



Press Release

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## **Sony Expands its 4K HDR (High Dynamic Range) TV Line-up with New X Series and A Series, Conveying the Reality with Unparalleled Contrast**

**Sony announced new 4K HDR television series designed to deliver even wider brightness range and higher contrast. The new BRAVIA TVs make the best use of 4K HDR (High Dynamic Range) content with the combination of their unique image processor and display device technologies.**

The world of HDR has been greatly expanding with the advent of video streaming services, 4K UHD Blu-ray, and recently with PlayStation®4 gaming. Now, more than ever before, accurate image processing is playing a crucial role in delivering a dazzling picture according to the filmmakers' or game developers' intentions. The 4K HDR Processor X1™ Extreme from Sony's flagship [Z series](#), has been widely acclaimed for its ability to produce lifelike picture with superb texture, depth, colour, and contrast, bringing a significant leap forward in the space of HDR. With two new TV series, Sony introduces 4K HDR Processor X1 Extreme's power to a broader audience.

Alongside the X1 Extreme processor, the new [XE93](#) series features Slim Backlight Drive+, an improved LED backlight technology allowing more precise and accurate local dimming control compared to Slim Backlight Drive. With its quad-edge LED structure and X-tended Dynamic Range™ PRO local dimming and boosting technology, it brings superior brightness and exceptional contrast – in fact it will deliver 10 times the XDR contrast\*2 of conventional LED TV.

In order to provide a wider selection of 4K HDR displays, Sony will introduce 4K HDR OLED TV as "BRAVIA OLED". The A1 series offers a totally new visual experience with the combination of superior picture quality of OLED with X1

Extreme, the world's first sound system in a large screen TV\*1, and its unique cutting edge form factor.

Thanks to OLED's over 8 million self-illuminating pixels, the [A1 series](#) brings a significantly enriched visual experience with unprecedented black, authentic colour, blur-less image and a wide viewing angle. The X1 Extreme precisely controls the tremendous number of pixels and extends the capability of OLED to deliver an exquisite 4K HDR picture.

BRAVIA OLED's innovations do not end with incredible picture performance. A1 series is the world's first large screen TV\*1 which can emit its great sound from the screen itself. Taking the advantage of the OLED's backlight-less structure, Sony developed a new Acoustic Surface™ sound technology which can emanate the sound directly from the screen itself. This allows a perfect unification of picture and sound unattainable by conventional TVs. It produces a wide sound and image synchronization even off to the sides. Together with OLED's exceptionally wide viewing angle, the A1 series offers unmatched visual and aural experience regardless of viewing position.

The Acoustic Surface technology lends to cutting-edge design of the A1 series by doing away with conventional speakers usually located around the TV. The result is a unique stand-less form factor with no distraction from the picture.

Both new XE93 and A1 series will additionally support Dolby Vision™, the HDR format from Dolby Laboratories, which paired with Sony's unique technologies will further enrich the visual experience.

Sony also announced an array of additional 3 series of 4K HDR and 3 series of Full HD HDR televisions coming to retail in 2017. They all incorporate Sony's proprietary technologies including the newly-developed 4K HDR processor X1 (XE90 and XE85 series only) to deliver industry-leading picture quality.

Sony continues to bring excitement to customers through the enrichment of visual expression by incorporating a powerful mix of display device technologies with its own image processing technology.

New Sony TV models and key features:

[A1 Series \(77", 65", and 55" Class model\) 4K HDR OLED TV](#)

- Features OLED as display device. 8 million self-illuminating pixels brings a significantly enriched visual experience with unprecedented black, authentic colour, blur-less image and a wide viewing angle.
- Features Acoustic Surface technology: the entire screen resonates with great sound emanating directly from the screen itself. This allows a perfect unification of picture and sound that conventional TVs cannot deliver.
- Features 4K HDR Processor X1 Extreme providing the ultimate 4K HDR viewing experience by incorporating three new technologies: Object-based HDR remaster, Super Bit Mapping™ 4K HDR and Dual database processing.
- Features vibrant, expanded colour with TRILUMINOS™ Display, further enhanced for colour accuracy.
- Uses 4K X-Reality™ PRO to produce stunning detail with Sony's unique algorithm of reality creation database for any content, such as TV broadcasting, DVD, Blu-ray Disc, Internet video and digital photos.
- The cutting-edge design: The Acoustic Surface technology lends to cutting-edge design of the A1 series by doing away with conventional speakers usually located around the TV. The result is a unique stand-less form factor with no distraction from the picture.
- Android TV lets you explore a world of movies, music, photos, games, search, apps and more. Voice Search to find content, ask questions and control your TV. With Chrome Cast built-in, you can easily send content from your smartphone or tablet to the TV. With access to Google Play™, you can enjoy what you like doing on a smartphone or tablet, from your TV.
- Sony's exclusive Content Bar user interface allows you to comfortably browse content quickly and intuitively without disrupting your TV viewing.
- HDR compatible to receive and process the new video standard signal with higher brightness, higher contrast and more vibrant colours via Internet video services, HDMI and USB port. Supports Dolby Vision HDR format.

#### [XE94 Series \(75" Class model\) 4K HDR TV](#)

#### [XE93 Series \(65" and 55" Class models\) 4K HDR TV](#)

- Features Slim Backlight Drive+ with a unique quad-edge LED structure, allowing precise local dimming control which provides exceptional brightness and deeper blacks than a conventional full-array LED TV in an ultra slim design. (XE93 only\*)

\*The XE94 is built in with full-array direct LED backlight.

- Features 4K HDR Processor X1 Extreme providing the ultimate 4K HDR viewing experience by incorporating three new technologies: Object-based HDR remaster, Super Bit Mapping 4K HDR and Dual database processing.
- X-tended Dynamic Range PRO. It enhances HDR and non-HDR content by boosting and dimming the backlight levels precisely for each zone of the screen with a unique backlighting algorithm. (10 times XDR contrast\*2)
- Features vibrant, expanded colour with TRILUMINOS Display, further enhanced for colour accuracy.
- Uses 4K X-Reality PRO to produce stunning detail with Sony's unique algorithm of reality creation database for any content, such as TV broadcasting, DVD, Blu-ray Disc, Internet video and digital photos.
- The ultra slim design allows for flush with the wall mounting and clean cable management for table top mount.
- Wall mount bracket with swivel included in selected countries.
- Android TV lets you explore a world of movies, music, photos, games, search, apps and more. Voice Search to find content, ask questions and control your TV. With Chrome Cast built-in, you can easily send content from your smartphone or tablet to the TV. With access to Google Play, you can enjoy what you like doing on a smartphone or tablet, from your TV.
- Sony's exclusive Content Bar user interface allows you to comfortably browse content quickly and intuitively without disrupting your TV viewing.
- HDR compatible to receive and process the new video standard signal with higher brightness, higher contrast and more vibrant colours via Internet video services, HDMI and USB port. Supports Dolby Vision HDR format.

#### [XE90 Series \(75", 65", 55", and 49" Class models\) 4K HDR TV](#)

- Features 4K HDR Processor X1 reproducing more depth, textures and natural colours with Object-based HDR remaster and Super Bit Mapping 4K HDR technology.
- X-tended Dynamic Range PRO. It enhances HDR and non-HDR content by boosting and dimming the backlight levels precisely for each zone of the screen with a unique backlighting algorithm. (5 times XDR contrast\*2)
- Features vibrant, expanded colour with TRILUMINOS Display, further enhanced for colour accuracy.

- Uses 4K X-Reality PRO to produce stunning detail with Sony's unique algorithm of reality creation database for any content, such as TV broadcasting, DVD, Blu-ray Disc, Internet video and digital photos.
- Android TV lets you explore a world of movies, music, photos, games, search, apps and more. Voice Search to find content, ask questions and control your TV. With Chrome Cast built-in, you can easily send content from your smartphone or tablet to the TV. With access to Google Play, you can enjoy what you like doing on a smartphone or tablet, from your TV.
- Sony's exclusive Content Bar user interface allows you to comfortably browse content quickly and intuitively without disrupting your TV viewing.
- HDR compatible to receive and process the new video standard signal with higher brightness, higher contrast and more vibrant colours via Internet video services, HDMI and USB port.

#### [XE85 Series \(75", 65", and 55" Class models\) 4K HDR TV](#)

- Features 4K HDR Processor X1 reproduces more depth, textures and natural colours with Object-based HDR remaster and Super Bit Mapping 4K HDR technology.
- Features vibrant, expanded colour with TRILUMINOS Display, further enhanced for colour accuracy.
- Uses 4K X-Reality PRO to produce stunning detail with Sony's unique algorithm of reality creation database for any content, such as TV broadcasting, DVD, Blu-ray Disc, Internet video and digital photos.
- The ultra slim design comes with sleek rear design and clean cable management for table top mount.
- Android TV lets you explore a world of movies, music, photos, games, search, apps and more. Voice Search to find content, ask questions and control your TV. With Chrome Cast built-in, you can easily send content from your smartphone or tablet to the TV. With access to Google Play, you can enjoy what you like doing on a smartphone or tablet, from your TV.
- Sony's exclusive Content Bar user interface allows you to comfortably browse content quickly and intuitively without disrupting your TV viewing.
- HDR compatible to receive and process the new video standard signal with higher brightness, higher contrast and more vibrant colours via Internet video services, HDMI and USB port.

### XE80 Series (55", 49", and 43" Class models) 4K HDR TV

- Features vibrant, expanded colour with TRILUMINOS Display, further enhanced for colour accuracy.
- Uses 4K X-Reality PRO to produce stunning detail with Sony's unique algorithm of reality creation database for any content, such as TV broadcasting, DVD, Blu-ray Disc, Internet video and digital photos.
- The ultra slim form factor comes with sleek rear design and clean cable management for table top mount.
- Android TV lets you explore a world of movies, music, photos, games, search, apps and more. Voice Search to find content, ask questions and control your TV. With Chrome Cast built-in, you can easily send content from your smartphone or tablet to the TV. With access to Google Play, you can enjoy what you like doing on a smartphone or tablet, from your TV.
- Sony's exclusive Content Bar user interface allows you to comfortably browse content quickly and intuitively without disrupting your TV viewing.
- HDR compatible to receive and process the new video standard signal with higher brightness, higher contrast and more vibrant colours via Internet video services, HDMI and USB port.

### WE75 Series (49" and 43" Class models) Full HD HDR TV

- Features vibrant, expanded colour with TRILUMINOS Display, further enhanced for colour accuracy.
- Features X-Reality PRO to provide stunning detail with Sony's unique reality creation database algorithm whether you are viewing a TV broadcastings, DVD, Blu-ray Disc, Internet video service or digital photos.
- The sleek lines and an elegant slim display come with clean cable management to keep wires out of view.
- Features ClearAudio+ which automatically adjusts sound settings for an enriching listening experience.
- Supports major Internet video services such as YouTube, Netflix\* to enjoy more video content easily with built-in Wi-Fi®. \*Internet video services available vary by country.
- HDR compatible to receive and process the new video standard signal with higher brightness, higher contrast and more vibrant colours via Internet video services like Netflix or gaming like PS4 Pro and PS4\*3.

### [WE66 Series \(49" and 40" Class models\) Full HD HDR TV](#)

### [WE61 Series \(32" Class model\) Full HD HDR TV](#)

- Features X-Reality PRO to provide stunning detail with Sony's unique reality creation database algorithm whether you are viewing a TV broadcastings, DVD, Blu-ray Disc, Internet video service or digital photos.
- The sleek lines and an elegant slim display come with clean cable management to keep wires out of view.
- Features ClearAudio+ which automatically adjusts sound settings for an enriching listening experience.
- Supports major Internet video services such as YouTube, Netflix\* to enjoy more video content easily with built-in Wi-Fi®. \*Internet video services available vary by country.
- X-Protection PRO enhances Sony TV's durability with four protection features to guard against dust, lightning, surge and humidity.
- HDR compatible to receive and process the new video standard signal with higher brightness, higher contrast and more vibrant colours via internet video services like Netflix or gaming like PS4 Pro and PS4\*3.

### [RE45 Series \(40" Class model\) Full HD HDR TV](#)

- Features X-Reality PRO to provide stunning detail with Sony's unique reality creation database algorithm whether you are viewing a TV broadcastings, DVD, Blu-ray Disc or digital photos.
- The sleek lines and an elegant slim display come with clean cable management to keep wires out of view.
- Features ClearAudio+ which automatically adjusts sound settings for an enriching listening experience.
- HDR compatible to receive and process the new video standard signal with higher brightness, higher contrast and more vibrant colours via gaming like PS4 Pro and PS4\*4.

\*1 Size over 55". As of January 4<sup>th</sup> 2016. According to research by Sony.

\*2 XDR is the abbreviation of X-tended Dynamic Range. This is the perceptible contrast level expanded by X-tended Dynamic Range PRO technology, which is the unique figure calculated for the contrast which users actually feel and experience (XDR Contrast). This figure is based on our conventional TV without local dimming.

\*3 Compatibility of HDR is all HDR PS4 Game titles via HDMI and HDR videos of built-in Netflix app only. HDR image signal specifically means HDR10 Media Profile format (commonly referred to as HDR10). Compatibility with all other HDR content is not guaranteed.

\*4 Compatibility of HDR is all HDR PS4 Game titles via HDMI only. HDR image signal specifically means HDR10 Media Profile format (commonly referred to as HDR10). Compatibility with all other HDR content is not guaranteed.

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**Notes to editors**

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**About Sony:**

Sony Corporation is a leading manufacturer of audio, video, imaging, game, communications, key device and information technology products for the consumer and professional markets. With its music, pictures, computer entertainment and online businesses, Sony is uniquely positioned to be the leading electronics and entertainment company in the world. Sony recorded consolidated annual sales of approximately \$72 billion for the fiscal year ended March 31, 2016. Sony Global Web Site:

<http://www.sony.net/>