

Sony VPL-HW50ES Adapts “Reality Creation”

Written by Bob Snyder
01. 10. 2012



At IFA Berlin, Sony announced its Full HD 3D home projector, the **VPL-HW50ES**.

The Sony VPL-HW50ES includes an adapted version of Sony’s **Reality Creation** developed for their VPL-VW1000ES Sony 4K home cinema projector. Digital Reality Creation technology employs an originally developed digital signal processing algorithm to restore any information lost when packaging from original content to disc, recreating high quality, colour-rich, full HD images.

A 1700lm brightness has been achieved by improving the light efficiency of the lamp and optimising the optical block. This combines with a new Bright Cinema and TV Mode to achieve 30% more brightness than the previous model, without losing colour reproduction.

Sony’s contrast enhancer technology and Optimised Advanced Iris 3 algorithm combine to give the projector a dynamic contrast ratio of more than 100,000:1. The contrast enhancer works by analysing each scene and then automatically optimising contrast in real-time by compensating for dark and bright parts of the image. Additional features such as high brightness and Sony’s 3D Crosstalk reduction system, with SXRD panels, enhance the 3D image even further.

The VPL-HW50ES also features a number of functionality upgrades that make it more user-friendly: a built-in 3D transmitter, a wider lens shift that makes its V shift range become +- 71% and a quiet 21db maximum noise output.

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The VPL-HW50ES is available in black and white across Europe from the end of October 2012.

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