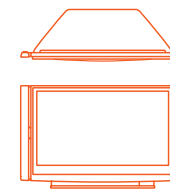


SONY



Q U A L I A 006



QUALIA™ engineers are given one, and only one, rule: there are no rules. Their mandate is to let their imaginations run free. To reinvent, to create the best of the best, to see things not as they are but as they might be. If, for example, QUALIA were to make a projection television, what would it be like?

The answer is QUALIA 006. The world's first SXRD™ rear projection television capable of full (1080 p) High Definition resolution, QUALIA 006 makes good on a long-unfulfilled promise: a true in-home theater experience. The brilliant 70" screen employs a range of proprietary technologies to create a picture of startling clarity and beauty.



SXR™ PROJECTION / For the first time, a screen of extraordinary proportion is capable of equally extraordinary images. Employing the same technology that is at the heart of the QUALIA 004 projector, QUALIA 006 takes rear projection television to the next level. The SXR™ projection system delivers an incredibly rapid refresh rate, creating a smooth, film-like picture. The heart of the system is a series of high definition panels, which employ an extremely thin, fast-responding liquid crystal layer. This virtually eliminates motion distortion, creating superb performance for sports and action films.

WEGA ENGINE™ / All High Definition televisions need to convert conventional, 480-line Standard Definition programming for display on the High Definition screen. But not all methods for performing this conversion are equal. The Sony WEGA Engine™ system incorporates Digital Reality Creation* (DRC) circuitry. Unlike a simple line doubler, Sony DRC replaces analog picture patterns with High Definition digital equivalents. In the process, DRC doubles the number of scanning lines and doubles the number of pixels on each line, creating a picture with much greater density and detail.

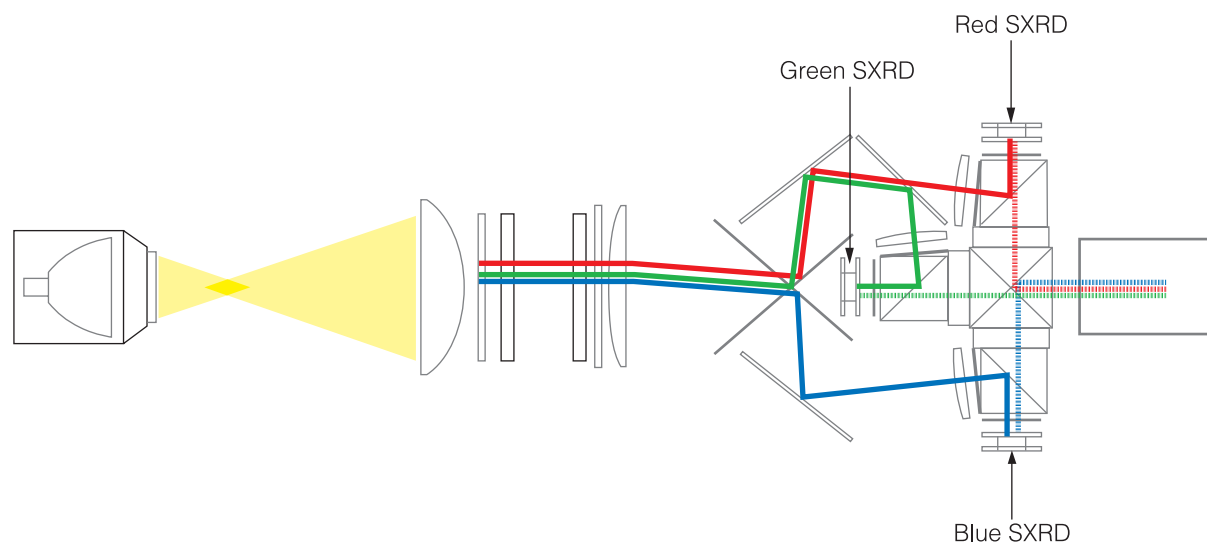


Simulated image.

WITH SCREEN DOOR EFFECT / Traditional digital projection systems create an artifact known as the “screen door effect,” caused by the area that frames each and every pixel. This results in an unavoidable loss of definition and picture quality.



WITHOUT SCREEN DOOR EFFECT / The SXRD projection system used by QUALIA 006 has a twofold effect. It removes the need for controlling transistors in the pixel frames (that function is moved earlier in the projection process), thereby greatly reducing the space between pixels. That allows the screen to have many more, and smaller, pixels. Indeed, the QUALIA 006 screen’s resolution measures an extraordinarily dense 1920x1080, far exceeding the previous industry high mark 1366x720. The result is spectacularly increased clarity and definition, creating breathtaking detail and color.



EQUAL OPTICAL LENGTH / The unequal lengths of red, green and blue light sources have always plagued projection television systems. A variety of color correction schemes have been used to make up for the resulting color shading and other artifacts. QUALIA 006 eliminates the need for color correction through the use of an equal-length optical system, which routes the light sources along different paths, allowing them to reach all three SXR panels simultaneously, resulting in accurate color reproduction.

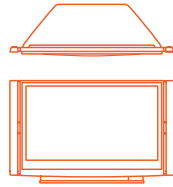
IMPROVED VIEWING ANGLE / The entire "optical block" of QUALIA 006 is a quantitative leap forward in the application of video technologies. The high-quality lenses, along with the astonishing resolution of the SXRD system, combine to create unprecedented light coverage throughout the picture screen. The result is a dramatically improved vertical viewing angle. Gone are the ghosting and darkening effects of traditional rear projection systems when viewed from extreme angles. In their place are elegant detail, brilliance and perfect color balance, all maintained through angles up to a remarkable 50% greater than Sony's previous best.





S-MASTER™ AUDIO / Considering the remarkable picture quality, its audio has a lot to live up to. And it does. Sony's top-of-the-line S-Master™ digital amplifier is at the heart of the system, delivering powerful, rich, detailed soundscapes that fully complement the screen.

QUALIA 006 comes as a fully integrated, modular system, configurable to a wide variety of environments. The left/right speaker consoles are fully removable, allowing the television to be custom installed in a variety of configurations. The optional stand for QUALIA 006 provides ample room for components, a DVD library and additional materials.



GENERAL

Display PanelThree 0.78-inch SXRD™ (Silicon X-tal Reflective Display) panels with 1920 H x 1080 V (2,073,600) pixels resolution x 3; total approximately 6.22 Mega Pixels
 Power RequirementsAC 120V 60Hz
 Power Consumption 330 Watts (In use)
0.5 Watts (Standby Mode), Energy Star® Compliant
 Weight 273 lbs. (124 kg)
 Dimensions (WxHxD)75.08" x 47.05" x 24.68"
(1907 x 1195 x 627 mm)
 LampUHP Lamp (200W)

TUNER

ATSC Integrated High Definition Tuner1
 NTSC, NTSC 4.431
 CableCARD™ slot1

INPUTS AND OUTPUTS

HDMI™2 Inputs
 Component Video (Y/Pb/Pr) Inputs2 rear
(1080i, 720p, 480p, 480i)
 Composite Inputs1 Front/ 2 Rear
 S Video Inputs1 Front/ 2 Rear
 i.LINK® Digital Video Interface1 Front / 2 Rear
 Audio Input1 Front/ 5 Rear
 Control S(in/out) 1 Rear

AUDIO

Surround SoundVirtual Dolby® Tru-Surround

S-Master digital amp... 25W x 2 (L/R), 50W (Sub-Woofer)
 Steady Sound®Automatic Volume Control

VIDEO

ModesVideo, Standard and Pro
 Wide ModesNormal, Full, Zoom, Wide Zoom
 Aspect Ratio16:9
 MID™ XMulti-Image Driver Circuitry
 Flexible Twin-View™ 2-Tuner Picture-and-Picture (HD, NTSC)
 ColorCinema Black Pro, Program Palette™ Presets,
Improved Black Level, Improved Contrast
 3D Digital Comb Filteryes
 Cinemotion™ Reverse 3-2 Pull Down Technologyyes
 First Surface Mirroryes
 Memory Stick® Media Enhanced Playbackyes

CONVENIENCE

DesignLow-Profile Cosmetic Design
 Channel FeaturesFavorite Channel with Preview,
Auto Channel Program, Channel Label, Channel Fix,
Channel Skip/Add, Speed Surf™ Channel Selection
 On ScreenDisplay in English/Spanish/French,
On-Screen Caption Vision (CC), Video Label
 Sleep Timeryes

ACCESSORIES

SuppliedInstruction Manual, Remote Control,
AAA Batteries (2)
 Optional SU-SX10 Stand

©2005 Sony Electronics Inc. All rights reserved. Features and specifications are subject to change without notice. Nonmetric weights and measures are approximate. TV reception is simulated. Sony, QUALIA, Remote Commander, WEGA Engine and SXRD are trademarks of Sony. i.LINK is a trademark of Sony used only to designate that a product contains an IEEE1394 connection. The i.LINK connection may vary depending on the software applications, operating system and compatible i.LINK devices. All products with an i.LINK connection may not communicate with each other. Please refer to the documentation that comes with any device having an i.LINK connection for information on compatibility, operating conditions and proper connection. For information on any Sony device having an i.LINK connection, contact Sony at 1-800-686-7669. All other trademarks are property of their respective owners.

