

\$500


LAMP-BASED PROJECTORS HAVE HIDDEN, ADDED COSTS

\$500 average for each lamp replacement in the 4000lm to 7000lm range.

LASER PROJECTORS

Cost of lamp replacement
over the life span of
the projector:

\$0.00

USE **30%** 
LESS ELECTRICITY

than lamped projectors, saving
on electricity costs, and reducing
your energy use footprint.

**LASER
PROJECTORS
ARE LAMP-FREE**

No lamps + No lamp
replacement costs =

**REDUCED
TCO FOR
YOUR SCHOOL**

THE LAMP-FREE LASER PROJECTOR **REVOLUTION**

**SONY'S 3LCD
LAMP-FREE LASER PROJECTORS**

**SONY'S 3LCD LASER
LIGHT SOURCE
PROJECTORS**

Only 3-chip LCD
lamp-less projector on
market, delivering exceptional
picture quality without
compromising color
accuracy for brightness.



THE MARKET DISCOVERS LAMP-FREE PROJECTORS

PMA Research, the leading
video projector market
research firm, expects
an 8% growth in sales of
projectors with laser/LED
hybrid light engines in the
United States in 2015,
and double-digit growth
going forward.

54% of projector buyers
found solid-state (lamp-
free) illumination to be
"very important," and
38 percent said SSI was an
"absolute must" for their
next projector purchase.

Source: PMA's 2013 end-user survey

BETTER BECAUSE...



No lamp to replace A 20,000 hour
lifespan = vastly reduced TCO.



No labor maintenance costs
and none of your staff on ladders to
replace lamps.



No waiting for projector to power up
Instant on/off is standard.



No signal input = Automatic shutdown
This increases the life of the projector
and saves on energy costs.



No mercury Projector lamps contain
mercury gas, prohibited in schools,
which can escape during bulb
replacement.

SONY.COM/LASER

SONY

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AVTECHNOLOGY