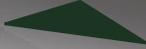
A close-up photograph of the Sony VPL-HW50ES projector. The image shows the front lens assembly on the right, which is a large, multi-element lens with a greenish tint. To the left of the lens, there is a control panel with a small dial and two buttons labeled "AMP/COVER" and "ON/STANDBY". The projector's body is a light grey or off-white color. The background is a plain, light color.

SONY

VPL HW50ES

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



SONY VPL-HW50ES
\$3,9995
FINISH: Ivory or Charcoal

SONY

VPL 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



A close-up photograph of the Sony VPL-HW50ES projector. The lens is the central focus, showing its multi-element structure with a greenish tint. Above the lens, the control panel features a small dial on the left, a 'LAMP/COVER' indicator light, and a 'ON/STANDBY' indicator light on the right. The 'SONY' logo is visible at the top center of the panel. The projector's body is dark grey or black with a textured finish.

SONY

SONY

VPL-HW50ES

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

SONY VPL-HW50ES

Forget that the projector is even in the room. Due to the VPL-HW50ES advanced air system, Sony's whisper-quiet 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

VPL HW50ES



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

TECHNOLOGY: 3 PANEL LCOS (SXR)

NATIVE RESOLUTION: 1080P (1920x1080)

BRIGHTNESS: MANUFACTURER CLAIM: 1700 LUMENS; MEASURED 992 LUMENS CALIBRATED, 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	0
HD READY	YES
FULL HD	YES

WEIGHT: 28.7 1LBS. (12.8 KG)

WARRANTY: 3 YEAR PARTS AND LABOR