

Sony Electronics Announces a New 4K Ultra Short Throw Projector LSPX-A1 from Life Space UX

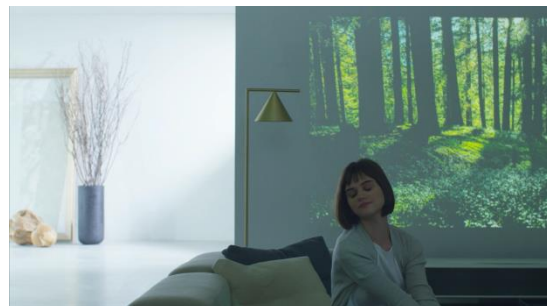
LAS VEGAS, NV (January 8, 2018) – Today at CES, Sony Electronics announced the launch of the 4K Ultra Short Throw Projector (LSPX-A1), a new addition to the **Life Space UX**^{*1} product offering.



“We are pleased to launch an exciting new product from Life Space UX. The new 4K Ultra Short Throw Projector LSPX-A1 will transform your living environment with stunning 4K visuals and crystal clear sound while seamlessly blending into your living room with its furniture-like design. Life Space UX will continue to innovate and deliver “wow” moments like these”, says Hiroshi Saito, Deputy Division Head of TS Business Division, who leads the Life Space UX team in Tokyo.

Through elegant design and the combination of two unique innovations - Ultra Short Throw Technology and the *Advanced Vertical Drive Technology* of the Glass Sound Speaker - LSPX-A1 seeks to provide a truly transformative cinematic experience with large screen superb 4K images and amazing sound quality.

Imagine a forest appearing on your living room wall, with the relaxing images and sounds of nature enveloping the entire space. LSPX-A1 is designed to transform your living space with beautifully detailed pictures and atmospheric sound that blend in effortlessly with your surroundings, creating striking 4K visuals emerging on your walls and crystal clear sound filling every corner of the room.





Set up just 9.6 inches from the wall, the Ultra Short Throw technology of the LSPX-A1 provides up to 120" (dia.) of stunning image displayed directly on a wall with the high brightness of 2500 lumens laser projection. Utilizing Sony's unique 4K SXR™ projection and HDR technology, LSPX-A1 produces native 4K resolution (4096 x 2160) with unprecedented detail, color and contrast. Users can enjoy dynamic 4K picture simply by connecting to an expanding range of 4K streaming devices, 4K Blu-ray player and other 4K content providers.

By building on the technology behind the Glass Sound Speaker and elevating the audio by adding 4 more speakers, LSPX-A1 lets users enjoy pure sound throughout the entire room. Sony's unique **Advanced Vertical Drive Technology**² from Glass Sound Speaker generates crystal clear high frequency sound in 360 degrees by vibrating the two organic glass tweeters installed on the front legs. The addition of dynamic bass produced from a separate subwoofer and three midrange speakers (left, right, and center) will fill the room with sound. The center speaker, positioned in the rear of the device creates center vibrant audio by reflecting on the wall to elevate the sound field.



With the engineered marble top, half mirror finished aluminum frame and wooden shelf, the LSPX-A1 enriches your living environment while complementing its décor. The premium furniture-like design blends into your living space and appears as an attractive piece of furniture rather than a component-heavy entertainment system. The thoughtful design of the rear cover allows for easy cable

management to conceal connectors hidden within. In addition, the remote controller has been uniquely developed for the LSPX-A1 by reexamining the design of a conventional projector's remote control. The controller has minimal buttons with a complimentary design to fit with the high style look of LSPX-A1.



Continuing the vision of the Life Space UX concept, the LSPX-A1 is both attractive to look at and easy to install and use. The addition of the audio enhancements make the LSPX-A1 an entirely self-contained system eliminating the need for separate surround sound speakers or subwoofers, or wiring the cables behind walls and floors.

Simply set up LSPX-A1 inches away from your designated wall and dramatically alter your world creating an immersive experience in your home or business surrounded by your favorite movies, art, photos and content.

LSPX-A1 will be available in the US in Spring 2018, and price is expected to be around \$30,000.

To see the LSPX-A1 in person before it becomes available for sale, visit Sony Square NYC starting January 23rd. LSPX-A1 will also be on hand at the Architectural Digest Design Show in NY from March 18-22, 2018.

For more information, please visit: <https://www.sony.com/electronics/projector/lspx-a1>

Notes:

Life Space UX: Launched in September 2014, Life Space UX is a new concept in which Sony seeks to help the individual unlock the potential of their home through innovation, high design and imagination. The existing product consists of the LED Bulb Speaker (LSPX-102E26), Glass Sound Speaker (LSPX-S1), Portable Ultra Short Throw Projector (LSPX-P1) and 4K Ultra Short Throw Projector (LSPX-W1S). With the addition of LSPX-A1, Life Space UX looks to empower the user to discover new ways to transform their living space and change their environment.

Advanced Vertical Drive Technology: Sony's unique speaker drive technology. Devices attached to the end of the vibration plates send vertical vibrations in the direction that the sound comes out, emitting sound waves to produce clear tones.

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