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CEDIA 2017 sees Sony launch an entry-level 4K HDR home theatre projector-- the VPL-VW285ES, a projector promising a (relatively) lower-priced option for customers wanting to upgrade their cinema and gaming experience.

The VPL-VW285ES offers real 4K output, with resolution reaching 4096 x 2160. It also adds HDR through HDR10 and HLG (Hybrid Log-Gamma) support, while colour is further boosted through the addition of Triluminos technology. Brightness reaches 1500 lumens, and Sony claims operation time totals up to 6000 hours.

For customers wanting a fancier projector Sony also has the VPL-VW385ES, a mid-tier projector with 200000:1 Dynamic Contrast, "Advanced Iris" for improved detail and less image artifacts and Sony Reality Creation upscaling, and the high-end VPL-VW885ES featuring 2000 lumens brightness, "infinite" dynamic contrast with real-time laser light control and 20000 hours lamp life.

“Sony’s newest line-up of true 4K HDR home theater projectors delivers the engagement experience for cinema-viewers and gamers of all genres,” the company says. “The new projector line provides an entry-level for those seeking to elevate their viewing experience to true 4K with the VW285ES or reach further into image perfection with the VW385ES home theater projector experience.”

Go Sony Electronics Expands Its True 4K HDR Home Theater Projector Line with New Entry Level Model at CEDIA 2017