



Press Release

Sony Introduces New Blu-ray Home Theatre Systems with Integrated Blu-ray Disc Technology and Speakers in Innovative Design
All-in-one home theatre systems offer high-style and high-performance solution for amazing Full HD entertainment



BDV-IT1000



BDV-IS1000

Hong Kong, November 26, 2008 – Sony Corporation of Hong Kong Limited today introduced the brand-new additions to the **BRAVIA** Theatre – the BDV-IT1000 and BDV-IS1000 Blu-ray home theatre systems. Stylishly designed to match any home décor, both home theatre systems incorporate the Blu-ray Disc technology for amazing levels of performance.

The Blu-ray home theatre system BDV-IT1000 utilises the breakthrough proprietary technology developed by Sony’s engineers to build super-slim speakers with incredibly compact full-range speaker drive units of just 16mm wide (about the width of a finger) and 118mm tall. Three of these extremely narrow drive units are used in each of the front and centre speakers, and two in the rear speakers. The other model, BDV-IS1000, boasts tiny speakers the size of a golf ball. Both systems incorporate the S-AIR (Sony Audio Interactive Radio Frequency) wireless rear speakers to offer great surround effects with no cables or clutter.

“Sony is proud to transform the way we think about home theatres. Not only have we created a new form factor like no other before, we have also engineered the Blu-ray home theatre systems BDV-IT1000 and BDV-IS1000 for Full HD visual and audio enjoyment at its absolute best,” said Mr. Koichi Tsunematsu, Division Managing Director, Hong Kong Marketing Company, Sony Corporation of Hong Kong Limited.

Super-slim speakers for powerful outputs

The BDV-IT1000 packs a total of 700 Watts of Sony's 32-bit Full Digital S-Master amplifier power, and this is fed through five ultra-slim, elegant speakers – four complete with floor-stands for the front and rear left/right channels, and a horizontal centre speaker – and a subwoofer, to deliver all the impact of big movie soundtracks. The speakers are also fully versatile: the modular design means they can also be placed on stands or desktop and even wall-mounted. Moreover, with the wireless kit included, there is no need to run cables round the room to the rear speakers. The wireless unit powers the rear speakers for pure, interference-free surround effects.

The BDV-IS1000 features a 2-way subwoofer with an amplifier built into the body. This construction enables powerfully resonant bass, while helping to reduce the size of the main body by relocating the amplifier. Also, the DSP (Digital Signal Processing) algorithm has been tailored for optimal sound quality, while the base features an MDF (Medium Density Fibre) sound reflector for stable, powerful bass performance with exceptional response.

Perfect solution for HD home cinematic experience

Built into the main control unit of the system is a Blu-ray Disc drive able to deliver the amazing Full HD quality of Blu-ray Disc, and also upscale all DVDs to 1080p quality. What's more, the Blu-ray player is BD-Live Ready. Users can download extra BD-Live content from the Internet via its Ethernet port and the addition of a USB flash memory device, such as trailers, special scenes, games and extended information connected to the movie they are watching.

With Blu-ray Disc titles, the Blu-ray Disc drive delivers the full cinema experience with 1080/24p picture resolution, Deep Colour and x.v.Colour. With 24P True Cinema, movies are output in 24 frames per second, the same sequence as the original film source. The movie-like motion is now available in the comfort of the living room. In addition, the x.v.Colour feature supports 1.8 times the colour coverage of an existing HDTV signal. As a result, the player outputs more accurate, natural and vivid colours.

The Blu-ray Disc drive will also decode and play the latest High Definition audio formats – DTS-HD Master Audio, Dolby TrueHD and LPCM. These HD audio codecs reproduce a very high quality sound for a real theatre-like experience. Using lossless compression, these formats can offer a high sampling frequency of up to 192kHz, with a maximum number of eight discrete channels.

Superior home theatre with user-friendly operation

The two new Blu-ray home theatre systems are extremely easy to set up and use. At the push of a button, Sony's Digital Cinema Auto Calibration detects where the speakers have been placed and calculates the ideal volume, delay and frequency settings for optimum sound settings. Users can even start movies from standby at the touch of just one button, controlling the BDV-IT1000 and BDV-IS1000 with the latest **BRAVIA** LCD TV and other compatible devices thanks to BRAVIA Sync. The XrossMediaBar™ onscreen user interface – also found on the PlayStation®3 – makes settings and operation simple, whether watching movies, playing music or listening to the built-in FM RDS/AM radio.

Music on portable devices can be streamed to the systems with Sony's Digital Media Port, allowing easy connection to MP3 players, music-capable Bluetooth mobile phones and computers via Wi-Fi. Meanwhile, the Portable Audio Enhancer expands the sound of compressed music from portable players.

Thanks to the HDMI repeater, the home cinema experience is greatly enriched on the two new Blu-ray home theatre systems. Both the BDV-IT1000 and BDV-IS1000 have two HDMI input terminals and one HDMI output terminal. They are also equipped with a variety of other inputs including a component video input and a composite video input. The analogue input (component and composite) signals will automatically be up-converted to digital signals by the HDMI repeater.

The **BRAVIA** Theatre BDV-IT1000 and BDV-IS1000 are created for consumers to experience the amazing audio and video quality of Blu-ray Disc, make the most of their DVD, connect up external HD sources such as the PlayStation®3 or an HDTV tuner, and even enjoy music stored on portable devices.

Sony Blu-ray home theatre systems BDV-IT1000 and BDV-IS1000 will be available from the beginning of 2009.

For customer enquiries, please contact the Sony 24-hour customer service hotline at (852) 2345-2966.

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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.

Specifications sheet for BRAVIA Home Theatre Systems BDV-IT1000 and BDV-IS1000:

Model	BDV-IT1000	BDV-IS1000
Main Features		
Digital Wireless Transmission Technology	S-AIR (Sony Audio Interactive Radio Frequency)	
Front Surround Technology	S-Force	
S-Master Digital Amplifier	32-bit	
Digital Signal Processor	32-bit	
Power Output	100W x2 + 100W x2 + 100W + 100W x2 Total: 700W (RMS 10% THD)	50W x2 + 50W x2 + 50W + 100W x2 Total: 450W (RMS 10% THD)
Function	BD/DVD, FM Tuner, AM Tuner, TV, SAT/Cable, Digital Media Port, HDMI 1, HDMI 2	
HDMI Quality	HDMI 480i / 480p / 720p / 1080i / 1080p (60Hz), HDMI 576i / 576p / 720p / 1080i / 1080p (50Hz), HDMI 1080p (24Hz), Deep Colour, x.v.Colour	
HDMI Repeater	Yes	
DVD Up-scale to 1080p	Yes	
24P True Cinema	Yes	
BD Live	Yes	
High Definition Audio Codec	Yes	
XrossMediaBar™ (XMB™)	Yes	
Digital Cinema Auto Calibration (DCAC)	Bronze Grade	
Digital Cinema Sound (DCS)	Yes	
Sound Mode	Auto, Movie, Music, Sports, News, Omni-Directional Sound, Portable Audio Enhancer	
Digital Media Port (DM Port)	Yes	
BRAVIA Sync*	Yes	
Formats		
Playback Format	BD-ROM(SL/DL), BD-R/RE(BDAV/BDMV), BDAV/BD-RE v2.0(SL/DL), BDAV/BD-R v1.0(SL/DL), BDMV/BD-RE v3.0(SL/DL), BDMV/BD-R v2.0(SL/DL), Mixed Disc (BDMV), Hybrid Disc (BD/DVD), Hybrid Disc (BD/CD), Hybrid Disc (DVD), DVD-Video, DVD-RW, DVD-R, DVD-R DL, DVD-R DL (VR), DVD-RW/-R (VR), DVD-RW/-R (VR with CPRM), DRD-RW/-R (8cm), DVD+RW/+R (+VR), DVD+R DL (+VR), DVD+RW (+VR 8cm), CD(CD-DA), CD-R/RW(CD-DA), CD-R/RW(Data), AVC-HD(8cm/12cm), JPEG, SA-CD(CD)	

Decoding Format	Dolby Digital, Dolby Digital EX, Dolby True HD, Dolby PROLOGIC, Dolby PROLOGIC II, Dolby PROLOGIC II x, Dolby Digital Plus, DTS, DTS 96/24, DTS-ES Matrix 6.1, DTS-ES Discrete 6.1, DTS-HD HR, DTS-HD Master Audio, DTS-HD LBR, DTS Neo: 6, A.F.D. Standard, A.F.D. Multi, 2ch STEREO, L-PCM		
Terminals			
Input	HDMI x 2, Component x 1, Composite x 1 Audio Analogue x 2, Digital Audio x 3 (Optical x 2 / Coaxial x 1), DM Port x 1, Headphone Jack x 1 (at surround unit)		
Output	HDMI(DVD 1080p Up-convert) x 1, Component x 1, Composite x 1, S-Video x 1		
Speakers			
Front Speaker	Tall Boy Type; 2-way Bass Reflex Speaker System; 3.5ohm Impedance; Built-in 1.6cm Tweeter Unit x1; 1.6cm Woofer Unit x2; Speaker Cable Length: 5m	Micro Satellite Type; 1-way Closed Speaker System; 10ohm Impedance; Speaker Cable Length: 5m	
Centre Speaker	Tall Boy Type; 2-way Bass Reflex Speaker System; 3.5ohm Impedance; Built-in 1.6cm Tweeter Unit x1; 1.6cm Woofer Unit x2; Speaker Cable Length: 3m	Micro Satellite Type; 1-way Closed Speaker System; 10ohm Impedance; Speaker Cable Length: 3m	
Surround Speaker	Tall Boy Type; Full Range Bass Reflex Speaker System; 3.5ohm Impedance; Built-in 1.6cm Tweeter Unit x1; 1.6cm Woofer Unit x2; Speaker Cable Length: 5m	Micro Satellite Type; 1-way Closed Speaker System; 10ohm Impedance; Speaker Cable Length: 5m	
Subwoofer Speaker	Passive Speaker Design Bass Reflex Subwoofer System; 2ohm Impedance; 15cm Speaker Unit x2; Speaker Cable Length: 3.5m	Passive Speaker Design Closed / Bass Reflex One-way System; 4ohm Impedance; 12cm/16cm Speaker Unit x2; Speaker Cable Length: 3.5m x2	
Dimensions (W x H x D) & Weight			
Main Body	Dimensions	430 x 125 x 355 mm	
	Weight	10.0 kg	
Front Speaker	Dimensions	19.5 x 560 x 30.5 mm	45 x 55 x 40 mm
	Weight	1.0 kg (with desktop stand)	0.07 kg
Centre Speaker	Dimensions	19.5 x 540 x 30 mm	45 x 55 x 40 mm
	Weight	0.4 kg (without desktop stand)	0.07 kg
Surround Speaker	Dimensions	19.5 x 560 x 30.5 mm	45 x 55 x 40 mm
	Weight	0.9 kg (with desktop stand)	0.07 kg

Subwoofer	Dimensions	196 x 410 x 372 mm	196 x 350 x 372 mm
Speaker	Weight	10.5 kg	9 kg
S-AIR Surround	Dimensions	85 x 100 x 345 mm	
Digital Amplifier	Weight	1.7 kg	
Accessories			
Supplied	S-AIR Surround Digital Amplifier S-Air Transmitter Wall Mounting Bracket for Speakers x5 Video Cable (Composite x1)		

*for BRAVIA LCD TV series & Home Theatre System only