

Technology Adding Luxury To Hotel Stays

(NAPSA)—The latest trend in travel is luxury hotels that provide a “home theater away from home”—with in-room DVD technology and entertainment—as part of creating the most pleasurable guest experience possible.

Hotels such as The Ritz-Carlton, The Park Hyatt, Ian Schrager’s new Clift Hotel, and others have installed Sony’s stylish DVD players in their rooms, offering guests an enhanced movie experience with the latest technology.

These DVD players were chosen to accommodate business and luxury travelers who have come to expect their rooms to be equipped with trendy, yet useful products that make their stay more comfortable and enjoyable.

Some benefits hotel guests realize with in-room DVD home theater entertainment include:

- Greater flexibility in movie selection;
- Watch the movies you want by bringing along your own compact DVD video libraries, which are perfect for travelers; and
- Meeting more specialized entertainment needs (i.e., families traveling with small children).

Hotels—and consumers—now have even more options when choosing DVD/CD players. Sony has introduced four new models that combine the company’s legendary performance with flexibility and affordability. Each unit also features the Precision Drive2™ System, a newly developed tilt mechanism that provides faster, more accurate tracking and



Hotel guests are experiencing another luxury: in-room home theaters with DVD technology.

playback. The system compensates for disk warp and other imperfections—particularly useful when watching rented DVDs.

“These new products represent a continuation of Sony’s efforts to give consumers a wide choice in DVD solutions,” said Bill Cubellis, director of DVD marketing for Sony Electronics.

All four new models incorporate Sony’s innovative technologies, including:

- Instant Replay—Allows users to replay a particular scene with the touch of a button going back 10 seconds to review important or interesting movie lines.
- Block Noise Reduction—Aids in maximizing picture quality of MPEG2 images by eliminating unwanted artifacts in scenes.
- TV Virtual Surround Sound—Benefiting the non-home theater user, this feature optimizes the sound capabilities of standard TV speakers and offers various surround modes including dynamic, wide, standard and night for sound reduction at late hours.

For information regarding the nearest Sony authorized dealer or service location, call 1-800-222-SONY.