

## Redefine your movie experience

You don't have to leave the comfort of your home to experience the luxury of the cinema. Immerse yourself in the new exciting world of movies all from your plush leather armchair. Before you dismiss this as wishful thinking, consider Sony's latest innovation, Digital Cinema Sound.

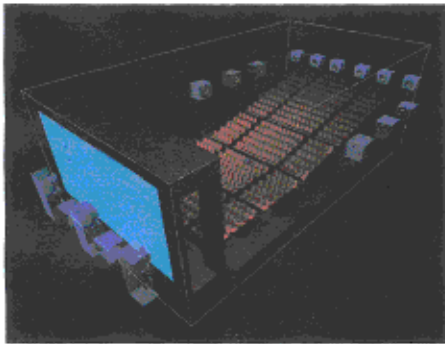


## WHAT IS DIGITAL CINEMA SOUND

Digital Cinema Sound (DCS) is the result of close co-operation between Sony Pictures Entertainment (SPE) - the leading force in the movie industry, and Sony - the leading innovator of digital audio for both professional and consumer use.

Sony's unique Digital Cinema Sound recreates the multi-dimensional feel of modern movie theatres, bringing to your home, true movie theatre sound, creating an ultra exciting, ideal listening environment in any room for any kind of film.

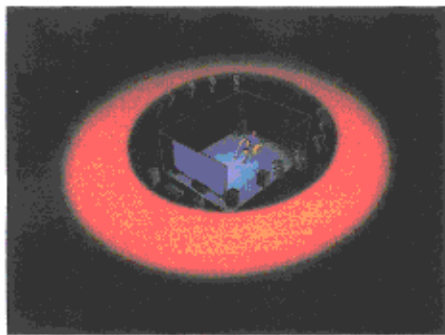
**Now you can hear and feel your movies, just as the director intended it. This is the home theatre sound that dreams are made of.**



## HOME THEATRE VS. MOVIE THEATRE

A movie theatre's impressiveness lies in three factors. Firstly, there is the size of the movie theatre that enables sound to spread out and conveys a feeling of virtually unlimited scale and spaciousness. Secondly, in order to achieve the same sound impact from any seat in the theatre, more than a dozen individual surround speakers are strategically placed high on the back walls and around the sides. Lastly, the three front speakers are positioned behind the screen in the theatre, giving the sound a greater sense of depth making whatever is shown on screen sound larger than life.

The combination of these three factors create true to life 3D sound experience that is simply unachievable with ordinary sound equipment at home.



Cinema Studio EX  
• Cinema Studio Reverberation  
• Virtual Multi Dimension  
• Screen Depth Matching

## PRESENTING THE CINEMA STUDIO EX

Cinema Studio EX combines three separate Digital Signal Processing technologies - Cinema Studio Reverberation, Virtual Multi Dimension and Screen Depth Matching - to reproduce the unique acoustical environment of a movie theatre in your own home. These three technologies work together to overcome the limitations of the home listening environment, creating a 'home theatre' in the truest sense of the word.

### Cinema Studio Reverberation

Cinema Studio Reverberation recreates the unique patterns of Sony Pictures' movie studios in Hollywood based on the acoustic data measured and collected at these studios. Applying these sound acoustic data with Sony's original five-dimension soundstage algorithm in digital sound processing breaks down the physical limitations of your listening room and expands the spaciousness of your listening experience.

# Extremely Sexy and Quintessentially Simple

For audio perfectionists who want the most out of their hi-fi systems, Sony has the perfect answer - the Extremely High Standard (ES) series and Quality Standard (QS) series.



## EXTREMELY HIGH STANDARD SERIES

ES models are all crafted with thick, rigid frame and beam chassis to eliminate electromagnetic interference and chassis vibration, insulators mounted under the main chassis to counter resonance, a slant-mounted PC board design to reduce distortion and achieve clearer sound quality. These ES models are capable of delivering every audio nuance with striking intensity.



## QUALITY STANDARD SERIES

The Quality Standard (QS) series was designed for a broader audience without compromising on design, functionality or technology. Like the ES series, QS components have the same sturdy frame and beam chassis, and slant-mounted PC board. The QS series models boast dazzling brushed-aluminum front panels as a statement of Sony's quest for quality and technical refinement.

