

SONY

Press Release

Sony Delivers the Ultimate Home Cinema and Multi-channel Music Experience with Latest ES Family of AV Receivers and Super Audio CD Player



STR-DA5400ES

Hong Kong, September 5, 2008 - For many years, Sony's ES range of audio and video components have set the standards in home cinema and stereo performance. Now ES moves to the next level with the arrival of a complete high-end system designed to excel with all of today's High-Definition stereo, multi-channel audio and video formats.

Designed to appeal to audiophiles, home theatre enthusiasts and those buyers who demand the best, the new ES range comprises the AV receivers STR-DA5400ES, STR-DA3400ES and STR-DA2400ES together with the Super Audio CD player SCD-XA5400ES, each designed to set new standards in its class and to work seamlessly together to deliver the ultimate all-round home entertainment experience.

STR-DA5400ES: A flagship AV receiver designed for today's HD entertainment – and the future

Among the new ES series AV receivers, the STR-DA5400ES is designed to be the top-of-the-range model and forms the heart of a total entertainment system. Compatible with all the latest high-definition audio and video formats, it can handle the most complex systems, thanks to no fewer than six HDMI inputs and two outputs, enabling owners to connect to both a **BRAVIA** LCD TV for everyday use and a home cinema projector for those big movie events, and switch between them at the touch of a button.

As well as having built-in decoders for Dolby TrueHD, Dolby Digital Plus and DTS-HD Master Audio, the STR-DA5400ES can accept eight-channel Linear PCM over HDMI, and even the DSD format native to Super Audio CD, enabling it to give excellent results with video and music discs alike. The H.A.T.S. for HDMI transfer system, used when DSD data is passed to this receiver from the new SCD-XA5400ES player, ensures the very best sound quality from Super Audio CD music.

And the STR-DA5400ES has the power to entertain, too, with 7x120W output, while Sony's Digital Cinema Auto-Calibration ensures perfect set-up at the push of a button, and BRAVIA Sync allows total control of a complete set of Sony's components from a single handset. It can also form the heart of a whole-house entertainment system, able to deliver audio and video into a second zone, and audio into a third.

It supports the latest high-definition video formats – 1080/24p, Deep Colour and x.v.Colour – and can upconvert and upscale video from standard definition sources up to 1080p.

A new Graphical User Interface designs make the AV receiver simple to use, with a Picture in Picture option making it possible to make adjustments while still watching a programme.

The STR-DA5400ES is also designed to work with portable and computer-stored music: it has two Digital Media Ports, into which modules can be plugged to interface with iPods, Walkman® players, wi-fi networks and Bluetooth® music devices.

Two further models complete the new ES AV receiver range. The STR-DA3400ES and STR-DA2400ES both offer 7x100W output, compatibility with the latest audio formats and eight-channel Linear PCM, video upconversion and upscaling to 1080P, plus 1080/24p, Deep Colour and x.v.Colour pass-through. Each also has Sony's Digital Media Port, Digital Cinema Auto-Calibration and BRAVIA Sync.

For use in custom installations, the STR-DA5400ES also features infrared and RS232C remote control connections as well as three 12V trigger sockets.

SCD-XA5400ES: The Super Audio CD player for the true music lover

For those who want the ultimate sound quality from audio discs, the new ES range features the SCD-XA5400ES Super Audio CD/CD player, designed to deliver superlative audio quality from stereo and multi-channel software.

This is Sony's first Super Audio CD player to allow the transfer of Super Audio CD's native Direct Stream Digital audio format over HDMI, and ensures a perfect transfer to its matching AV receiver, the STR-DA5400ES via Sony's H.A.T.S., or High-quality digital Audio Transfer System. This allows the AV receiver to control the flow of data from the player, and this, in

association with buffering in the AV receiver, ensures the smoothest possible transfer between the two – and the best possible sound.

If the player is used with other amplifiers or AV receivers it employs its high-quality Super Audio CD conversion system, which uses the equivalent of 12 separate digital-to-analogue converters, to output the audio as stereo analogue, either on phono or balanced XLR connectors, or as conventional multi-channel audio via HDMI.

This is a player built to perform; as well as the remarkable H.A.T.S. system it uses a super-rigid frame and beam chassis and utilises separate R-Core power supply transformers for the audio and digital/control sections.

The SCD-XA5400ES plays CD and CD-R/RW discs. The designers have even used a twin-laser system to ensure the machine plays both Super Audio CDs and CDs to the same standard: there is a dedicated laser for each kind of disc, ensuring it is read as accurately as possible.

Sony AV receivers STR-DA5400ES, STR-DA3400ES and STR-DA2400ES are now available at the suggested retail prices of HK\$18,980, HK\$9,980 and HK\$7,480, respectively. The SCD-XA5400ES Super Audio CD player will be available from October 2008.

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