

<http://www.pocket-lint.com/news/12531/sony-bravia-vpl-vw40-hd-projector>

Sony launches BRAVIA Full HD VPL-VW40 home theatre projector

1080p Full HD, 24p and 15,000:1 contrast ratio

by Amy-Mae Elliott published on 30 January 2008

Sony has launched the VPL-VW40 home theatre projector that is capable of 1080p Full HD and uses Sony SXRD technology to "re-create the original cinematic viewing experience as closely as possible at home".

Thanks to the BRAVIA ENGINE (a custom designed processor) Sony says each frame is digitally enhanced, noise is reduced, while colours and details are "vibrant".

The Sony SXRD (Silicon X-tal Reflective Display) panel technology, originally developed for cinema projection systems, delivers the full 1920 x 1080 resolution. The projector boasts a 2.5ms response time means and contrast ratios of up to 15,000:1.

Compatibility-wise, the VPL-VW40 has 24p True Cinema, the ability to handle a 1080/24p input via HDMI (there are two connectors), such as from a Blu-ray players or the PS3.

Other benefits include 22dB sound levels during operation, horizontal and vertical lens adjustment for easy set up and a back-lit, and easy to use keypad.

Availability and pricing is to be confirmed, but Sony are describing this as at the more affordable end of the market.

