where it plays a more role in producing natural colours that match the spectrum of sunlight.

**R****REAL COLOUR PROCESSING**

RCP 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 on its stem, or bring out the blue in someone's eyes without changing the colour of their shirt.

**RESOLUTION**

The number of pixels displayed on the screen. The higher this number, the better the picture, as each pixel adds an element of detail to the image you see.

**RJ45**

This is an incredibly useful port that allows you to set up the projector from your PC quickly and easily. You can also make changes and adjustments to your menus from a computer, even if the PC's in another room.

**RS-232C**

This connection lets you monitor your projector directly from a PC and also check the status of the projector's lamp.

**S****SCART SOCKET**

A SCART socket is the most common method of connecting audiovisual equipment. This type of port makes the connection of video devices much simpler, by providing you with one plug that contains all the necessary signals.

**SCREEN-DOOR EFFECT**

This is the distortion you often get in poor quality projectors, where the image seems broken up by thin lines. Thanks to Sony's SXRD™ panels (see below), this distortion is replaced by smoothness and fluidity.

**S-FORCE FRONT SURROUND**

The two speakers built into your BRAVIA TV use this technology to tease your ears into hearing the sound from all sides, just like in the cinema.

**SPIRIT LEVEL**

Also known as a bubble level. Use one of these to make sure your BRAVIA TV is level when you mount it on the wall.

**S-VIDEO**

This is a 4-pin connector that enhances the clarity of an image by separating the chrominance and luminance in any one video signal during transmission.

**SWIVEL DISPLAY**

A joint in the base of the TV gives the screen unique flexibility of movement, allowing you more choice about where to sit.

**SXRD™**

SXRD™ is the breakthrough panel technology used in the VW Series of BRAVIA projectors. Delivering 6.2 million pixels, three of these panels give the projected image seamless quality and the incredible response time makes any on-screen motion fluid and precise.

**T****TABLE-TOP STAND**

This is the matching 'foot' you see supporting some BRAVIA TVs. See also, AV rack.

**THEATRE MODE**

If your BRAVIA has Theatre Mode, you'll enjoy enhanced cinema-quality smoothness with the authentic feel of original studio settings. One push of the Theatre button on your BRAVIA TV remote turns on Cinema Mode and also activates BRAVIA Theatre Sync. See also, BRAVIA Sync, BRAVIA Theatre Sync and Cinema Mode.

**THROWING DISTANCE**

This is the measure of how far a projector can 'throw' or project its picture. It determines the distance you should place your projector from the wall or screen where the image is displayed.

**TRILUMINOS LED BACKLIGHT**

This high-end technology uses red, green and blue LEDs instead of lots of white LEDs like lesser LED backlights do. Coloured LEDs enhance the richness and subtle textures of the colours on the screen for a more lifelike viewing experience.

**U****USB PHOTO VIEWER (HI-SPEED USB)**

With this clever feature, you can access photos from different sources like your Cyber-shot or a USB stick, and enjoy them close-up on the big screen.

**V****VAIO**

Top-of-the-line notebooks by Sony that offer you a multitude of entertainment options in an innovative and sleek design. See how it plugs into your HD world with a single cable on page 18.

**VIEWING DISTANCE**

Indicated in-store by a sticker, this is just how close you can sit to your screen without ruining your eyes. Sit at this distance and the image appears the picture of perfection. Thanks to the high resolution of a BRAVIA, you'll be amazed at how low the viewing distance is in relation to the scale of your screen.

**VIRTUAL DOLBY® SURROUND**

A nifty audio technology built into your BRAVIA TV that simulates the effect of a full surround-sound system, minus all the bulky speakers.

**VOICE ZOOM**

Very useful, Voice Zoom allows you to turn the dialogue up or down without altering the volume of the other background sounds.

**W****WATCHING DISTANCE**

See, viewing distance (above).

**X****XROSSMEDIABAR (XMB™)**

An award-winning graphical interface that lets you browse and select TV channels, settings and devices in a totally new and engaging way. See also, graphical interface.

**X.V.COLOUR**

The advantage of x.v.Colour over the more common sRGB technology is the much wider colour space (nearly twice as wide). The extra width gives you an image that mimics superbly the colours you experience in real life. If Handycam® footage has been recorded in enhanced x.v.Colour, a BRAVIA with this feature can reproduce that amazing width of colour on-screen.

# SONY

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