



Press Release

Sony Delivers the Ultimate AV Experience with New Blu-ray Disc Player
Latest BDP-S765 highlights technological innovations that bring the home theatre experience to new, emotional heights



Hong Kong, October 2, 2009 – Sony Corporation of Hong Kong Limited today unveiled its latest BDP-S765 Blu-ray disc player for home theatre enthusiasts seeking an unforgettable cinematic experience. It features the latest in cutting-edge technologies such as the newly developed HD Reality Enhancer and Super Bit Mapping that can deliver even sharper, more vibrant images from today's Blu-ray disc movies.

The BDP-S765 Blu-ray player, which is fully BD-Live™ capable, features an Ethernet connection that allows users to connect to the Internet via their existing service provider to access BD-Live features and firmware updates. Additional BD Live content can be downloaded and saved onto an optional USB flash storage device connected to the proviso external flash memory port. In addition to these features, the upgraded BDP-S765 also decodes the latest advanced audio codec, including Dolby® True HD, Dolby® Digital Plus, DTS® HD Master Audio, and offers 7.1 channel analogue audio outputs and Precision Cinema HD up-scaling. Its integrated headphone jack also supports virtual 7.1ch headphone functions, allowing users to experience 7.1ch HD audio surround sound when using a pair of regular headphones.

The BDP-S765 is equipped with HD Reality Enhancer, which continually analyses the original source data, as well as sharpens edges and reproduces detail of the color gradation from DVD and Blu-ray disc source. It also upgrades the output image's solidity and smooth gradation whilst reducing the effect of film grain to create a highly realistic display. This is complemented by Sony's proprietary video signal processing technology Super Bit Mapping, which was developed based on human visual sensitivity, to further enhance the colour gradation and output 14-bit equivalent picture quality from the 8-bit video signal via HDMI, for the best viewing enjoyment.

The BDP-S765 also comes with the 12-bit Deep Colour function and AVCHD discs encoded with x.v.Color™ (xvYCC) technology.

For consumers with an extensive DVD library, the BDP-S765 incorporates Sony's unique Precision Cinema HD Upscale technology that converts standard-definition signals (480i) to near HD quality. It also offers 7.1 channel Dolby® TrueHD, Dolby® Digital Plus, DTS-HD Master Audio, and DTS-HD High Resolution Audio decoding and bit-stream output, as well as analogue 7.1 channel for legacy AV receivers and decoders.

The BDP-S765 features a front USB port for viewing photos from your USB flash memory device or directly from a digital camera. It also features a Quick Start mode which improves boot-up times to approximately six seconds - a speed that is unrivalled in the market today. The player also features Sony's XrossMediaBar™ (XMB) for easy menu navigation and Sony's BRAVIA Sync™ for Theatre. Select Sony home theatre and television products for easy operation and a backlit remote control.

The BDP-S765 Blu-ray disc player consumes only 0.18W in standby mode. To minimise the risk that halogenated materials have on the environment, recyclable corrugated cardboard is used as packaging materials for the BDP-S765.

The perfect solution with STR-DN1000 & SA-P55H

Sony AV receiver STR-DN1000 and speaker system SA-P55H are the perfect match for the newly Blu-ray disc player, which are finished in glossy piano black that match seamlessly with the BDP-S765's pristine video performance. It has exceptional audio quality creating an outstanding home theatre experience.

The STR-DN1000 AV receiver offers 4 HDMI inputs and 1 output (repeater). It also supports S-AIR- the wireless rear speaker and multi-room music solution from Sony that brings true flexibility and convenience. The SA-P55H is a 6-piece, 5.1 channel home theatre speaker system with two floor standing front speakers, 2 satellite rear speakers, a centre speaker and a powered subwoofer- all built with low-resonance enclosures. It is engineered to extract all the detail that new high-definition digital formats can deliver.

Sony Blu-ray disc player BDP-S765 is now available at the Sony Festival 09 at the suggested retail price of HK\$4,280.

Sony AV receiver STR-DN1000 and speaker system SA-P55H are both available at the suggested prices of HK\$6,980 and HK\$7,280 respectively.

For customer enquiries, please contact Sony sales and services 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.

About make.believe

"make.believe" (make dot believe) is a Group-wide brand message that unites Sony's communications initiatives across electronics, games, movies, music, mobile phones and network services. "make.believe" symbolizes the spirit of Sony - the power of creativity, the ability to turn ideas into reality and the belief that anything you can imagine, you can make real.

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Key specifications of Sony Blu-ray Disc Player BDP-S765

Model		BDP-S765
Playback Compatibility		Bonus View (Profile 1.1), BD-Live (Profile 2.0), BD-ROM (SL/DL), BD-R/RE (BD-RE/BDMV), BDMV/BD-RE v3.0 (SL/DL), BDMV/BD-R v2.0 (SL/DL), DVD-Video, DVD-RW/R (Video), DVD-R (DL), DVD-R (DL)(VR), DVD-RW/-R (VR), DVD-RW/-R (VR) with CPRM, DVD-RW/-R (8cm), DVD+RW/+R (+VR), DVD+R (DL)(+VR), DVD+RW (8cm)(+VR), CD (CD-DA), CD-R/RW (CD-DA), CD-R/RW (Data), AVC-HD (8cm/12cm), MP3, JPEG
Video Quality	1080/24p	Yes (24p True Cinema)
	HD Reality Enhancer	Yes
	SBM (Super Bit Mapping for Video)	Yes
	DVD Upscale	Via HDMI (720p/1080i/1080p)
	Deep Color	Yes
	x.v.Color™	Yes
	PhotoTV HD	Yes
	Video D/A Converter	148.5MHz/12bit
Audio Quality	Internal Surround Decoding	DTS-HD Master Audio decoding, DTS-HD High Resolution decoding, Dolby True HD decoding, Dolby Digital Plus decoding, Dolby Digital / DTS decoding, LPCM 2ch (192kHz/96kHz/48kHz), LPCM 6ch (192kHz/96kHz/48kHz), LPCM 8ch (96kHz/48kHz)
	Bit-stream Output	DTS bit-stream out, DTS HD Master Audio bit-stream out, DTS-HD High Resolution bit-stream out, Dolby Digital bit-stream out, Dolby Digital Plus bit-stream out, Dolby TrueHD bit-stream out, LPCM 2ch (192kHz/96kHz/48kHz) out, LPCM 6ch (192kHz/96kHz/48kHz) out, LPCM 8ch (96kHz/48kHz) out
	Audio D/A Converter	192kHz/24bit
	AV Sync.	Yes
Audio Video Connectivity	S-Video	Yes (1)
	HDMI Output	Yes (1)
	Component Video Output	Yes (1)

	Composite Video Output	Yes (1)
	Digital Coaxial Output	Yes (1)
	Digital Optical Output	Yes (1)
	Analog Audio Outputs	7.1 channel
	Multi Channel Output	Yes (1)
	Headphone Jack	Yes (1)
	Front USB Input	Yes (JPEG Photo Playback)
Functional Features	Disc Drive	Precision Drive HD
	GUI	XrossMediaBar
	Supplied Remote Commander	Yes (Backlit)
	Boot-up Time	approx. 6 sec
	HDMI CEC	Sony BRAVIA Sync
	BD Profile	BD-Live(Profile2.0)
		Bonus View(Profile1.1)
	Ethernet Port	Yes
DLNA Client	Photo (JPEG)	
Dimension (W x D x H)		430 x 246 x 70 mm
Weight		2.9kg