

\$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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