



Press Release

Sony Introduces High-definition Digital Terrestrial TV Receiver for Unrivalled HDTV Viewing

*Higher-tier digital terrestrial TV receiver DST-HD100H supports multi-video signals
with strong signal reception capability*

Hong Kong, June 5, 2008 – To meet the growing demand for digital terrestrial TV (DTT) receivers while the coverage of DTT services is increasing in Hong Kong, Sony Corporation of Hong Kong Limited today introduced the new higher-tier high-definition digital terrestrial TV receiver DST-HD100H, which supports multi-video signals (576i, 576p, 720p and 1080i) for digital and analog terrestrial broadcasts.

The DST-HD100H is built to fully comply with the China DTT standard GB20600-2006 (DMB-TH) and the requirements set for the “Higher-tier Receiver” (HKTA1108) in the labeling scheme introduced by the Office of the Telecommunications Authority. Supporting decoding MPEG2 and MPEG4 AVC/H.264 HDTV broadcasting, this higher-tier digital terrestrial TV receiver is capable of receiving all high definition television (HDTV) and standard definition television (SDTV) programme channels broadcast in digital format. Apart from TV programme services, the DST-HD100H also supports interactive services (MHEG5)¹ provided by local TV broadcasters.

The DST-HD100H features all 576i, 576p, 720p and 1080i broadcast formats that can be selected from the user-friendly remote control or the front panel display to reproduce the original broadcast on a wide variety of television models. With the one-button control function, customers can switch on or off the receiver and selected **BRAVIA** LCD TV models simultaneously.

The TV receiver offers versatile connectivity with a wide range of high-definition TV, conventional TV, monitors and recording devices for easy connection and viewing, including HDMI output, component output, S-video output, antenna input/output and Ethernet 100-Base-T Port. The receiver supports “over-the-air download” and USB 2.0 for firmware upgrade. It is supplied with a HDMI cable for connecting with high-definition televisions.

Housed in a sleek chassis with a stylish blue light front panel to complement Sony’s Blu-ray disc player BDP-S300 and **BRAVIA** Full HD LCD TV series, the DST-HD100H completes full HD entertainment by combining form and function. These full HD devices allow customers to enjoy superior picture quality with 5.1-channel stereo surround sound

¹ Further firmware upgrade is required depending on interactive TV services announced by the Office of the Telecommunications Authority and TV broadcasters.

effects brought by DTT. Sony's full HD solution provides an ideal choice for customers to view the 2008 Beijing Olympics in the comfort of their homes through digital broadcasting.

Sony high-definition digital terrestrial TV receiver DST-HD100H is now available at the suggested retail price of HK\$2,380.

For customer enquiries, please contact Sony 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 its web site on www.sony.com.hk.

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Specifications for Sony high-definition digital terrestrial TV receiver DST-HD100H

Specifications	
Model	DST-HD100H
Digital TV Standards	China DTT standard GB20600-2006 (DMB-TH) The Office of the Telecommunications Authority Higher-tier DTT Receivers Requirements (HKTA 1108)
Video Signal	576i, 576p, 720p, 1080i
Video decoding formats	MPEG 2, MPEG 4 AVC/H.264
Audio decoding formats	Dolby Digital, PCM, MPEG
Terminals	
Rear	Antenna Input x 1
	HDMI Output x 1
	Component Output x 1
	S-Video Output x 1
	Video Output x 1
	Antenna Output x 1
	Optical Output x 1
	Coaxial Output x 1
	Audio Output x 1
	USB 2.0 Port x 1
Ethernet 100-Base-T Port x1	
Features	
	Support Over-the-Air Download for Firmware Upgrade
	Support USB 2.0 for Firmware Upgrade
	Support for Interactive TV services (MHEG 5)*
	One-button Control switch on and off of selected BRAVIA LCD TV and HDTV Receiver (HDMI CEC)
	User friendly remote control
General	
Power Requirements	AC 110-240V 50/60Hz
Power Consumption (W)	28
Dimensions (WxHxD) (mm)	430 x 235.3 x 65.5
Weight (kg)	2.55

* Further firmware upgrade is required depending on interactive TV services announced by the Office of Telecommunications Authority and TV broadcasters.