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Shift your perspective.

And expand your installation options.

Sony projectors with extreme lens shift let you enjoy design flexibility that's unmatched whether you're planning new construction, renovating a room or simply changing out a projector. So you'll preserve the aesthetics of the space without sacrificing superb image quality. Easy maintenance and worry-free operation are a given, with automatic backup from twin lamps that cost less, use less electricity and last a remarkable 8000 hours*. Best of all, Sony's aggressive pricing now delivers HD for the price of standard definition. And isn't that a nice new perspective on value.

Visit sony.com/projectors to find out more.

*The two lamps are alternately used, achieving a recommended lamp replacement time of approximately 8,000 hours, saving maintenance time and cost.
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