

Bulletin

DATE: AUGUST 1, 2014 **14-0195**
TO: PROFESSIONAL A/V DISTRIBUTORS
FROM: WALLY MOHRI, SANDER PHIPPS
SUBJECT: INTRODUCTION OF VPL-FHZ700L
TYPE: INTRODUCTION

INTRODUCING 7,000lm 3LCD LASER LIGHT SOURCE PROJECTOR

Sony is pleased to announce the introduction of VPL-FHZ700L installation projector. This projector is the latest projector to feature Sony's Laser phosphor lamp-less technology. The VPL-FHZ700L is Sony's next generation lamp-less projector using 3LCD imaging technology to achieve 7,000 lumens of color light output at WUXGA resolution (1920 x 1200). It delivers a range of capabilities which eliminates many of the issues associated with conventional lamp-based projection.

The projector packs all the benefits of vivid color 3LCD, long life Laser Light Source and Advanced Integration features.

Combining blue laser, phosphor and 3LCD optical system, the projector delivers full-time, vibrant RGB color in unrivaled WUXGA 7,000 lumens Color Light Output performance. Thanks to the brand new optical system and filter design, the projector offers virtually maintenance-free operation for up to 20,000 hours. Advanced integration features include; 6 seconds Quick Power On/Off feature, Installation tilt angle free design, up to wide range V : +/-113% H : +/-63% lens shift range, Built-in edge blending and geometric correction features. Additional laser light source control includes; Constant brightness mode which when activated maintains the light output throughout the expected life by driving the projector at reduced output. Also an Extended Brightness mode, when activated, reduces brightness further thereby extending light source life up to 87,000 hours with only air filter changes needed.

The VPL-FHZ700L is a break through installation projector which is a great fit for education, commercial, public venue and houses of worship applications where conventional lamp projectors had limitations. It also contributes to reducing Total Cost of Ownership by eliminating the need to replace lamps.

VPL-FHZ700L

Product Name	Description	Body Color	Planned Availability
VPL-FHZ700L/W	7000 Lm WUXGA Laser Light Source Projector	White	Sep/2014
VPL-FHZ700L/B		Black	Sep/2014

The VPL-FHZ700L series will be part of the 2014 UXL Reseller program. Please refer to the bulletin number 14-0010 for more details on the program and pricings.

PRODUCT INTRODUCTION

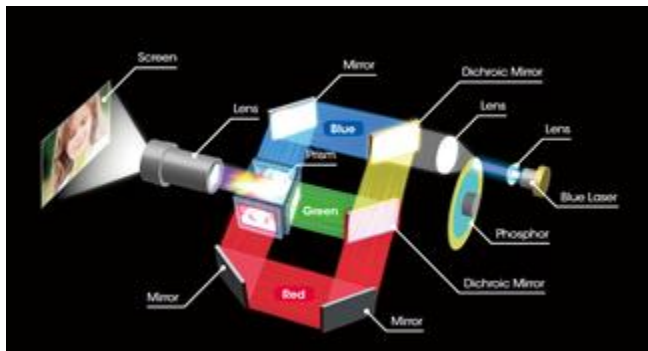


VPL-FHZ700L/W
(WHITE CABINET)

VPL-FHZ700L/B
(BLACK CABINET)

SUPERB PICTURE QUALITY

- High Brightness and Vivid color reproduced by Laser Light Source and 3LCD System
- Combining a laser light source with a 3LCD optical system, the VPL-FHZ700L generates a powerful 7,000 lumens Color Light Output, at 1920 x 1200 high resolutions. The projector's light engine uses blue laser as its light source, which excites a phosphorous material that in turn, creates full spectrum light. The light is delivered to 3LCD optical system which results in constant, vibrant RGB color

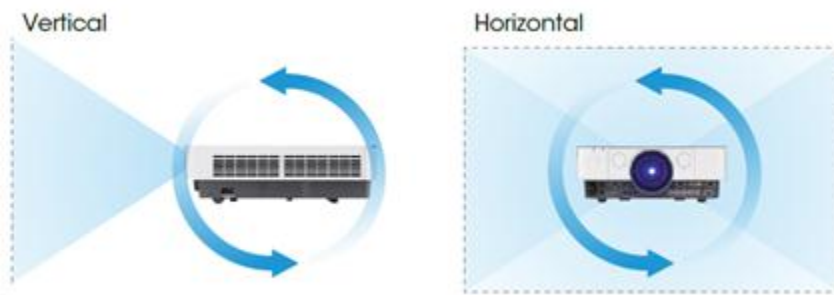


ADVANCED INSTALLATION AND INTEGRATION CAPABILITY

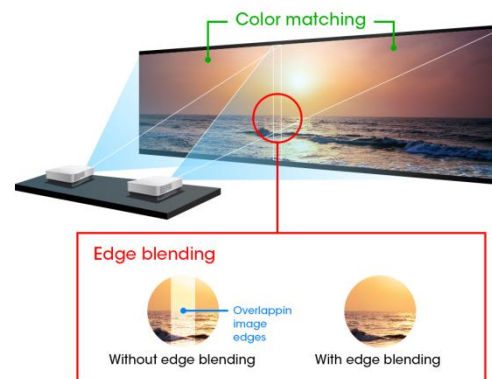
Flexible Lens Options - With 7 option lenses choices the VPL-FHZ700L and as much as 113 % vertical and 63% horizontal lens shift the VPL-FHZ700L offers incredible flexibility to solve installation challenges

Installation Options - A currently planned BKM-PJ10 HDBaseT™ adaptor will allow the VPL-FHZ700L to be integrated directly into an HDBaseT environment. HDBaseT is a multi-signal transmission system via a single Cat5e/6 cable that simplifies projector installation. With HDBaseT connectivity, the VPL-FHZ700L will be able to interface with other HDBaseT certified equipment, and receive video, control and Ethernet signals, all over single cable. Pricing and availability for the BKM-PJ10 will be announced soon. Also a SMPTE 424M HDSDI interface card is planned to be available later this year

- **Tilt Angle Free** - Thanks to the laser light source and VPL-FHZ700L's unique cooling design, the projector can be mounted at any angle. This is extremely useful for museums, digital signage or any other eye-catching applications.



- **Advanced Geometric Correction** - When the image is geometrically distorted due to offset projection angle or curved projection surface, users can pick each corners and/or sides of the image and geometrically adjust it, so the picture will be rectangle. This feature cannot be used together with the edge blending feature.
- **Edge Blending / Color Matching**- The built-in feature enable the installation of multiple projectors to create one large seamless and uniformed image.



- **Near Instantaneous Power On:** The VPL-FHZ700 only requires 6 seconds for the brightness to ramp up after turning on. There is also a “quick reboot” mode available which allows users to reboot the projector in just 1 second, during user preset time of 10 minutes or 30 minutes after turning off the projector. This is a useful feature for schools where they have presentation intervals between classes.

- **Crestron RoomView Connected™** - The VPL-FHZ700 series is compatible with Crestron RoomView Connected™ control and management system.
- **Blend-in Design** - With its connector panel located on the front, creating a flat surface on top and back, the projectors are designed to blend in visually. Now having two color options, white and black, the projectors will become the great fit for both white, bright room environment or dark, low light spaces (i.e.; museum, sanctuary, live stages, etc.).
- **Picture by Picture:** This feature allows 2 inputs to be displayed in equally sized images on the screen at one time. Ideal for VTC and other multi source applications.

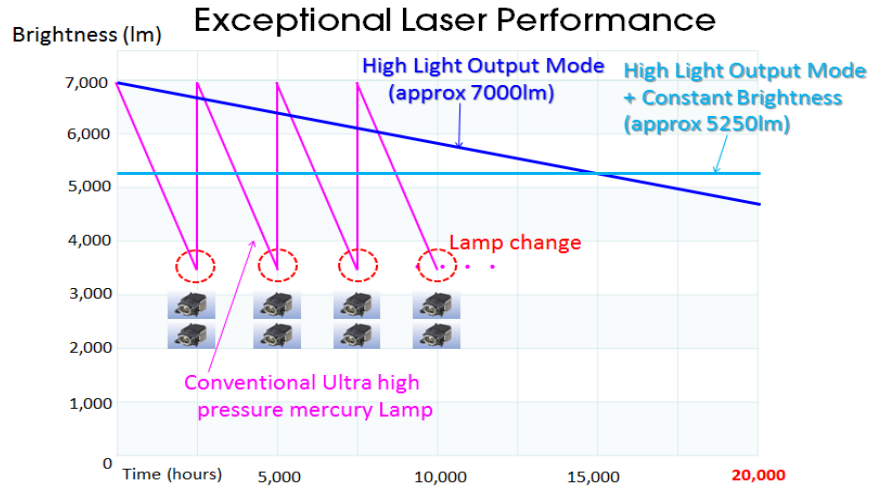
Lower TCO and Energy Efficiency

- **Up to 20,000h* Maintenance Free design** - Thanks to the laser light source, long life LCD panel, and advanced filter system, the VPL-FHZ700L offers 20,000 hours operation without maintenance or replacement. Additionally, a range of energy-saving features reduce total lifetime ownership costs compared to conventional UHP projectors.
* Actual hours may vary depending on usage environment
- **Selectable Light Output Modes and Laser Performance Expectancy** - The VPL-FHZ700L offers several user-selectable light output modes and energy saving features, to maximize the benefit of the unique optical system.

- Base Brightness Settings
- High mode : A mode which outputs 7,000 lumens
 - Standard mode : A mode which outputs 5,600 lumens with less power consumption than High mode
 - Auto mode: This varies brightness according to the needs of each scene, going darker when the picture goes darker, for example. The system dynamically adjusts color balance to maintain picture quality.
 - Custom mode : This allows users to set the brightness level as preferred, with a maximum light output of 7,000 lumens

- Advanced Brightness Settings
- Constant brightness mode: Available when light output mode is set to High mode or Standard mode. This maintains the light output throughout the expected life by driving the projector at reduced output. It is suitable for applications where visual consistency is required, whether in digital signage or museums or even classrooms.
 - Auto light dimming: In the event the projector detects static signal input for 10 seconds, the light output gradually reduces by approximately 15%. Then, after user preset time of 5, 10, 15 or 20 minutes with the static signal kept fed, second stage of light dimming kicks in and reduces light output down to 5% of the original brightness. This is a recommended setting to save power consumption and extend laser light source performance.
 - Extended brightness mode: Available when light output is set to High mode. This maintains a lower brightness output for extended operation with only periodic air filter maintenance.

➤ Laser Light Source Performance Expectancy



****For general comparative purposes only. Actual lamp life varies depending on actual usage conditions.**

Specifications

Model		VPL-FHZ700L
Light Output / Color Light Output (light output mode : high/standard/extended)		7000 / 5600/3000 lumens
LCD Panels		0.95" TFT BrightEra LCD Panel 6,912,000 (1920x1200x3) pixels
Panel Display Resolution		WUXGA 1920 x 1200 Pixels
Contrast Ratio		8,000:1 (Full white/full black)
Light Source		Laser diode
Light Source Life		Up to 20,000 hours* ¹
Screen Size		40 to 600 inches (viewable area, measured diagonally)
Interface		
Computer and Video Input/Output	Analog RGB/Y Pb Pr	5 BNC, Audio: Stereo mini jack
	Analog RGB	D-sub 15-pin, Audio: Stereo mini jack (shared with DVI-D)
	DVI-D	DVI-D (HDCP Support), Audio: Stereo mini jack (shared with Analog RGB)
	Digital RGB/Y Pb Pr, Digital Audio	HDMI (HDCP Support)
	VIDEO IN	Pin Jack, Audio : Pin jack (x2) (shared with S VIDEO IN)
	S VIDEO IN	Mini DIN 4-pin, Audio : Pin jack (x2) (shared with VIDEO IN)
	HDS/HDBaseT(option)	Option Slot
	Monitor OUT	Analog RGB: HD D-sub 15-pin (female)
Controls	RS-232C	D-sub 9 pin (female)
	LAN	RJ45, 10BASE-T/100BASE-TX
General		
Scanning Frequency		H : 14 kHz to 93 kHz, V : 47 Hz to 93 Hz
Display Resolution	Computer Signal Input	Maximum display resolution : 1920 x 1200 dots
	Video Signal Input	NTSC, PAL, SECAM, 480/60i, 576/50i, 480/60p, 576/50p, 720/60p, 720/50p, 1080/60i, 1080/50i, 1080/60p, 1080/50p, 1080/24p
Dimensions (WxHxD) (without protrusion)		W 15 11/32 x H 5 9/32 x D 19 3/16 inches
Mass		25 lb
Supplied Accessories		RM-PJ27 Remote Commander (1), Size AA (R6) batteries (2), AC Power Cord (1), Quick Reference Manual (1), Operating Instructions (CD-ROM) (1)

*¹ The figures are expected life, not guaranteed. Performance will vary based on operating environment and use

This Data Projector is classified as a CLASS 3 LASER PRODUCT. (Laser radiation IEC60825-1:2007)
Features and specifications are subject to change without notice.

Please contact your local Account Manager for further information.

Good Selling!

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