



Press Release

Sony Expands BRAVIA S400 Series LCD TV with Full HD Model

BRAVIA S400 series combines technology with design for a superior viewing experience

Hong Kong, July 21, 2008 – Sony Corporation of Hong Kong Limited today added a Full HD model to its **BRAVIA S400** series LCD TV. The 40-inch KLV-40S400A incorporates a 1080p Full HD panel and the latest-generation BRAVIA ENGINE 2 signal processing technology to deliver pictures with breathtaking detail, contrast and true-to-life images.

The BRAVIA S400 series features Sony's 'Draw the LINE' design concept. This beautifully inspired, minimalist styling enhances the total TV viewing experience without distracting from what's on the screen. The casing features a deep piano black finish, with clean, understated lines complemented by gently-rounded curves. This 40-inch model also comes with a swivel base that allows users to adjust screen angle so as to suit viewers anywhere in the room.

Powered by Sony's new BRAVIA ENGINE 2, the KLV-40S400A delivers true-to-life picture quality with vibrant, crisp images. The new Intelligent Picture Dynamic with MPEG noise reduction is included to automatically boost weak analogue broadcast signals and reduce signal noise to produce crisp images with high clarity.

The new BRAVIA S400 series offers three HDMI inputs, allowing one-cable connection with a wide range of HD sources including PLAYSTATION®3, Blu-ray Disc players and Handycam® camcorders. 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.

24p True Cinema™ mode (40-inch) displays movies from Blu-ray Discs™ at the correct frame rate as intended for theatrical presentation. This ensures a more authentic home cinema experience, with the action playing at exactly the right speed as the director intended. The improved Advanced Contrast Enhancer (ACE) is added to reproduce fine levels of gradation and dynamically controls the contrast of very image, delivering optimal contrast and brightness in deep dark scenes.

Thanks to the new S-Force Front Surround system with an improved digital signal processor algorithm, the BRAVIA S400 series delivers exceptional virtual surround sound in a wider listening area with only the built-in television speakers.

KLV-20S400A

The new **BRAVIA S400** series also offers a 20-inch model that features 1,366 x 768 pixels WXGA resolution and fully supports HD signals (720, 1080i, 1080p). Created as the second TV for the bedroom and study room, the KLV-20S400A is available in six eye-catching colours

including Charming Pink, Refreshing Blue, Cheerful Orange, Youthful Green, Classy Black and Sleek Silver. What's more, each TV set will come with one of the eight colour matching TV frames with popular cartoon characters from Sanrio. The TV set blends superb picture quality with great look, fitting in any corner of the home.

Same as the 40-inch model, the KLV-20S400A packs a variety of advanced technologies and features into its compact body for a superb viewing experience. Key features include BRAVIA ENGINE 2, S-Force Front Surround, Intelligent Picture Dynamic with MPEG noise reduction, Advanced Contrast Enhancer, 24P True Cinema Theatre mode and 3 HDMI inputs.

The BRAVIA S400 series KLV-40S400A and KLV-20S400A are launched from the end of July 2008 at the suggested retail prices of HK\$12,800 and HK\$3,980 respectively.

Promotion packages for the KLV-40S400A

From July 23 to August 17, 2008, the KLV-40S400A is available in two Full HD home theatre packages exclusively at Sony Style stores, Sony Style online (www.sonystyle.com.hk) and Sony 24-hour sales hotline (2345-2966). The special Full HD home theatre package, which consists of the PLAYSTATION®3, Full HD Blu-ray matching 5.1-channel audio system HT-IS100, BRAVIA S400 series LCD TV, Sony HDMI cable (1M) and Blu-ray disc remote controller, sells for HK\$18,800. The first 88 customers purchasing this package will receive fabulous gifts, including Sony HDMI cable (1M) and Blu-ray disc title "Spiderman3" (worth HK\$669). The basic Full HD home theatre package that comes with the PLAYSTATION®3, BRAVIA S400 series LCD TV, Sony HDMI cable (1M) and Blu-ray disc remote controller sells for HK\$14,800.

During the above promotion period, customers of the BRAVIA S400 series will enjoy a special offer for the purchase of Sony digital terrestrial TV receiver DST-HD100H at HK\$1,680.

Order Now

Pre-ordering for the KLV-20S400A runs from July 23 to July 30, 2008. Customers who place orders can choose a total of four colour matching TV frames. For details of the campaign, please visit: www.sonystyle.com.hk.

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:

Screen Size (Screen Format)	40" (16:9)	20" (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)	Full HD - 1920 x 1080	WXGA - 1366 x 768
Viewing Angle	178°	-
Panel Bit	8-bit	-
Screen Mode	Wide Zoom / Normal / Full / Zoom	
Technology	BRAVIA ENGINE 2 / 24p True Cinema	
Picture Mode	Vivid / Standard / Cinema	
MPEG Noise Reduction	Yes	
3D Comb Filter	Yes	
Dynamic Contrast Ratio* (VESA Standard Measuring Method)	33000:1	2000:1
On-Screen Contrast Ratio	3000:1	700:1
Response Time (Mid-range)	8ms	
Audio		
Audio Output (W)	10W x 2	5W x 2
Sound Effect	Dynamic / Standard / Clear Voice	
Surround Mode	S-Force / Simulated Stereo / Off	
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	HDMI Input x 1; HDMI / Audio Input x 1; Component / Audio Input x 2; 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)	
Eco / Power Saving Mode	Yes	
Timer	Switch On / Sleep	
Ambient Light Sensor	Yes	
Swivel	Yes	-
Tilt	-	Yes
General		

Power Requirements	AC 110-240V 50/60Hz	
Power Consumption (W)	224	77
Warranty Period	First 2 years	
Dimensions (W x H x D) (mm)		
Display Unit (With Stand)	997 x 691 x 279	529 x 396 x 174
Display Unit (Without Stand)	997 x 644 x 110	529 x 393 x 99
Weight (kg)		
Display Unit (With Stand)	22	9
Display Unit (Without Stand)	19	8
Optional Accessory		
Wallmount Unit	SU-WL500	-

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