

**To:** [REDACTED]  
**Cc:** [REDACTED]  
**From:** McDonough, Rob  
**Sent:** Fri 1/28/2011 7:01:07 PM  
**Subject:** RE: Sony Quaila

There should not be a problem with Q004s maintaining similar quality over time.

However, current technology has more than 50 times the dynamic contrast ratio, tighter pixel spacing, and quieter fan noise.

Some of my recent demos have been between current models, including the VW200 and the VW85, against the Q004, not to put it down, but to show how much our image quality has improved. All of the newer models can show demonstrable improvements over the Qualia.

The VW90ES is the best projector so far, beating all of the above.

However, Sony Service in Laredo, Texas is the place to send Q004s for service. Calibration should probably be performed 3<sup>rd</sup> party in the home, attached to the system in the theater. Personally, I think the service and calibration money could be better spent. Without providing too much detail, can you hold off til CEDIA of this year, or maybe a bit longer? If not, can you temporarily replace them with units which could then be installed in a bedroom or elsewhere to make room for something even better, like a flagship model? (Shhh.)

Rob McDonough

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**From:** [REDACTED]  
**Sent:** Thursday, January 27, 2011 12:41 PM  
**To:** askCIS  
**Cc:** [REDACTED]  
**Subject:** Sony Quaila

Hello Rob,

I spoke to Nick at Sound X & Chicago Audio Video,

we have two Sony Quiallia projectors, where is the best place to have these machines calibrated and serviced, it seams our picture quality has changed since new lamps where installed, and what is your opinion of longevity of this machine with new technology that is available on the market now?

thanks.

Larry Visoski