

WEGA / TRINITRON TECHNOLOGY

Sony's FD Trinitron WEGA technology continues to be the standard by which other flat screen televisions are judged.

One of the differentiating features of the technology is Sony's **Flat Glass Panel**. The panel is the product of sophisticated computer-aided design and uses super tough, tempered glass that does not compromise colour, brightness or contrast.

Another key characteristic is Sony's **High-Tension Aperture Grille**. Consisting of very thin vertical slots in a metal grille, an aperture grille filters the electron beams from the gun to the phosphors located on the flat glass screen. The WEGA High-Tension Aperture Grille incorporates a super-fine pitch that results in a brighter, sharper image. It is also designed to maximise the absorption of expanding heat energy to prevent any induced image discolouration.

In addition, the **High-Precision Deflection Yoke** provides better control over the electron beam as it scans the screen. This greatly reduces picture distortion and improves overall colour uniformity, right up to the edges of the screen.

Another distinguishing quality of Sony's high-end HR, HX and DR series FD Trinitron WEGA Television is the Digital Reality Creation-Multi Function (DRC-MF).

DRC-MF is a unique picture processing technology that produces sharper and clearer images using state-of-the-art digital signal processing algorithms. The end result is vastly improved picture detail.

The DRC exhibits three modes of operation:

DRC 1250

This setting doubles the density of both the horizontal and vertical aspects in real time, providing instant improvements in picture quality.

DRC 100

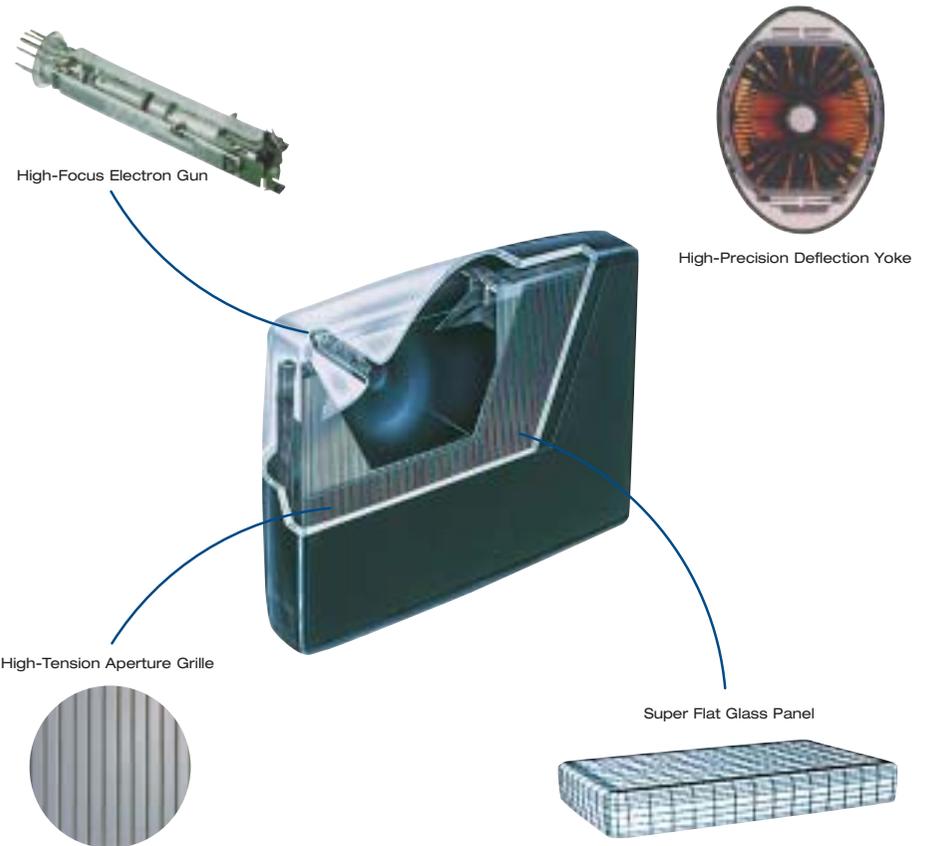
In this mode the DRC eliminates line flickering while boosting overall picture clarity. This results in smooth, natural movement with stable, flicker-free images.

DRC-Progressive

This configuration dynamically eliminates any line flickering and optimises the image for increased precision when displaying text.

Digital Reality Creation-Multi Function (DRC-MF)

DRC-MF is an exclusive picture enhancement technology that incorporates digital map processing to produce crisp, detailed images from any incoming broadcast or video signal. DRC-MF incorporates a selection of real time digital signal processing algorithms to ensure the best possible image output.



Without DRC1250 Irritating horizontal scanning lines appear on conventional TVs.



With DRC1250 Improved picture quality where visible scanning lines are significantly minimised.



Conventional 100Hz Jerky unnatural movement and shadow effects are present.



With DRC100 Smooth-moving images and flicker-free still images while watching PAL broadcasts.



Conventional Interlaced Scanning Interlaced scanning produces irritating line-flicker.



With DRC Progressive Super-still text for increased clarity.

Not all DRC-MF modes are on all models.

MEMORY STICK MEDIA SLOT

By incorporating convenient Memory Stick slots, the KVHR36M31 and KVHR32M31 seamlessly integrate with compatible Sony Cyber-shot and Digital Handycams.



Accessing your photos and home movies is now easier than ever. Digital images stored as JPEG and MPEG1 movies on Sony's compact Memory Stick media can be displayed on-screen using these next-generation TVs. Just plug your camera's Memory Stick directly into the TV for widescreen high resolution viewing of your photos and video files.



Index

In the Memory Stick Index, up to 20 still images and movies can be viewed at once, providing easy navigation of the Memory Stick's contents.

Slide Show

Enjoy watching your photos and movies in an automatic slide show that displays each image for a specified duration.

Movie Player

Experience smooth, full-screen playback of your MPEG1 movies – complete with soundtrack.

Digi. Cam. Mode

Use this feature to toggle between displaying Sony DCF-compliant images and movies, and those that were created or edited on a PC.

Digi. Cam. Mode	Viewable Images
"On"	Still images in DCF-compliant JPEG files and movies in MPEG1 files
"Off"	JPEG images and MPEG1 movies edited on a PC

KVHR36M31 / KVHR32M31



High Definition Intelligence

The KVHR36M31 (36-inch display) and the KVHR32M31 (32-inch display) define the standard alongside which the others are measured. The latest WEGA features of Digital Reality Creation (DRC-MFV1) and the Super Fine Pitch Aperture Grille are combined with a wide band video amplifier and superb detail enhancement via the Multi Image Driver-X (MID-X). For maximum compatibility with current and future digital image formats, the Memory Stick slot supports MPEG1 movies and JPEG photos, plus the array of inputs accept an impressive range of DVD and high definition signals. For awesome audio potential the integrated TruSurround by SRS is conveniently backed by a built-in 3D woofer and a centre speaker input. Presenting a complete amalgamation of cutting edge display and audio technologies, these widescreen televisions leave nothing to be desired.

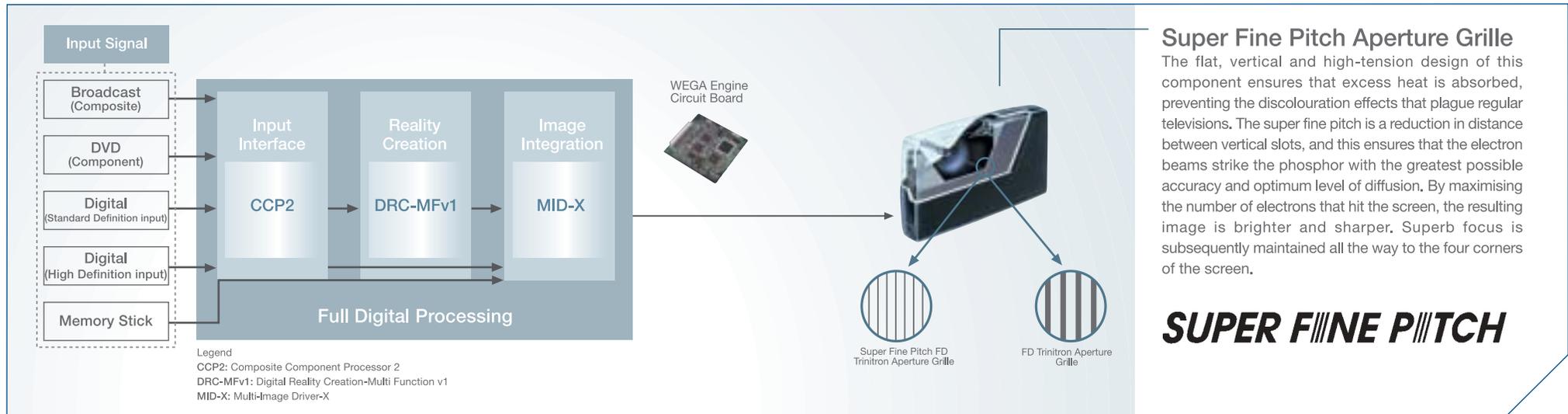
The KVHR Series set the stage for incredible performance. Watch in wonder as our Super Fine Pitch™ CRT provides accurate moving and still image detail by increasing the number of slits by up to 60% compared to conventional Sony Trinitron Aperture Grilles. The Digital Reality Creation - Multi Function (DRC-MF) double scan circuitry enables an amazing picture. Adjust size and placement of side-by-side P & P with MID™-X circuitry so you can watch two of your favourite shows at once.* Additional features include a Memory Stick slot which enables you to view digital images right on your TV, and two (2) HDTV/DVD Component Inputs which secure access to Hi-Definition content with a HDTV receiver.

*Not for HD signal

WEGA TECHNOLOGY

The spectacular new WEGA Engine incorporates a three stage digital processing routine to ensure the best possible image from any source. Standard definition digital as well as composite and component analogue signals are processed by the new Composite Component Processor 2 (CCP2) that generates a crisp, clean digital picture. The image is then enhanced and corrected by the Digital

Reality-Multi Function v1 (DRC-MFv1) processor before being passed to the Multi-Image Driver-X (MID-X). This final stage is also responsible for processing High Definition digital and Memory Stick images, ensuring the best possible image regardless of the signal path.



Super Fine Pitch Aperture Grille

The flat, vertical and high-tension design of this component ensures that excess heat is absorbed, preventing the discolouration effects that plague regular televisions. The super fine pitch is a reduction in distance between vertical slots, and this ensures that the electron beams strike the phosphor with the greatest possible accuracy and optimum level of diffusion. By maximising the number of electrons that hit the screen, the resulting image is brighter and sharper. Superb focus is subsequently maintained all the way to the four corners of the screen.

SUPER FINE PITCH

Better Resolution

Provides more detail and enhances sharpness especially on edges of picture.



Without WEGA Engine



With WEGA Engine

More Reality

Picture dimension is enhanced giving more reality and depth.



Without WEGA Engine



With WEGA Engine

NB: All images simulated for demonstration purposes

DRC-MF PALETTE

Sharpens signal wave form and emphasises contours of still images. Picture becomes more detailed as it is moved higher.

Suppresses noise that potentially occurs when signal clarity is increased. Picture becomes smoother as it is moved to the right.

Cursor can be positioned anywhere within this field using the remote control.

Digital Reality Creation Palette

While the DRC-MFv1 automatically provides the necessary adjustments to incoming video signal, not all image correction can be performed automatically. For complete command of the process, the DRC-MF PALETTE provides on-screen access to the controls via the handheld remote. The interactive display enables picture enhancements to be manually adjusted to compensate for poor image quality, lighting or signal strength or to accommodate personal viewing preferences.

WIDESCREEN WEGA TELEVISIONS



KVHX32M31 / HD capable television with WEGA Engine.

The KVHX32M31 delivers the latest digital innovations of the new WEGA Engine available in a 32-inch widescreen television. This versatile TV is complete with two HD or DVD inputs and multi-system analogue tuner.



KV32LS65AS / Stylish 100Hz Widescreen Television

Outstanding flicker-free images are provided by 100Hz Digital Plus scanning on this model which also features a selection of independent picture and sound enhancement configurations. The visual and audio performance is further enhanced by five available aspect ratios and virtual surround utilising on-board BBE Dolby Digital sound.



KV32LS65AS / Side view



WIDESCREEN TELEVISIONS					
	KVHR36M31	KVHR32M31	KVHX32M31	KV32LS65AS	KD32DX40AS*
SCREEN					
Size	86cm	76cm	76cm	76cm	76cm
Aspect Ratio	16 x 9	16 x 9	16 x 9	16 x 9	16 x 9
Colour System	PAL, SECAM, NTSC4.43, NTSC3.58		PAL, SECAM, NTSC4.43, NTSC3.58		PAL, (SECAM, NTSC4.43, NTSC3.58 - through AV Only)
Tuner	Multi-System Analogue Tuner x 2		Multi-System Analogue Tuner x 1	Analogue Tuner x 1	Digital Tuner x 1 / Analogue Tuner x 1
PICTURE PERFORMANCE					
WEGA Engine	Yes	Yes	Yes	-	-
DRC-MF	Yes (1250, 100, Progressive)		Yes (1250, 100, Progressive)	-	-
DRC-MFv1 Pallet mode	Yes	Yes	-	-	-
100Hz	Yes (DRC 100)	Yes (DRC 100)	Yes (DRC 100)	Yes	-
Digital Comb Filter	Yes	Yes	Yes	-	-
SOUND PERFORMANCE					
Audio Power (RMS)	7.5W +7.5W + 15W	7.5W +7.5W + 15W	7.5W +7.5W	10W + 10W	7W + 7W
Surround Sound	TruSurround/Simulated Surround		TruSurround/Simulated Surround	Virtual Dolby Surround	Virtual Dolby Surround
BBE	Yes	Yes	Yes	Yes	-
Centre Channel Speaker mode	Yes	Yes	Yes	-	-
INPUT					
AV-1	Video/S-Video	Video/S-Video	Video/S-Video	Video/Component	Video/Component
AV-2	Video	Video	Video	Video/Component	Video/S-Video
AV-3	Video	Video	Video	Video/S-Video	Video/S-Video (Side)
AV-4	Video/S-Video (Front)	Video/S-Video (Front)	Video/S-Video (Front)	Video/S-Video (Side)	N/A
HD/DVD Component input-1	Yes / 5 pin RGB	Yes / 5 pin RGB	Yes / 5 pin RGB	-	-
HD/DVD Component input-2	Yes	Yes	Yes	-	-
Direct Memory Stick Slot	Yes	Yes	-	-	-

* Digital TV