



Press Release

World's first¹ 3.1ch Dolby Atmos[®] soundbar that produces Virtual three-dimensional Surround Sound

- **The world's first² 3.1ch Dolby Atmos soundbar, that produces virtual, three-dimensional room-filling surround sound from a 3-speaker soundbar and subwoofer**
- **Hear sound from above without ceiling reflection or extra speakers, thanks to Sony's unique Vertical Surround Engine**
- **Designed to fit neatly together with 2018 Sony BRAVIA TVs**

The premium [HT-ZF9](#) soundbar with Dolby Atmos through Sony's Virtual technology brings a new level of inspirational, cinematic audio to your home. With the new Vertical Surround Engine from Sony, you can enjoy virtual three-dimensional surround sound that takes your breath away - without the need for ceiling or up-firing speakers.

Additionally, Sony is launching the [HT-XF9000](#) soundbar with front 2ch speakers, whose design concept is to match your TV elegantly. This 2.1ch bar might have fewer speakers, but it too offers the cinematic surround sound features of Dolby Atmos and the Vertical Surround Engine.

¹ As of January 8th 2018. According to research by Sony Corporation. ZF9 model only

² As of January 8th 2018. According to research by Sony Corporation. ZF9 model only

Capable and compact

With Dolby Atmos and DTS:X™ support, the HT-ZF9 soundbar is capable of totally encompassing the audience on your sofa in sound from all around.

The Vertical Surround Engine in the HT-ZF9 soundbar can really produce a sense of helicopters whizzing above. Combining that with S-Force Pro Front Surround technology which improves the front surround sound field, means you may find it hard to believe this sound comes out of a 3.1ch soundbar. Additionally, even without Dolby Atmos and DTS:X content you can enjoy virtual three-dimensional sound due to "Vertical S." button on remote, that can up-mix even 2ch stereo content up to 7.1.2ch and thereby create height.

Alternatively, there is the option to add on a pair of SA-Z9R rear speakers, which are exclusively designed to partner with the HT-ZF9, and can extend your surround sound experience with a true surround sound speaker configuration.

The HT-ZF9 supports 4K HDR and Dolby Vision™ pass-through, so the original picture quality is passed directly through the bar to your TV, without any loss of quality, colour, clarity or brightness. On the audio side, the HT-ZF9 supports High-Resolution Audio formats including playback from a USB source. Alternatively, you can enjoy any of your other music files in near High -Resolution Audio quality from your mobile device via Bluetooth® connection thanks to DSEE HX™ (Digital Sound Enhancement Engine HX technology).

Match made in heaven

The HT-ZF9 and HT-XF9000 soundbars are both designed to complement fully a selection of the new Sony BRAVIA® TVs - so you can have a stylish set-up that partners elegantly, in terms of both material finish and physical shape.

Ideal for clean minimalist interiors, the design of both soundbars blends seamlessly into your living space; and by being truly “design-matched”, the HT-XF9000 has its edges chamfered off at an angle to fit perfectly between the legs of the Sony KD-XF90 television.

With these two soundbars you can go cable-free, connecting your soundbar to your TV via Bluetooth® technology³ to cut out the clutter.

The HT-ZF9 is also Wi-Fi enabled, so you can benefit easily from the advantages of having Chromecast built-in⁴, and working with the Google Assistant⁵- letting you enjoy new music experiences through voice operations. By talking to a smart speaker, you can play music from streaming services through the HT-ZF9, or you can opt for multi-room playback, which feeds the same music simultaneously throughout your whole house. With Spotify Connect⁶ also included, everything you need is only a matter of clicks away. Moreover for ease of use, a refreshed and intuitive user interface makes it easier to set up and use with your TV.

With up to 2 HDMI in and 1 out connections in the HT-ZF9 model, you can connect multiple devices to your soundbar, enhancing your home theatre set-up. Both models also have Bluetooth® connectivity and USB inputs, meaning you can listen to your music from mobile devices or from a USB stick.

The **HT-ZF9** model and the **HT-XF9000** model will be available from **spring 2018**. Pricing will be announced later.

³ As for Bluetooth® connection, BRAVIA® supporting Bluetooth® A2DP(A2DP (Advanced Audio Distribution Profile)) is needed. As for ZF9, this feature will be made available via a future firmware update.

⁴ This feature will be made available via a future firmware update.

⁵ Google, Chromecast built-in and other related marks and logos are trademarks of Google LLC. This feature will be made available via a future firmware update.

⁶ This feature will be made available via a future firmware update.

For product specifications, please visit:

[HT-ZF9](#)

[HT-XF9000](#)

For more Sony news, visit <http://presscentre.sony.eu/>

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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 \$76 billion for the fiscal year ended March 31, 2017. Sony Global Web Site: <http://www.sony.net/>