



## Press Release

### **Sony Revolutionises High Definition Home Entertainment with Next Generation Blu-ray Disc Players**

*New Blu-ray Disc players BDP-S550 and BDP-S350 offer interactive BD Live feature and 1080p Full HD resolution for lifelike picture quality*



**Hong Kong, September 30, 2008** – To meet increasing demands in high definition entertainment from home theatre enthusiasts, Sony Corporation of Hong Kong Limited today introduced the next generation Blu-ray Disc players BDP-S550 and BDP-S350. Both players offer interactive features such as BD Live on top of the ability to support 1080p Full HD resolution. Featuring a compact stylish design, these two highly competitive players perfectly fit in today’s space-efficient home theatre environments.

Taking movie experience to the next level, the new Blu-ray disc players support Bonus View “picture-in-picture” capability<sup>1</sup> enabling the viewing of director or actor commentary while the movie is being screened. In addition, the BDP-S550 features BD Live which allows users to download and stream bonus content such as additional scenes, trailers, and movie-based games. Similarly, the BDP-S350 offers the BD Live feature with an optional USB flash memory and equipped to access the latest Internet-based features. Built with feature expansion in mind, both players are further equipped with an Ethernet port.

Meeting the fast-paced lifestyles of today’s consumers, the Blu-ray disc players feature Quick Start-up mode, so users can enjoy their favourite movies in a few seconds from the time the player is powered on. For all their advanced functionality, both players are easy to use thanks to the intuitive Xross Media Bar interface.

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<sup>1</sup> With selected Blu-ray titles

Emphasising high image performance, both players also offer an output of Full HD 1080p resolution. The 24P True Cinema technology enables both players to exactly reproduce the 24 frames per second of the cinematic original, so that what you see at home is as close as possible to the theatrical experience.

Additionally, both players allow for better picture contrast by featuring Precise Cinema HD Upscale that uses high bandwidth digital-to-analog conversion and processing, detecting image changes at the pixel level. The players also support AVCHD discs encoded with x.v.Colour technology. An international standard for wide colour space reproduction, it expands the current video data range by approximately 2 times, allowing the projection of more vibrant true-to-life colours.

Designed to reproduce accurate audio quality for high definition entertainment, both players feature 7.1 channel Dolby® TrueHD and Dolby® Digital Plus decoding and bit-stream output. Injecting further surround sound prowess, the BDP-S550 features DTS®-HD High Resolution Audio and DTS®-HD Master Audio decoding, with 7.1 channel analog output that allows compatibility with existing audio system 7.1 analog inputs.

Compatibility is not an issue as the new players can read a wide array of video formats including BD-R/RE (BDMV and BDAV modes), DVD+R/+RW, DVD-R/-RW (Video Mode), CD, CD-R/RW (CD-DA format), and JPEG on DVD/CD recordable media. DVD fans are not neglected as the Blu-ray disc players feature DVD upscaling via HDMI, allowing consumers to get the most out of existing DVD collection by upscaling standard definition video to near HD quality. As a plus, the BDP-S550 is powered by Precision Drive system for BD to allow playback of Blu-ray Disc media or DVDs that may have been damaged with minimal degradation in picture quality.

Enabled by BRAVIA Sync technology, consumers can enjoy fuss-free Blu-ray entertainment with one button access and control when the BDP-S350 or BDP-S550 is connected to a BRAVIA-Sync compatible HDTV. For that extra storage capacity, both players are enclosed with an external port for local storage so users can add optional flash-based memory. In this respect, the BDP-S550 is bundled with a 1GB storage drive for users' convenience.

The suggested retail prices of Sony Blu-ray Disc players BDP-S550 and BDP-S350 are HK\$4,980 and HK\$3,980 respectively.

### **Order Now**

Pre-ordering for the BDP-S350 and BDP-S550 runs from September 30 to October 6 and October 20 to November 3, 2008 respectively, at all Sony Style stores, Sony Style Web site ([www.sonystyle.com.hk](http://www.sonystyle.com.hk)), Sony 24-hour tele-sales hotline at 2345-2966 and Sony authorised dealers. For details, please visit Sony web site on [www.sony.com.hk](http://www.sony.com.hk).

### **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](http://www.sony.com.hk).

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**Key specifications of Sony Blu-ray Disc Players BDP-S550 and BDP-S350:**

<b>Model</b>		<b>BDP-S550</b>	<b>BDP-S350</b>
Playback		BD-ROM (SL/DL), BDAV/BD-RE v2.0 (SL/DL), BDMV/BD-RE v3.0 (SL/DL), DVD+R/+RW/+R DL(+VR)/+RW(8cm)(+VR), DVD-R (Dual Layer)(VR), DVD-R/-R(8cm)/-RW, CD (CD-DA), AVC-HD(8cm/12cm), JPEG(BD-R/REDVD+RW/+R/-RW/-R/CD-R,RW)	
Video	BD-ROM	Component (480i/480p/720p/1080i(60Hz))	
		HDMI (480i/480p/720p/1080i/1080p(60Hz))	
		Component (576i/576p(50Hz))	
		HDMI (576i/576p/720p/1080i/1080p(50Hz))	
		HDMI (1080p(24Hz))	
	DVD-Video	Component (480i/480p(60Hz))	
		HDMI (480i/480p/720p/1080i/1080p(60Hz))	
		Component (576i/576p(50Hz))	
		HDMI (576i/576p/720p/1080i/1080p(50Hz))	
	DVD R/RW, BD R/RE non copy protected	Component (576i/576p/720p/1080i(60Hz))	
HDMI (576i/576p/720p/1080i/1080p(60Hz))			
Component (576i/576p/720p/1080i(50Hz))			
HDMI (576i/576p/720p/1080i/1080p(50Hz))			
DVD Upscaling		HDMI (720p/1080i/1080p)	
Main Features	BD Live	1GB Flash Memory is required as local storage for BD-Live	
	Precision Cinema HD Upscale	Yes	
	PhotoTV HD	Yes	
	24p True Cinema	Yes	
	x.v.Colour	Yes	
	Xross Media Bar	Yes	
	BRAVIA Sync	Yes	
	Noise Reduction	Yes	
Output Terminals	HDMI	Yes	
	Component	Yes	
	Composite	Yes	
	S-Video	Yes	
	Optical Audio	Yes	
	Coaxial Audio	Yes	
	Analog Audio	7.1ch	2ch
	Ethernet Port	Yes	
Decoder		Dolby TrueHD, DTS-HD Master Audio	Dolby TrueHD
Decoding Formats		7.1ch Linear PCM, Dolby True HD, Dolby Digital Plus, Dolby Digital DTS,	

	DTS bit-stream out, DTS HD Master Audio (bit-stream out via HDMI ver1.3)	
Bit Stream Output	Dolby TrueHD, DTS-HD Master Audio	
Bonus View	Yes	
1GB Flash Memory Included	Yes	-
Backlit Remote Commander	Yes	-
Dimensions (W x H x D)	430 x 70 x 212mm	430 x 60 x 212mm
Weight	3.3kg	2.9kg