



Press Release

Sony Introduces Latest Additions to BRAVIA LCD TV Range
*BRAVIA S400 series combines Sony's "Draw the Line" design concept
and enhanced features for a superb viewing experience*

Hong Kong, May 7, 2008 – Sony Corporation of Hong Kong Limited strengthened its highly popular **BRAVIA** LCD TV range with the addition of the new S400 series, including 37-inch KLV-37S400A, 32-inch KLV-32S400A and 26-inch KLV-26S400A. The S400 series combines Sony's "Draw the Line" design concept and a great array of technologies and enhanced features to create exquisite image quality.

Inspired by the brilliant night horizon where beautiful images float above it, the elegant simplicity of the "Draw the Line" design complements almost any home decor. The S400 is framed by the classic piano black finish that is reminiscent of the brilliant black of a cool night sky.

The S400 series features 1,366 x 768 pixels WXGA resolution and fully supports HD signals (720, 1080i, 1080p). All the models from the S400 series are powered by Sony's new BRAVIA ENGINE 2, the improved, fully digital picture-enhancement engine leverages Sony's advanced algorithms to deliver true-to-life picture quality with vibrant, crisp images. The Intelligent Picture feature is added to automatically boost weak analogue broadcast signals and reduce signal noise to produce crisp images with high clarity.

Home theatre enthusiasts will appreciate the world standard 24fps output created by the 24p True Cinema mode, which brings the movie-like picture quality to home when a **BRAVIA** S400 series TV is connected to a film source such as the Blu-ray disc player. Sony's unique Advanced Contrast Enhancer (ACE) reproduces fine levels of gradation and dynamically controls the contrast of every image, delivering optimal contrast and brightness in deep dark scenes.

The BRAVIA Sync allows for convenient connections to Sony's Handycam® camcorders as well as home entertainment systems that can sync with each other on a single remote control. With an intuitive 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** S400 series. The **BRAVIA** S400 series supports 1080p with three HDMI inputs, bringing a better picture quality with vivid colours when connected to other full high definition devices such as the Sony Blu-ray disc player and PlayStation®3 game console.

To complement the superb picture quality, the **BRAVIA** S400 series incorporates the new S-Force Front Surround system with an improved digital signal processor algorithm. It enables a wider listening area that delivers exceptional virtual surround sound with only the built-in television speakers.

The **BRAVIA** S400 series offers an affordable solution for home entertainment. The KLV-37S400A, KLV-32S400A and KLV-26S400A are available from the end of May 2008 at the suggested retail prices of HK\$10,800, HK\$7,280 and HK\$5,480 respectively.

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

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Specifications for the BRAVIA S400 series LCD TV:

Model	KLV-37S400A	KLV-32S400A	KLV-26S400A
Screen Size (Screen Format)	37" (16:9)	32" (16:9)	26" (16:9)
TV System	M, B/G, D/K, I		
Colour System	NTSC 3.58, PAL, SECAM / (AV In) NTSC 4.43, PAL 60		
Video Signal	480i, 576i, 480p, 576p, 720p, 1080i, 1080p		
Picture			
Display Resolution (Pixels)	WXGA – 1,388 x 768		
Viewing Angle	178°		
Panel Bit	8-bit		
Screen Mode	Wide Zoom / Normal / Full / Zoom		
Technology	BRAVIA ENGINE 2 / 24p True Cinema / Intelligent Picture / Advanced Contrast Enhancer (ACE)		
Picture Mode	Vivid / Standard / Cinema		
MPEG Noise Reduction	Yes		
3D Comb Filter	Yes		
Dynamic Contrast Ratio* (VESA Standard Measuring Method)	15000:1		
On-Screen Contrast Ratio	2000:1	1800:1	
Response Time	Mid-range 8ms		
Audio			
Audio Output (W)	10W x 2		
Technology	S-Force Front Surround Technology / Voice Zoom		
Sound Effect	Dynamic / Standard / Clear Voice		
Surround Mode	S-Force / Simulated Stereo		
Terminal			
Side	HDMI Input x 1; Video / Audio Input x 1; Headphone Out x 1		
Rear	HDMI Input x 1; HDMI / Audio Input x 1; Component / Audio Input x 2; S-Video Input x 1; Video / Audio Input x 2; Video Output x 1; Audio Output x 2; PC / Audio Input x 1 Antenna Input x 1		
Other Features			
BRAVIA Sync	Yes		
Multi Picture	PAP (1 Tuner / Freeze)		
Eco / Power Saving Mode	Yes		

Timer	Switch On / Sleep		
Ambient Light Sensor	Yes		
Swivel	Yes		
General			
Power Requirements	AC 110-240V 50/60Hz		
Power Consumption (W)	180	156	120
Dimensions (W x H x D) (mm): Display Unit with Stand	931 x 656 x 279	809 x 584 x 242	675 x 511 x 242
Dimensions (W x H x D) (mm): Display Unit without Stand	931 x 609 x 110	809 x 542 x 99	675 x 466 x 97
Weight (kg): Display Unit with Stand	21	17	13
Weight (kg): Display Unit without Stand	18	14	10
Optional Accessory	SU-WL500 Wall Mount Bracket		

* Control the brightness level of the backlight depending on the incoming signal level to enhance the visual contrast of the picture