



## Press Release

### Sony Expands Full HD LCD TV Range with BRAVIA W400 Series

*Latest full high-definition (HD) BRAVIA W400 series features Sony's new "Draw the Line" design concept with enhanced functions for the ultimate home entertainment experience*

**Hong Kong, April 1, 2008** – Sony Corporation of Hong Kong Limited today introduced the latest additions to its industry-leading **BRAVIA** Full HD LCD television range. The new **BRAVIA** W400 series features Sony's new "Draw the Line" design concept and the latest enhancements in full HD picture quality (1920x1080) to deliver richer, more vibrant images. The "Draw the Line" design is inspired by the brilliant night horizon where beautiful images float above it while the stunning night sky is filled with dazzling stars. The **BRAVIA** W400 series is framed by avant-garde shimmering "Midnight Blue" with a touch of sophistication and style.

In addition to introducing the first 32-inch full HD model in Hong Kong, the **BRAVIA** W400 series offers screen sizes of up to 52-inch. The new series includes four models, KLV-52W400A (52-inch), KLV-46W400A (46-inch), KLV-40W400A (40-inch) and KLV-32W400A (32-inch). All the models are powered by Sony's new BRAVIA ENGINE 2, the improved, fully digital picture-enhancement engine leverages Sony's advanced algorithms to portray vibrant, crisp images that remain true-to-life.

Also available in the new 52-inch to 40-inch **BRAVIA** W400 series is the Live Colour Creation technology, which faithfully reproduces natural and vibrant colours with deep, accurate tones for a realistic viewing experience. The Intelligent Picture feature automatically boosts weak analogue broadcast signals and reduces signal noise to produce crisp images with high clarity.

In addition, the new **BRAVIA** W400 series features improved connectivity to a wider range of Sony's home entertainment devices. The new Digital Media Port (DMP) incorporated on the **BRAVIA** W400 series allows users to connect portable devices<sup>1</sup> such as Sony's Walkman® MP3 players, Bluetooth®-enabled Sony Ericsson mobile phones and Apple iPod<sup>2</sup> to the television, enabling users to view and manage albums, playlists and music tracks with the **BRAVIA** W400 series remote control. Known as BRAVIA Sync, it allows for convenient connections to Sony's Handycam® camcorders as well as home entertainment systems, enabling these devices to sync with each other without the need to manage and use multiple remote controls. With an intuitive

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<sup>1</sup> A variety of optional DMP bases is available for different devices and sold separately.

<sup>2</sup> iPod is a trademark of Apple Inc., registered in the U.S. and other countries.

one-push play feature through the High Definition Multimedia Interface (HDMI), users can now view video and images from a Handycam® directly on the **BRAVIA** W400 series with BRAVIA Sync.

The advanced S-Force Front Surround system features an improved digital signal processor algorithm, enabling a wider listening area that delivers exceptional virtual surround sound with only the built-in television speakers. The Voice Zoom function also allows users to control speech volume and clarity while maintaining ambient surround sound levels, enhancing the overall video viewing experience.

Sony is consistently engaged in a review of its manufacturing operations and business practices to ensure products are developed in an environmentally responsible manner. With one of the industry's lowest standby power consumption levels, the new **BRAVIA** W400 series also incorporates a Light Sensor that detects ambient light and automatically optimizes screen brightness to prevent eye fatigue and conserve power.

The KLV-52W400A, KLV-46W400A, KLV-40W400A and KLV-32W400A are available from the beginning of April 2008.

For customer enquiries, please contact Sony's 24-hour customer service hotline at (852)2345-2966.

### **About Hong Kong Marketing Company**

Hong Kong Marketing Company (HKMC), a division of Sony Corporation of Hong Kong Limited, provides sales, marketing and after sales services for Sony's consumer electronics products as well as broadcast and professional products in Hong Kong and Macau. For more information on Sony's products and services, please visit Sony's web site on [www.sony.com.hk](http://www.sony.com.hk)

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### **Specifications sheet for BRAVIA W400 series**

<b>Model Name</b>	<b>KLV-52W400A</b>	<b>KLV-46W400A</b>	<b>KLV-40W400A</b>	<b>KLV-32W400A</b>
LCD Screen Size	52" (16:9)	46" (16:9)	40" (16:9)	32" (16:9)
TV System	M, B/G, D/K, I			
Colour System	NTSC 3.58, PAL, SECAM, NTSC 4.43 (AV In), PAL 60 (AV In)			
Video Signal	480i, 576i, 480p, 576p, 1080i, 720p, 1080p			
<b>Picture</b>				
Display Resolution	1920 x 1080			
Video Processing	BRAVIA ENGINE 2			
Panel Bit	10-bit			8-bit
Backlight Module	WCG-CCFL			CCFL
Advanced Contrast Enhancer (ACE)	Yes			
Theatre Mode	Yes			
24P True Cinema	Yes			
PhotoTV HD	Yes			No
MPEG Noise Reduction	Yes			
Brightness	450cd/m <sup>2</sup>			
Dynamic Contrast (VESA Standard Measuring Method)	30000:1			
Panel Contrast	3000:1			
Response Time	8ms			
Viewing Angle	178°			
Screen Format	Wide Zoom / Normal / Full / Zoom			
Picture Mode	Vivid / Standard / Cinema / Photo			
3D Digital Comb Filter	Yes			
<b>Audio</b>				
Sound Mode	Dynamic / Standard / Clear Voice			
Surround Mode	S-Force / Simulated Stereo			
Voice Zoom	Yes			
Stereo	NICAM, A2			
Audio Power	10W + 10W			
<b>Terminal</b>				
HDMI / Audio In	3/1			
Digital Media Port	1			
Component / Audio In	2			
S-Video Input	1			

Composite / Audio In	3			
HD 15 PC Input / Audio	1			
Composite Out	1			
Audio Out	2			
Headphone Out	1			
<b>Other Features</b>				
BRAVIA Sync	Yes			
Power Saving Mode	Yes			
Clock	Yes			
Sleep Timer	Yes			
On / Off Timer (with Time Setting)	Yes			
PAP	Yes (1 Tuner)			
PC Input PIP	Yes			
Light Sensor	Yes			
Swivel	Left 20° / Right 20°			
<b>General</b>				
Power Requirements	110-240V 50/60Hz			
Power Consumption	280W	270W	220W	170W
Standby Power Consumption	Less than 0.3W			
Dimensions (WxHxD) with Stand	1262 x 871 x 347	1120 x 782 x 307	986 x 684 x 279	794 x 577 x 242
Dimensions (WxHxD) without Stand	1262 x 829 x 119	1120 x 742 x 115	986 x 646 x 110	794 x 540 x 99
Weight with Stand (kg)	38	29	22	16
Weight without Stand (kg)	32	25	19	13
<b>Supplied Accessory</b>				
Remote Control	RM-GA011			
<b>Optional Accessory</b>				
Wallmount Bracket	SU-WL500			