



Press Release

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New Sony BRAVIA 4K HDR TVs Coming to Europe

The stunning clarity and detail of 4K HDR experience to be available in 5 series and 10 models of Sony BRAVIA TVs

Sony released the availability information of five new 4K HDR television series: XD83, XD80, XD75, XD70 and SD80. Ideal for a variety of room sizes and customer needs, all of these Sony BRAVIA 4K HDR TVs deliver a superior 4K viewing experience as well as near 4K quality up-conversion from HD sources. With over eight million pixels, these [Sony BRAVIA 4K HDR TVs](#) offer intense detail and stunning picture quality, providing more than four times the detail of Full HD. Movies, TV shows, photos and content from your smartphone look better thanks to Sony's cutting edge 4K and exclusive Sony technologies. For instance, 4K X-Reality™ PRO produces 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 new Sony BRAVIA 4K HDR TVs feature High Dynamic Range (HDR) compatibility to receive and process the new video standardⁱ. Combined with 4K Ultra HD resolution, HDR will change the way you look at TV with added detail, colour and contrast.

All five new Sony BRAVIA 4K HDR TVs support Google's Android TV operating system, making it easy to stream video, access catch-up services, or use as a gaming device. Android TV brings the world's most popular mobile platform to [televisions](#), providing a tailored and intuitive entertainment experience. TV lovers can watch hit shows and timeless movies from Google Play™, Netflix, Amazon Video, YouTube and others. Users can also access a huge selection of games and additional apps from the Google Play store right on the TV. And with Google Cast™, users can cast their favourite entertainment apps such Netflix or YouTube from their Android or iOS device, Mac or Windows computer or Chromebook to the TV.

New Sony BRAVIA 4K HDR TVs by series:

XD83

49 and 43 inch models

XD80

55, 49 and 43 inch models

XD75

65 inch model

XD70

55 and 49 inch models

SD80
50 inch model

Availability

The XD83, XD80, XD75, XD70, and SD80 Sony BRAVIA 4K HDR TVs will be available from major European retailers soon. Pricing varies by countries and retailers.

More information on Sony BRAVIA 4K HDR TVs:
<http://www.sony.co.uk/electronics/tv/t/televisions>

For more information, please contact your local PR manager or:
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ⁱ The XD75, XD70, and SD80 Sony BRAVIA 4K HDR TVs will be upgradable to HDR compatibility via a firmware update at a later time.

About Sony Corporation

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/>