



Press Release

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Watch and listen in the highest quality with NEW Sony 4K Ultra HD Blu-ray Player and Dolby Atmos® Sound Bar and AV Receiver for object audio

- **4K Ultra HD Blu-Ray Player for uncompromised picture quality**
- **Listen in 3D surround sound with the Dolby Atmos® enabled Sound Bar**
- **Enjoy a versatile entertainment experience with the Dolby Atmos® and DTS:X® AV Receiver**

These models bring the ultimate movie watching experience at home. Sony is proud to add to its current line-up of home audio and visual offering the new 4K Ultra HD Blu-ray Disc Player [UBP-X800](#), Dolby Atmos® enabled sound bar [HT-ST5000](#) and AV Receiver with DTS:X® the [STR-DN1080](#).

To give the most immersive experience to what you are watching and listening to at home it must be the best, and in terms of the technology available now that means 4K HDR for picture and object-based audio for sound with Dolby Atmos and DTS:X. Sony has created this ultimate solution to fill your home with superior sounds and pure pictures with the added factor of Sony's style and reputation for quality.

Watch films as they are intended

The [UBP-X800](#) 4K Ultra HD Blu-ray Player is the ultimate in cutting edge Ultra HD technology and the finest way to watch your treasured movie collection. This

player has been created in partnership with Sony Pictures Entertainment to ensure the best possible playback from 4K Ultra HD Blu-ray Discs as the creators intended, and with the added benefit of 4K picture quality.

But what is picture without sound? With Hi-res audio playback capability the [X800](#) treats you to audiophile-quality reproduction of any source. DSEE HX™ upscales the original signal's sampling frequency and bit-depth. You'll be rewarded with higher fidelity and wider dynamic range to whatever you are listening to and in closer to High-Resolution Audio quality.

Most Blu-ray Disc Players send both audio and video to your TV via the same HDMI output. To ensure that sound quality is uncompromised, the [X800](#) can split audio and video signals, routing them to separate HDMI outputs to reduce electrical cross-interference.

The extraordinary quality is encased in an exceptionally rigid Frame and Beam chassis design that minimises mechanical vibration. On the inside, there is a full complement of audio codec compatibility, letting you enjoy pristine High-Resolution files encoded right up to 192kHz/24-bit and DSD up to 11.2MHzⁱ.

The [X800](#) 4K Ultra HD Blu-ray Player utilizes a Sony developed Precision HD drive to help maintain consistent performance with virtually every optical disc format, including DVD Video and DVD Audio; CD and Super Audio CD; and Blu-ray 3D, and BD-ROM media in addition to almost any format available via USB. The player further incorporates a variety of video codecs that can deliver 4K streaming from video streaming services such as Netflix, along with Sony's advanced video processing that upscales SD and HD content to near 4K resolution. Additionally, when playing 4K HDR content on a 4K SDR television the [X800](#) utilizes a unique Sony algorithm to reproduce the proper brightness and colour gradations to provide the best picture possible.

Integrated Bluetooth® means you can slip on a pair of wireless headphones for private uninterrupted listening if you want no distractions, while the sound can

ⁱ By firmware update

continue to play from the TV for the rest of the family in the room to relish. For a different scenario, you can pair wireless speakers to the Blu-ray Player to appreciate sounds simultaneously in the front of TV and in places far from TVs depending on where you've positioned the wireless speaker.

Immersive and wireless sound

Join the Dolby Atmos revolution and use the [HT-ST5000](#) sound bar that has also been created in partnership with Sony Pictures for the best 3D sound cinematic experience. Its well-specked connectivity features offer compatibility with the latest 4K, HDR and HDCP2.2 standards, working perfectly with the X800 to create that cinema screen feeling in your front room.

The stylish sound bar adds impressive multi-channel audio to your viewing with less living room clutter. With the extra dimension of two new upward firing Dolby Atmos enabled speakers at either end of the bar, a thrillingly detailed 7.1.2 channel listening experience is possible. Combined with coaxial High-Resolution Audio speakers, featuring separate woofer and tweeter drivers in one single unit music, dialogue and sound effects wrap themselves around you. The powerful wireless sub provides the deep low punches.

It has never been easier to play your choice of music back using Chromecast built-inⁱⁱ and Spotify Connect, meaning you have access to over 100 music-streaming apps right at your fingertips in addition to the flexibility of the Wireless Multi-Room, plus Bluetooth and NFC.

Experience versatile entertainment

Recreating the cinema experience is easy with the [STR-DN1080](#) AV Receiver. Dolby Atmos and DTS:X support alongside 4K HDR pass-through and upscale, plus High-Resolution Audio capability including DSD native playback. This all leads to the [STR-DN1080](#) being built for serious sound, even being able to simulate surround sound with extra channels – providing a total 7.1.2 surround experience.

ii Chromecast is a trademark of Google Inc.

Built to enjoy that 3D surround or object based natural sound experience, the [DN1080](#) has a flexible speaker solution to 'relocate' sound to simulate the optimal position and angle for the best audio experience, and works around any physical space restrictions. The Phantom Surround Back setting adds an extra two virtual rear speakers for a full 7.1.2 channel experience, with a 5.2.1 set up.

Multiple connections make it even simpler to connect all your devices, with 6 HDMI inputs and 2 outputs that provide full HDCP 2.2 compliance and supports the latest 4K 60P (4:4:4ⁱⁱⁱ)The [STR-DN1080](#) is even compatible with the new BT.2020 wide colour gamut broadcast standard. Also with USB, Bluetooth, Chromecast built-in, Spotify Connect and Wireless Multi-Room, this AV receiver is a versatile high quality solution to all your home entertainment needs.

[UBP-X800](#) 4K Ultra HD Blu-ray Player is available in Spring 2017 priced at approximately 4.200 NOK.

[HT-ST5000](#) sound bar is available in Spring 2017 priced at approximately 16.500 NOK.

[STR-DN1080](#) AV Receiver is available in Spring 2017 priced at approximately 7.200 NOK.

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About Sony Corporation:

Sony Corporation is a leading manufacturer of audio, video, 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/>

ⁱⁱⁱ HDMI 5 in/2 outputs support 4:4:4