

SONY
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beyond entertainment



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Introducing
SONY
4K

The game-changing home theater innovation you've been waiting for.

Greetings



This issue of *Beyond Entertainment* is packed with ground-breaking product announcements. Kicking things off in a big way is Sony 4K for home theaters—unveiled at CEDIA.

Now Sony puts 4K home theater within reach of your customers. Sony brings the future of high-end home theater to life with the first-ever Sony 4K home theater projector, the VPL-VW1000ES.

We're thrilled about the possibilities for this incredible leap in technology and think your customers will be equally blown away when they see how truly immersive entertainment can be at 4 times the resolution of 1080p. Be sure to check out our interview with Chris Cookson, President, Sony Pictures Technologies, for his insights on bringing the cinema quality of 4K into the home environment.

Another big advancement in the world of home entertainment is Sony's new Control4®-Certified 65-inch-class (64.5" diag.) BRAVIA® HDTVs—including the new XBR-HX929. These new smart HDTVs deliver impressive size, picture quality, and flexible control options for today's custom home theater.

This issue also highlights Sony's ongoing innovations in connectivity with new products like our 3D Blu-ray Disc™ players and HomeShare™ portable wireless speakers. And we share an insider's point of view on how streaming content is changing the way people enjoy entertainment from Pandora® Founder, Tim Westergren.

While Sony has been innovating at the product level, we've also been strengthening our core service and support through our new ES Market Training Specialists program. We've added 9 staff members dedicated solely to the technical and sales needs of custom install and specialty dealers like you. These specialists share your sense of urgency and passion for home audio/video products, and will help you increase sales and customer satisfaction.



Sony is thinking big in every way for every room. If you or your staff weren't able to make it to CEDIA, or you want a refresher on the highlights, this issue of *Beyond Entertainment* captures all the exciting developments in Sony home theater.

Mike Abary
SVP, Home Division
Sony Electronics, Inc.

SONY

Sony @ CEDIA



Innovation is defined as the introduction of something new or different. Some innovations have major effects, some minor. Then there are innovations that rock foundations, shift paradigms and forever redefine our perceptions. That's the type of innovation Sony unleashed at this year's CEDIA Expo with Sony 4K home theater.

This year's Sony exhibit was an innovation wonderland. Show-goers got hands and eyes on Sony's best new products: the massive 65-inch (64.5" diag.) BRAVIA® XBR HX929, the new line of ES receivers and front projectors, the Sony tablets and more. But the star of the show was the groundbreaking VPL-VW1000ES 4K 3D Home Theater Projector—the industry's first 4K home theater projector under \$100,000.

As viewers watched the VPL-VW1000ES flex its considerable muscle in the Sony 4K theater, they instantly realized it was much more than just another front projector from Sony. It marks the beginning of a new era in home theater. But why 4K for home? Why Sony? And what does 4K mean for you and your customers?



SONY 4K AT HOME

4K, short for 4096x2160 resolution, delivers incredibly detailed images more than 4 times the resolution of 1080p, with 4K pixels that are 1/4 the size of 2K. Viewers can sit closer to the screen without seeing any degradation in the picture; and much larger home theater screen sizes are now possible. In a nutshell, Sony 4K gives viewers the most engaging, immersive home entertainment experience imaginable.

THE LEADER IN 4K INNOVATION

The Sony 4K story starts in the movies. When HDTVs hit the consumer market, the motion picture industry was faced with a challenge: beat the HDTV experience. Sony Pictures, together with other major studios, formed Digital Cinema Initiatives. In 2005, DCI established standards for 2K film presentation. Sony championed the establishment of 4K standards as well.

Also in 2005, Sony introduced the world's first commercial 4K professional projectors. 2009 saw Sony's first 3D 4K projection. That same year Sony Pictures opened the Colorworks facility—a 14,000 square-foot studio that features real-time digital 4K processing for the industry's top filmmakers.

Today, the Sony® CineAlta™ F65 Digital Motion Picture Camera leads the industry in 4K video capture. No one has Sony's depth of 4K innovation or 4K expertise.

Now, Sony brings unmatched 4K experience to your customers with the VPL-VW1000ES. And this is just the beginning. Sony, along with its industry and motion picture partners, will introduce new 4K products and content in the near future.

This is the next great home theater innovation you've been waiting for. For installers, Sony 4K opens a world of opportunity far beyond equipment upgrades. 4K is a whole new approach to home theater design that affects seating distance, screen size and so much more. It's a great way to attract new customers and reinvigorate existing ones.

To learn more about this game-changing Sony innovation, visit sony.com/ES.



SONY INSIDER
Exclusive

Chris Cookson

President, Sony Pictures Technologies



SONY INSIDER



BE had the unique opportunity to sit down with Chris Cookson, President of Sony Pictures Technologies, to hear his thoughts on 4K.

The story of 4K starts in motion picture theaters. "Today if you look at a cinema, the screen has become bigger. The stadium seating brings you closer to it, so the image fills a much bigger portion of your visual field. And if you have normal 20/20 vision, the detail that your eye is capable of seeing at the distance we now sit from the screen in modern cinemas is such that you actually should be able to see the squares that make up a 2K picture."

Chris continues, "The reason 4K is important is because with this new relationship between myself and the screen, I want a picture that can deliver as much as I can see."

And seeing is believing. Chris told us how Sony Pictures conveys the 4K difference. "We have a demo that we do

where we have a series of pictures that we took with a high-resolution still camera. We put them up, and half the screen is 4K and half the screen is 2K. The 2K looks good. But then you realize that the 4K looks clearer, it looks like you're there. And you know once you've seen the picture in 4K what you are missing."

Chris goes on to explain how this trend is headed home. "If you think back, theaters used to have 3x4 pictures in black-and-white. So televisions came out with 3x4 pictures in black-and-white. And then theaters became color and so televisions became color. And theaters became widescreen and televisions became widescreen. So now, theaters become big and close and I think we'll get there with home theater as well."



Projections for the Future

THE ULTIMATE EXPERIENCE

Sony brings years of innovation and industry-leading expertise in professional 4K to home theaters with the Sony VPL-VW1000ES 4K Home Theater ES 3D Projector. The result is the most immersive picture possible as viewers are drawn into 2D and 3D movies like never before. The same proven Sony 4K SXRDR[®] technology found in the finest digital movie theaters can be found in the VW1000ES.



Sony VPL-VW1000ES



Sony VPL-VW95ES



Sony VPL-HW30AES

Here's a quick breakdown of standout features.

- **4096x2160 resolution** that's 4 times 1080p for rich detail and deep contrast, even at close range.
- **2K to 4K upconversion** with Sony's proprietary algorithm delivers a 4K experience for HD content and Blu-ray Disc™ movies.
- **2,000 lumens** for superior brightness.
- **8.8-million pixels per screen** allow for larger viewing areas and incredible detail even when seen up close.
- **Flexible installation options** including bi-directional control over RS232 and IP, 2.1 zoom ratio, 80(v)/30 (h) shift, and 1.27-2.73 "throw" distance.
- **Simple integration** with AMX[®] device discovery beacon and Control4[®] Simple Device Discovery.
- **Ultra-quiet operation** means customers won't even know it's on and no sound-isolated projection booth is needed.

Sony's new line of ES home theater projectors offers something for everyone. With three extraordinary products available—the versatile Sony VPL-HW30ES Home Theater ES 3D Projector; the brilliant Sony VPL-VW95ES Home Theater ES 3D Projector; and the awe-inspiring Sony VPL-VW1000ES Home Theater ES 3D Projector—customers can choose the model that fits their needs and budget.

THE STAR OF 3D HOME THEATER



The Sony VPL-VW95ES ES 3D Projector gives you the flexibility and power to deliver an incredible experience in any dedicated home theater setting. Customers can enjoy

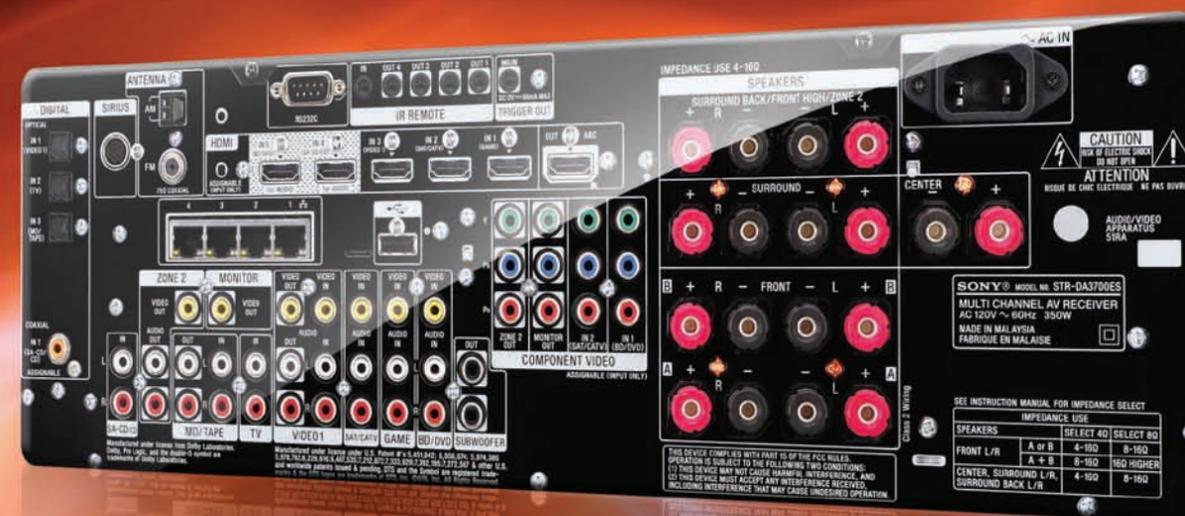
anamorphic images without black bars or a costly external anamorphic lens thanks to the Picture Position feature. 3D content looks amazing thanks to Sony's Dynamic Lamp Control, which improves brightness, and the 240Hz panel drive that reduces crosstalk.

With strong brightness of 1000 lumens, 150,000:1 dynamic contrast ratio, superior Sony SXRDR technology and 2D to 3D upconversion—all at a reasonable price—this ES projector is hard to beat.

PERFECT IN ANY ROOM OF THE HOUSE

Not everyone has space for a dedicated theater or a huge budget to work with. Those customers who want a home theater experience in their living room will find the Sony VPL-HW30AES ES 3D Projector a perfect fit. It delivers a vibrant picture and low noise with brightness of 1300 lumens, 70,000:1 dynamic contrast ratio and a whisper-quiet fan. The HW30AES is also pre-calibrated for a variety of content, making setup a breeze and letting customers enjoy movies, games, photos and more right out of the box. With SXRDR technology and 2D to 3D conversion, this projector raises the bar for affordable, theater-style home entertainment.

The new Sony ES projector line gives you more flexibility in home theater design options, screen sizes and price points. From Sony 3D home theater in any room, to the ultimate 4K home theater experience, you can fulfill all your customers' entertainment wishes. For more information on the new Sony ES projectors, visit sony.com/ES.



The New Sony ES Receivers— Heroes of the Home Theater

A receiver is the central component of any home theater. It's responsible for much of the entertainment experience. So, if customers cut corners on a receiver, it'll be evident at show time.

To support this vital home theater role, Sony introduces two new ES receivers—the powerful STR-DA3700ES and the top-of-the-line STR-DA5700ES. Both seamlessly integrate with the leading control systems, they're Control4® Certified, and include the AMX® device discovery beacon. Integration is easy with IR inputs, bi-directional RS232 and control over IP.

When your customers ask you for the best audio/visual experience possible, these ES receivers are your go-to components. Here's why.



SONY STR-DA3700ES RECEIVER

This well-equipped 7.2-channel receiver offers access to Sony Entertainment Network (formerly BRAVIA® Internet Video) for streaming Internet audio and video content including Pandora®, Slacker®, Netflix®, HuluPlus™, YouTube™ and more.¹ The new activity-based interface makes content simple to navigate—whether it's disc format, from USB, or streamed from the Internet or home network.

Getting the most from this receiver is so easy. At the touch of a button, customers get optimal settings for the entertainment they're enjoying with the "Easy Automation" feature. iPhone® users can play videos and music, and share photos by simply plugging into the USB port. There's also iPhone, iPad® and Android™ apps available for controlling the receiver.

Sony made several advancements to their Digital Cinema Auto Calibration technology including Automatic Phase Matching, which corrects differences in speaker crossover across speaker brands and sizes. For the audiophile, the Direct Stream Digital® (DSD) feature recreates audible signals

at a sampling rate 64 times that of CD audio sampling rates.

The STR-DA3700ES features a plethora of inputs and plenty of power for an elevated home theater experience.

- 100 watts per channel
- HDMI® in/out: 5/1
- Component video in/out: 2/1
- Optical in/out: 3/0
- Coaxial input

SONY STR-DA5700ES RECEIVER

At the top of the ES receiver line is the STR-DA5700ES. This high-performance receiver boasts many of the STR-3700ES features plus a stronger build quality and everything the most discerning home theater enthusiasts look for. We start with Digital Cinema Auto Calibration (DCAC) EX with Speaker Relocation. This Sony proprietary technology creates an acoustically ideal sound stage according to ITU-R recommendations using speaker-phantoming technology.

Spinal Tap fans rejoice! The Sony 5700ES takes it to 11 with DTS-Neo:x. This technology adds additional front-height, front-wide and surround-back channels to 5.1

soundtracks. Now you can install up to 11 speakers, plus a sub, in a single home theater. The additional channels handle environmental and non-directional sound. The 31-band Graphic Equalizer helps customers get accurate levels from this mind-blowing setup, easily.

Expanding to another room is a breeze with second-zone Cat5. A CAV-CVB1 balun is all that's needed in the second zone to convert the CAT5 signal to high-quality 1080i component video. For the SACD fan, the 5700ES supports H.A.T.S. (High-quality digital Audio Transmission System), which buffers the incoming iLink data stream to reduce jitter.

All these features, plus ample connectivity, make the STR-DA5700ES the hottest choice in high-end home theater.

- 7.2 channel
- 130 watts per channel
- HDMI® in/out: 6/2
- Component video in/out: 2/1
- Optical in/out: 4/1
- Coaxial: 3
- Integrated 4-port Ethernet hub
- Second zone video

¹Content subject to change and may require fees.

Sony Innovations



Sony's goal has always been to "do what others don't." By inviting creative thinking and encouraging employees to take chances, Sony helps customers' dreams become reality with innovative products like these.

SONY WEARABLE HDTV

Nothing puts you in the game or movie like Sony's latest innovation, a wearable HDTV with dual OLED screens and 3D capability. It fits over the user's head and features dual OLED 720p panels simulating a 150" screen at 12 feet away. Only Sony could bring a product like this to life, with features that make it truly unique.

- 3D capability
- High definition
- OLED display
- Virtual 5.1 surround sound

Simply connect to a 2D/3D source—such as a Sony 3D Blu-ray Disc™ player, PS3™ or cable box—and let the immersive entertainment experience begin. Imagine the rush of sitting in the driver's seat, playing Gran Turismo® 5 in 3D on a 150" screen!



SONY PORTABLE HOMESHARE™ SPEAKER

Sony's HomeShare multi-room audio system rocks the house as a flexible, affordable multi-room audio solution. Now, customers can take their music outside too, with the new rugged, battery-powered¹ Portable HomeShare Speaker—no power cord needed. When the party heads to the BBQ or the pool, the music can follow.

Grab it by the handle and go enjoy 5 hours of uninterrupted listening. With rich, 360° sound, tunes sound great wherever you put the speaker. All you need is a DLNA-compliant PC or server and a wireless network. Now, with Apple's AirPlay® technology built in, customers can send music from iTunes® directly to the speaker from their iOS devices.

Add the other HomeShare components to share the party with everyone.

- Small HomeShare Network Speaker
- Large HomeShare Network Speaker
- Wi-Fi iPod®/iPhone® Dock
- Wi-Fi iPod/iPhone Speaker Dock
- Sony Universal Remote

For more about Sony HomeShare multi-room audio, see vol. 4 of *Beyond Entertainment* or visit sony.com/homeshare.



SONY TABLET™ S AND SONY TABLET™ P

The amazing new Sony Tablet S Series and Sony Tablet P Series are the must-have companions for any Sony home theater. Taking innovation beyond other tablets' limitations, the Sony Tablet S Series features a built-in IR with preloaded codes and learning capabilities to control most existing AV devices. The S Series can also control the latest Sony devices via Wi-Fi using the built-in remote app.

Control is just the beginning. Your personal content—like music, videos and photos on the S Series and P Series—can be "thrown" to network-enabled Sony home theater devices.² When watching a video or looking at photos, users just press the "Throw" button and choose the Sony HDTV, Blu-ray Disc™ player or other component

to view it on. It's that simple. With the "Music Player" app, it's easy to stream songs to any Sony HomeShare network speaker.



The Sony tablets make a seamless connection to these networked Sony products:

- BRAVIA® and Sony Internet HDTVs
- Blu-ray Disc players
- Streaming Player
- HomeShare Network Speakers

Search, throw, control—the new Sony Tablet S Series and Sony Tablet P Series deserve a front-row seat in every home theater.

¹Battery life dependent on speaker volume.
²Certain formats and copy protected content are not supported. Not all manufacturer remote codes and products supported. Remote can be taught commands from IR based remote control products.

Big Picture Thinking.

Sony introduces two new 65-inch show-stoppers—including the new XBR.



For customers that believe bigger is better, Sony's new XBR-65HX929 won't disappoint. As a 65"-class smart TV, the HX929 delivers the impressive size your customers are looking for, plus unbelievable picture quality and today's hottest features.

No, you won't find this model at any of the big box retailers. The HX929, featuring RS-232, IR connectivity and Control4® Certification, is made for custom installs in a theater room, family room or anywhere entertainment takes center stage.

BEAUTIFUL INSIDE AND OUT

The HX929 continues the XBR heritage, providing Sony's best possible picture. The HX929 features full-array local dimming with Sony's exclusive Intelligent Peak LED Backlight—the only TV of its size with this functionality.

This unique system brightens or dims segments of the screen based on the picture content. The segments can be boosted to double the brightness, or shut off completely for black scenes. The result? Bright whites, intense highlights and deep, rich blacks all in the same scene.

The HX929 also features the powerful X-Reality™ PRO Engine. This state-of-the-art technology brings out unbelievable detail through multi-frame, pixel-by-pixel analysis of each scene. And with the exclusive Sony MotionFlow™ XR 960, fast-action sports and movies are smooth and crystal clear.

Even when it's off, the HX929 draws oohs and ahhs, thanks to Sony's monolithic frameless design. The elegant, single-sheet-of-glass design is a combination of Gorilla® Glass and the Sony OptiContrast™ panel, which boosts contrast, reduces ambient light reflections, and adds to the aesthetic of any room or home theater.

BRILLIANT PICTURE QUALITY IN 2D AND 3D

A big screen is only as stunning as the picture quality it delivers, and the HX929 lives up to the challenge. It offers stunning depth and a sharp, Full HD 1080p picture in 2D and 3D.¹ Plus, the new active glasses are now rechargeable, lighter weight and cost less, so 3D is more accessible than ever.

INSTANT ACCESS TO ENTERTAINMENT

With built-in Wi-Fi connectivity, customers get instant access to must-have entertainment like hit movies, TV shows, online videos, music, games, Twitter™ and Facebook®, too. And because Sony Internet TV adds new apps automatically,² customers always have the latest entertainment options at their fingertips.

Additionally, the free "Media Remote" app makes searching for content simple. By launching the app, customers can instantly turn their iPhone® and Android™ smartphones into a versatile remote and full QWERTY keyboard. And by adding a Sony microphone/camera (sold separately), customers can connect with family and friends from the comfort of their living room via Skype.™

A COST-CONSCIOUS BIG-SCREEN OPTION

If your customers are looking for a more budget-friendly option in a size that still packs a punch, the HX729 is a great alternative. This 65"-class smart TV offers a lot of the same connectivity and 3D features—including RS-232 and IR connectivity for integration with control systems—for less than the top-of-the-line HX929. The HX729 also has the X-Reality™ PRO Engine and MotionFlow XR 480™ for an incredible picture.

When your customers ask for a big TV, you can confidently recommend the Sony HX929 and HX729. They deliver the impressive size and innovative features customers want for an unparalleled entertainment experience.

¹Requires 3D content, 3D player, HDMI® cable (at least 10.2 Gbps) and 3D active glasses, sold separately.
²Broadband speed of 2.5 Mbps recommended (10 Mbps for HD). Content subject to change and may require fees. Wireless connectivity requires 802.11n home network (802.11n recommended).

New on Blu-ray 3D™

Priest

Based on the acclaimed graphic novel and packed with bloodthirsty action, this full throttle crusade takes viewers on the hunt for a deadly new breed of killer.

Priest now available on Blu-ray 3D
 Priest © 2011 Screen Gems, Inc.
 All Rights Reserved.

ON THE FLOOR: Gorilla® Glass

The HX929 offers Sony's best technologies in its most elegant package. As the only TV manufacturer featuring Corning® Gorilla Glass, Sony can bring its sleek, monolithic, frameless design to the enormous 65"-class HX929. This unique material also makes the HX929 remarkably lightweight and durable, without compromising picture quality.

ESPN 3D COLLEGE FOOTBALL SCHEDULE

REGULAR SEASON

Thu. 9/1..... UNLV at Wisconsin	Fri. 11/4..... USC at Colorado
Mon. 9/5..... Miami at Maryland	Thu. 11/17.... North Carolina at Virginia Tech
Thu. 9/8..... Arizona at Oklahoma State	Thu. 12/1..... West Virginia at South Florida
Sat. 9/10.... BYU at Texas	Sat. 12/3..... ACC Championship
Thu. 9/15.... LSU at Mississippi State	
Thu. 9/22.... NC State at Cincinnati	
Thu. 9/29.... South Florida at Pittsburgh	
Thu. 10/6.... California at Oregon	
Thu. 10/13... USC at California	
Thu. 10/20... UCLA at Arizona	
Thu. 10/27... Virginia at Miami	
Tue. 11/1.... Northern Illinois at Toledo	

BOWL GAMES

Sat. 12/17... New Orleans Bowl
Tue. 12/20.. Florida Bowl
Sat. 12/31... Champs Sports Bowl
Mon. 1/ 2.... Chick-Fil-A Bowl
Thu. 9/15.... Capital One Bowl

ESPN 3D College Football

College football is back and it never looked better. Now, customers can catch weekly college games and the big bowls in stunning Sony 3D. The 3D lineup is loaded with great matchups. Be sure to let all the Trojans, Hokies, Tigers, Badgers and other fans that walk through your door know college football looks best on a Sony.

The Everything Player

From phones and TVs to printers and Blu-ray Disc™ players, “smart” is a popular term when it comes to technology products. But what does “smart” really mean when it comes to Blu-ray players? And more importantly do your customers know how much content a Sony Blu-ray player can connect them to?

Many manufacturers use the term “smart” to highlight a product that can connect to the Internet. What a smart product does with that connection is what sets it apart from rest. In that case, you might say the new Sony BDP-S580 3D Blu-ray Disc™ player is the “smartest” Blu-ray player of all.

Sony Blu-ray players do much more than play Blu-ray discs. In addition to playing CDs and DVDs and accessing content on USB drives, the Sony BDP-S580 3D Blu-ray Disc player wirelessly connects to the Internet. Once connected its streaming capability is unmatched, with content from over 40 providers.¹ That’s nearly 10x more than some competitors, all available whenever the customer wants. Plus, the user interface is intelligently organized to deliver the content they love, fast.

Let’s take a look at how Sony’s unparalleled content options can win over just about any customer.

¹Content subject to change and may require fees.



“MOVIE MIKE”

Forget chick flicks. Mike wants fast-paced action, full HD, plus the best 3D picture. With Sony Video Unlimited, Netflix®, Crackle™ and Sony Pictures Television, thousands of hits are at his fingertips.

“FANATIC FRED”

After the last pitch is thrown or the buzzer sounds, Fred can go into sports overtime with libraries of games, highlights and sports action on XOS College Sports, NHL Vault, golfink.com and Billabong.

“SOCIAL SARAH”

Always out and about, day and night, Sarah rarely has time to sit and watch TV. No worries though. She catches up on all her favorite hit shows with Hulu Plus™ and Amazon Instant Video.

“ROCKIN’ RICK”

Rick’s musical taste has broadened over the years—so has the technology he uses to listen to it. So set him up with Pandora®, Slacker®, Sony Music Unlimited and MoshCam.com.

“CHEF CHERYL”

Cheryl has a taste for the finer things in life. She’ll love seeing what’s cooking in Epicurious or streaming the latest from LIVESTRONG®, eHow, NPR, style.com and *The Dr. Oz Show*.

These are profiles of just some of the customers that might come through your door. So spend a few minutes to find out what interests them most, and then show them how “smarter” Sony products get them in touch with more of the content and services they want.

[Learn more about Pandora® and its streaming music capabilities in the interview with Tim Westergren, founder of Pandora, on page 22.](#)



Catching the Wave of Streaming Content

An interview with Pandora® Chief Strategy Officer and Founder, Tim Westergren

With the recent explosion of streaming services, we wanted to talk with someone who's been there from the inception: Tim Westergren. He and fellow musicians created the Music Genome Project® in 2000, which led to the founding of Pandora Internet Radio 5 years later. We share his insights on discovering new music, the power of a thumbs-up and the future of streaming entertainment.



Q: HOW DO YOU KEEP UP WITH ALL THE MUSIC OUT THERE?

A: We have a team of people that works on it all day, every day. If the music is good, it will end up on Pandora and play to millions of people who like that kind of music on their personalized radio stations.

Q: WHAT MAKES STREAMING PANDORA ON CONNECTED DEVICES AN IMPORTANT DELIVERY VEHICLE?

A: Non-mobile devices are a huge category for us. Close to 35% of radio listening happens at home. We're embedded on hundreds of devices and plan for many more. It's a space that's going to ripen a lot for us in the next few years. It's also not insignificant that your streaming device is often connected to your highest quality stereo, so it's nice to play Pandora through a good set of speakers.

Q: WHERE DO YOU SEE THE SERVICE HEADING IN THE FUTURE?

A: The key to our growth is high-quality, reliable access to connectivity. We're there waiting for it all to happen. We're kind of agnostic about what the next device will be. If it's some kind of wristwatch or something on the soles of your shoes, whatever receives the signal is fine with us. We want people to be able to listen to their Pandora stations anytime, anywhere.

Q: WHAT WAS YOUR FIRST PANDORA STATION? AND IS THERE AN ARTIST THAT'S LED YOU TO NEW MUSIC DISCOVERIES?

A: I think the first station I created was a Beatles station. I've found tons of bands through Pandora, but I've been digging Ben Folds a lot lately. He steers me to a lot of bands that are musically fit for me. He's been a great source of discovery.



Dealer Spotlight

Mills Custom AV, Chicago

Chicago is an entertainment town. And Bryan Mills, president and third-generation owner of Mills Custom Audio Video, knows that better than just about anyone in the Windy City.

Founded as a recording company in 1939, Mills Custom Audio Video has a long history in the home entertainment business. Over time, it evolved into an electronics retailer, then became a dedicated integrator in the 1990s. This deep expertise gives Bryan Mills a unique perspective on the industry. "We're selling an experience," says Bryan, "and Sony continues to inspire us. When we get genuinely excited about a product, so do our customers. You can't fake that."

Bryan credits the business' longevity to one key priority. "We really concentrate on building long-term relationships with our clients." That focus has helped garner new business even in tough economic times. In fact, Mills' latest media room install (*below*), featuring the Sony® VPL-VW90ES 3D Projector, was for a long-time client.

"When we turned on the 90ES it drew a 'wow' from everyone in the room. Out-of-the-box it was just phenomenal." Bryan continues, "Consumers are often misled when it comes to projectors. There's an oversaturation of information on the web and it's confusing. Customers really look to us for recommendations."



Mills is not about to put the company's 72-year reputation and hard-earned client trust on the line by installing just any manufacturer. "New brands pop up here and there, but you just don't know if they're going to be around in a few years. Sony is a strong brand with reliable products. They stand by them, especially the ES line. That's why we've been a Sony dealer longer than anyone in Chicago."

Trust. Reliability. Expertise. That's a combination for success that never gets old. And it's made Mills Custom Audio Video one of Chicago's biggest names in entertainment.



Introducing the ES Market Training Specialists

Your go-to Sony Support Team



Now, get a higher level of support for all your Sony ES product and installation questions from a Sony ES Market Training Specialist in your area. This experienced team is standing by to provide the personal attention and in-depth information your business needs.

They will train your staff on Sony ES products and how to integrate them, either in your store or via online classes. They'll meet with the designers, home builders and architects you work with to discuss available home theater technologies,



lighting control, music, TV and home automation. Take advantage of their field experience and knowledge in key technologies and systems. To find the Sony ES Market Training Specialist in your area, visit sony.com/es.

BE Reader Quiz—CEDIA Edition

WIN BIG

Correctly answer the three questions on the enclosed BRC card and send it in before September 30, 2011, and you'll be automatically entered to win one of **eight amazing Sony prizes**.



This quiz is exclusively for *Beyond Entertainment* readers. Photocopied entries are not accepted. One entry per person. Full rules available at sonybeyondentertainment.com/rules.

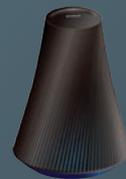
GRAND PRIZE



1 Sony® VPL-HW30ES Home Theater 3D Projector



2 Sony® STR-DA5700ES Home Theater Receivers



5 Portable Sony HomeShare™ Multi-room Audio Speakers

SONY
make.believe

All screen images simulated.

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