

Press Release

Sony Adds New Models to BRAVIA HDTV Lineup

New BRAVIA EX series and CX series feature Sony's innovative X-Reality™ Engine Processor and support Internet connection



EX520 Series



EX420 Series (22-inch model)

Hong Kong, February 18, 2011 - Sony Corporation of Hong Kong Limited today expanded the BRAVIA HDTV lineup with the launch of the EX520, EX420 and CX520 series. In addition to featuring the newly developed X-Reality™ Engine digital video processor, the EX520 and EX420 series are equipped with Sony's Edge LED Backlight which is designed to deliver best-in-class quality picture.

The EX520, EX420 and CX520 series are also ready for Skype™ and Internet connection with the optional USB wireless LAN adapter UWA-BR100, providing users with unsurpassed access to online video content and delivering a new level of entertainment experience. Available in screen sizes from 22 inches to 40 inches, the new series are ideal for immersive entertainment experience in the living room or the bedroom.

Remarkably clear and life-like pictures with X-Reality™ Engine

From full HD 1080p Blu-ray Disc, to broadcast HD, to user-generated Internet Video content, the processing of incoming content is essential for an excellent picture. In line with this, Sony has upgraded the BRAVIA processing power with new X-Reality™ Engine digital video processor which utilizes Sony's Intelligent Image Enhancer technology to deliver outstanding picture quality. Incoming video is separated into constituent parts (outline, texture, and color/contrast), and the appropriate image enhancement is added to each part. The engine also

uses Intelligent MPEG Noise Reduction to automatically detect the incoming sources and noise level to apply the appropriate amount of noise reduction for each scene. With this, users can enjoy higher picture quality with sharper edges, and more optimal colour and contrast.

Superior picture quality: Edge LED backlighting

High contrast makes the image punchy and vibrant. The BRAVIA EX520 and EX420 achieve infinite dynamic contrast ratio with Sony's Edge LED backlighting. This system adjusts backlight brightness according to the picture content. It shines brightly when the picture is bright, and can turn completely off when the picture is black. In addition, high-performance light guides maintain uniform brightness across the face of the screen.

Compared to the conventional fluorescent tube backlight, Sony Edge LEDs enable a thinner profile and higher energy efficiency. They also eliminate environmentally harmful mercury from the backlight.

Instant access to online entertainment from the comfort of the living room

Delivering the entertainment that users want, the new BRAVIA EX520, EX420 and CX520 series deliver instant access to online entertainment. Whether connecting to a home broadband network via Wi-Fi (802.11n) or Ethernet connection, all models offer access to Internet content via the BRAVIA Internet Video & BRAVIA Internet Widget platform.

All the new series are also Skype™ ready. After connecting the Sony camera and microphone (CMU-BR100, sold separately) users can enjoy free widescreen Skype-to-Skype video calls with friends and family from the comfort of their living rooms while simultaneously watching TV.

In addition to the elegant black body design, the EX420 comes with a 22-inch model in white, allowing users to match the TV with their home décor.

The BRAVIA EX520, EX420 and CX520 series will be available in Hong Kong from end of February 2011. Details are as follows:

Series	Screen Sizes	Suggested Retail Price
EX520	32 inches / 40 inches	HK\$7280 / HK\$9980
EX420	22 inches / 26 inches	HK\$2980 / HK\$3980
CX520	22 inches/ 32 inches / 40 inches	HK\$2380 / HK\$4980 / HK\$7980

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Specification Sheet for BRAVIA HDTV KDL-EX520 & KDL-EX420 Series

Model	KDL-40EX520	KDL-32EX520	KDL-26EX420	KDL-22EX420
LCD Screen Size	40-inch	32-inch	26-inch	22-inch
TV System	Digital: DTMB Analog: B/G, D/K, I, L,M			
Color System	NTSC 3.58, NTSC 4.43 ,PAL, SECAM			
Video Signal	480/60i, 480/60p, 576/50i, 576/50p, 720/60p, 720/50p, 1080/50i, 1080/60i, 1080/24p (HDMI™), 1080/50p (HDMI™ / Component) , 1080/60p (HDMI™ /Component)			
PICTURE				
Display Resolution (Pixels)	Full HD 1080 (1920x1080)		WXGA	
Video Processing	X-Reality™ Engine			
Backlight Module	Edge LED			
Advanced Contrast Enhance	Yes			
Live Colour™ Technology	Yes			
24p True Cinema™	Yes			
Photo TV HD	Yes		---	
Intelligent MPEG Noise Reduction	Yes			
Viewing Angle	178 degree Right/ Left 178 degree Up/ Down			
AUDIO				
Audio Output	10W x 2		8W x 2	
Sound Mode	Dynamic / Standard / Clear Voice			
Surround Effect	Cinema / Music / Sports / Game			
Surround Mode	S-Force Front Surround 3D/ Dolby® Digital/ Dolby Digital Plus/ Dolby Pulse/ S-Master			
NETWORK				
Skype™	Yes			
Video Search	Yes			
Media Remote	Yes(Network Update)			
What's New	Yes(Network Update)			

HTML Browser	Yes	
BRAVIA Internet Video	Yes	
BRAVIA Internet Widgets	Yes	
Wi-Fi Direct	Network Update(WLAN Ready model)	
Wireless LAN	Ready	
DLNA	Yes	
Photo Map	Yes	
TERMINAL		
HDMI™	4 (1 Side / 3 Rear)	2(2Rear)
HDMI™ PC Input	Yes	
USB 2.0	2 (Side)	1(Side)
Ethernet Connection	1 (Rear)	
Component Video Input(s)	1 (Rear/ Hybrid)	
Composite Terminal	2 (1 Rear/1 Hybrid)	
PC Input /Audio In (Stereo Mini)	D-Sub 1 (Side)/ Mini 1(Rear)	
Analogue Audio Input	2(Rear)	
Digital Audio Output(s)	1(Rear)	
Audio Out	1(Side) Hybrid w/HP	
Headphone Out	1 (Side) Hybrid w/Audio out	
OTHER FEATURES		
Scene Mode	Vivid/ Standard/ Custom/ Cinema/ Game-Standard/ Game-Original/ Graphics/ Sports/Animation/ Photo-Vivid/ Photo-Standard/ Photo-Original/ Photo Custom	
Twin Picture	Yes	
BRAVIA Sync	Yes	
Skin Naturaliser	Yes	
OSD Language	English, Traditional Chinese	
ECO FEATURES		
Light Sensor	Yes	
Presence Sensor	Yes	

Backlight Off Mode	Yes			
GENERAL				
Power Requirements	AC 220-240V, 50Hz			
Power Consumption (W)	99W	75W	49W	42W
Stand Swivel Range	Left 20° / Right 20°		---	
Stand Tilt Range	0° / 6° Flexible			
Dimensions with Stand (W x H x D) (mm)	Approx. 943x616x250 mm	Approx. 755x498x216 mm	Approx. 631x421x182 mm	Approx. 529x362x172mm
Dimensions without Stand (W x H x D) (mm)	Approx. 943x586x42(29.5) mm	Approx. 755x482x42(30) mm	Approx. 631x406x42(33.2) mm	Approx. 529x347x42(31.0) mm
Weight with Stand (kg)	Approx. 14.4 Kg	Approx. 9.9 Kg	Approx. 7.2kg	Approx. 5.1 Kg
Weight without Stand (kg)	Approx. 11.2 Kg	Approx. 7.7 Kg	Approx. 6.1kg	Approx. 4.1 Kg
Warranty Period	2 Years			
SUPPLIED ACCESSORIES				
Remote Control	RM-GD020			
Batteries	Type AAA x2			
Stand	Yes (Stand Assembly(3-screws) + Attach Stand to TV set(3-screws))		Stand Assembly(2-screws) + Attach Stand to TV set(2-screws)	
OPTIONAL ACCESSORIES				
Wall mount Bracket	SU-WL500		SU-WL100	

Specification Sheet for BRAVIA HDTV KDL-CX520 Series

Model	KDL-40CX520	KDL-32CX520	KDL-22CX520
LCD Screen Size	40-inch	32-inch	22-inch
TV System	Digital: DTMB Analog: B/G, D/K, I, L,M		
Color System	NTSC 3.58, NTSC 4.43 ,PAL, SECAM		
Video Signal	480/60i, 480/60p, 576/50i, 576/50p, 720/60p, 720/50p, 1080/50i, 1080/60i, 1080/24p (HDMI™), 1080/50p (HDMI™ / Component) , 1080/60p (HDMI™ /Component)		
PICTURE			
Display Resolution (Pixels)	Full HD 1080 (1920x1080)		WXGA
Video Processing	X-Reality™ Engine		
Backlight Module	CCFL		
Advanced Contrast Enhance	Yes		
Live Colour™ Technology	Yes		
24p True Cinema™	Yes		
Photo TV HD	Yes		---
Intelligent MPEG Noise Reduction	Yes		
Viewing Angle	178 degree Right/Left 178 degree Up/Down	178 degree Right/Left 178 degree Up/Down	170 degree Right/Left 160 degree Up/Down
AUDIO			
Audio Output	10W x 2		5W x 2
Sound Mode	Dynamic / Standard / Clear Voice		
Surround Effect	Cinema / Music / Sports / Game		
Surround Mode	S-Force Front Surround 3D/ Dolby® Digital/ Dolby Digital Plus/ Dolby Pulse/ S-Master		
NETWORK			
Skype™	Yes		
Video Search	Yes		
Media Remote	Yes(Network Update)		
What's New	Yes(Network Update)		
HTML Browser	Yes		
BRAVIA Internet Video	Yes		
BRAVIA Internet Widgets	Yes		

Wi-Fi Direct	Network Update(WLAN Ready model)		
Wireless LAN	Ready		
DLNA	Yes		
Photo Map	Yes		
TERMINAL			
HDMI™	4 (1 Side / 3 Rear)		2(2Rear)
HDMI™ PC Input	Yes		
USB 2.0	2 (Side)		1(Side)
Ethernet Connection	1 (Rear)		
Component Video Input(s)	1 (Rear/ Hybrid)		
Composite Terminal	2 (1 Rear/1 Hybrid)		
PC Input /Audio In (Stereo Mini)	D-Sub 1 (Side)/ Mini 1(Rear)		
Analogue Audio Input	2(Rear)		
Digital Audio Output(s)	1(Rear)		
Audio Out	1(Side) Hybrid w/HP		
Headphone Out	1 (Side) Hybrid w/Audio out		
OTHER FEATURES			
Scene Mode	Vivid/ Standard/ Custom/ Cinema/ Game-Standard/ Game-Original/ Graphics/ Sports/Animation/ Photo-Vivid/ Photo-Standard/ Photo-Original/ Photo Custom		
i-Manual	Yes		
Auto Wide	Yes		
BRAVIA Sync	Yes		
Skin Naturaliser	Yes		
OSD Language	English, Traditional Chinese		
ECO FEATURES			
Light Sensor	Yes		
Presence Sensor	Yes		
Backlight Off Mode	Yes		
GENERAL			
Power Requirements	AC 220-240V, 50Hz		
Power Consumption (W)	172W	109W	53W
Stand Swivel Range	Left 20° / Right 20°		---
Stand Tilt Range	---		-8° - 8° Flexible

Dimensions with Stand (W x H x D) (mm)	Approx. 991 x 636 x250 mm	Approx.799X532X230mm	Approx. 554x403x215 mm
Dimensions without Stand (W x H x D) (mm)	Approx. 991 x 606 x71 mm	Approx.799X502X70mm	Approx. 554x366x61 mm
Weight with Stand (kg)	Approx. 16.3 kg	Approx 11.4Kg	Approx. 6.6 Kg
Weight without Stand (kg)	Approx. 12.9 kg	Approx8.7Kg	Approx. 5.7 Kg
Warranty Period	2 Years		
SUPPLIED ACCESSORIES			
Remote Control	RM-GD020		
Batteries	Type AAA x2		
Stand	Stand Assembly(3-screws) + Attach Stand to TV set(3-screws)		
OPTIONAL ACCESSORIES			
Wall mount Bracket	SU-WL500		SU-WL100