

**Press Release**

**Sony Redefines Television with New BRAVIA Full HD 3D TV Series**

*Powered by Sony's newly developed X-Reality™ Engine, latest BRAVIA Series realizes superior picture quality, full HD 3D entertainment, unprecedented access to internet content and Skype*



*BRAVIA HX920 Series*

**Hong Kong, April 13, 2011** – Sony Corporation of Hong Kong Limited today introduced three new BRAVIA Full HD 3D TV series that redefine the television category once again. Powered by Sony's cutting-edge X-Reality™ Engine, the BRAVIA HX920, HX820 and NX720 series include seven 3D capable and Internet-connected models, with screen sizes ranging from 40 inches to 60 inches. With the introduction of the new BRAVIA series, Sony is setting a new milestone in home entertainment and bringing a breathtaking viewing experience to customers.

“Sony's BRAVIA Full HD 3D televisions redefine the form and function of television by offering a revolutionary entertainment experience – from stunning and immersive 3D picture quality to instant access to online video content,” said Mr. Henry Lee, Division Managing Director, Hong Kong Marketing Company, Sony Corporation of Hong Kong Limited. “Sony's hallmark picture quality and signature sleek Monolithic Design make BRAVIA the perfect masterpiece for any home décor.”

## **Redefining Life-like Picture Quality**

From full HD 1080p Blu-ray Disc, to HD broadcast and 3D entertainment, to user-generated Internet video content, processing of incoming content is essential for an excellent picture. To this end, Sony has upgraded the BRAVIA processing power with the new X-Reality™ PRO and X-Reality™ Engine digital video processors.

The X-Reality™ PRO Engine is a two-chip digital video processor that optimizes high definition content, compressed HD signals, standard definition, and other sources including low resolution Internet content. Utilizing a vast database of “ideal” signal patterns developed by analyzing and indexing an enormous library of film and video, the X-Reality™ PRO Engine compares incoming signals pixel-by-pixel with ideal scenes to display vivid and detailed images.

Additionally, the engine’s multi-frame analysis helps create missing resolution and Sony’s Super Bit Mapping technology incorporates 14 bit up-scaling, processing and pixel mapping to smooth gradation and improve the quality of low-tone pictures.

The single chip X-Reality™ Engine 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.

Also new is Sony’s Intelligent Peak LED Backlight which uses full array local dimming for deeper blacks, while also boosting brightness in lighter scenes creating incredible on-screen contrast, while Sony’s OptiContrast panel elevates the picture to the front surface of the TV and creates a dark background for rich, vibrant, high contrast picture even in well-lit rooms.

Sony’s MotionFlow™ XR builds on previous versions of the company’s motion compensation technology and helps reduce blur caused by quick camera movements, enhancing sharpness and creating a clearer picture.

## **Immersive Full HD 3D experience**

All the new series utilize Sony’s Full HD Frame Sequential Method to display Full HD frames alternately at a very high speed for both the left and right eyes, effectively retaining its full resolution and image quality. Improvements to this year’s 3D models also include panel drive enhancements that deliver quicker response time helping to reduce crosstalk, 5:5 pull down for a more realistic cinematic movie experience and built-in 3D transmitter.

With the newly designed 3D glasses TDG-BR250/200 (sold separately) available in black and white colour options, which are lighter and can be recharged easily via a supplied USB cable, users can enjoy 3D contents with minimal flicker and even for long hours without any

discomfort. The glasses are also designed to help shut out external light from all sides, allowing users to enjoy movies even in bright environments.

### **Lean Back and Surf**

The three new BRAVIA series deliver instant access to online entertainment. Whether connecting to a home broadband network via Wi-Fi (802.11n) or Ethernet connection, the new series offers access to Internet content via the BRAVIA Internet Video and BRAVIA Internet Widget platform. With just one click, users can connect the TV directly to the Internet without the need of computer. They can also access a great variety of online content from global and local channels including the bbTV (available from beginning of May 2011), now TV, VDO and on.cc as well as a world of information on Facebook and Twitter via customizable widgets<sup>1</sup>.

Capable of supporting Skype<sup>2</sup>, the new BRAVIA lineup allows users to enjoy free widescreen Skype-to-Skype video calls with family and friends with the Sony camera and microphone (CMU-BR100, sold separately) and also make voice calls while simultaneously watching TV.

The free “Media Remote”<sup>3</sup> application also enables users to use an Android phone or iPhone as a television remote control with its simple remote interface with text input function. Users can even shake the phone to get music track information.

### **Elegant Monolithic Design**

The beautifully designed BRAVIA models feature Sony’s signature Monolithic Design Concept that draws viewers into the picture when the TV is turned on, and blends into the room décor when turned off. The 2011 Monolithic Design of the BRAVIA series incorporate the Corning®’s Gorilla® Glass features thinner, lighter, and stronger screen material. The Glass realizes 0.7mm thickness and weighs 1.2kg only, which is 70% less than previous models. The screen utilizes highly durable and scratch-proof materials.

### **BRAVIA HX920, HX820 and NX720 Series**

The new 3D capable BRAVIA HX920 series features brilliant full HD (1080p) picture quality with Sony’s X-Reality™ PRO Engine, Intelligent Peak LED backlight and OptiContrast Panel for outstanding contrast. Sony’s MotionFlow™ XR800 features a precise backlight control that is synchronized with the liquid crystal movement from frame to frame creating clearer, sharper moving images.

Other features of the BRAVIA HX920 series include:

- X-Reality™ PRO Engine

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<sup>1</sup> To be activated by firmware upgrade available from early May 2011.

<sup>2</sup> To be activated by firmware upgrade available from early May 2011.

<sup>3</sup> To be activated by firmware upgrade available from early May 2011.

- Intelligent Peak LED backlight
- OptiContrast Panel
- MotionFlow™ XR800
- Integrated Wi-Fi (802.11n)
- Skype ready
- BRAVIA Internet Video and BRAVIA Internet Widget
- Media Remote function
- Available in 46 and 55-inch screen sizes

**BRAVIA HX820 series offers features:**

- X-Reality™ PRO Engine
- Dynamic Edge LED backlight
- OptiContrast Panel
- MotionFlow™ XR 400
- Integrated Wi-Fi (802.11n)
- Skype ready
- BRAVIA Internet Video and BRAVIA Internet Widget
- Media Remote function
- Available in 46-inch screen size

**BRAVIA NX720 series offers features:**

- X-Reality™ Engine
- Dynamic Edge LED backlight (40" model features Edge LED backlight)
- OptiContrast Panel
- MotionFlow™ XR 200
- Integrated Wi-Fi (802.11n)
- Skype ready
- BRAVIA Internet Video and BRAVIA Internet Widget
- Media Remote function
- Available in 40, 46, 55 and 60-inch screen size

The BRAVIA HX920, HX820 and NX720 series will be available from End of April 2011. Details are as follows:

<b>Model Number</b>	<b>Screen Sizes</b>	<b>Availability</b>
KDL-55HX920	55 inches	End of April 2011
KDL-46HX920	46 inches	
KDL-46HX820	46 inches	
KDL-60NX720	60 inches	
KDL-55NX720	55 inches	

KDL-46NX720	46 inches	
KDL-40NX720	40 inches	

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](http://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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Specifications on BRAVIA Full HD 3D TV HX920 & HX820 series

<b>Model</b>	KDL-55HX920	KDL-46HX920	KDL-46HX820
<b>Basic</b>			
Screen Size (Screen Format)	55"	46"	46"
TV System	Analog: B/G, D/K, I, L, M; Digital: DTMB		
Colour System	NTSC 3.58, NTSC 4.43, PAL, SECAM		
Video Signal	480/60i, 480/60p, 576/50i, 576/50p, 720/24 (HDMI™), 720/30p (HDMI™), 720/50p, 720/60p, 1080/30p (HDMI™) 1080/50i, 1080/60i, 1080/24p (HDMI™ only), 1080/50p (HDMI™ / Component), 1080/60p (HDMI™ / Component)		
<b>Picture</b>			
Display Resolution (Pixels)	Full HD 1080 (1920 x 1080)		
3D	3D Full 3D HD (Built - in)		
Motionflow™ Technology	Motionflow™ XR 800		Motionflow™ XR 400
Video Processing	X-Reality™ PRO		
Backlight Module	Intelligent Peak LED		Dynamic Edge LED
OptiContrast Panel	Yes		
Advanced Contrast Enhance	Yes		
Live Colour™ Technology	Yes		
24P True Cinema™	Yes		
Intelligent MPEG Noise Reduction	Yes		
Viewing Angle	178°		
<b>Audio</b>			
Audio Output (W)	30W (10W x 3)		
Sound Mode	Dynamic / Standard / Clear Voice		
Surround Effect	Cinema / Music / Live Sports / Game		
Surround Mode	S-Force Front Surround 3D / S-Master / Dolby® Digital / Dolby® Digital Plus / Dolby® Pulse		
<b>Network</b>			
BRAVIA Internet Video	Yes		
BRAVIA Internet Widgets	Yes		

Wi-Fi	Integrated		
DLNA	Yes		
<b>Terminals</b>			
HDMI™	4 (2 Side / 2 Bottom)		
USB 2.0	2 (Side)		
Ethernet Connection	1 (Bottom)		
Component	1 (Adaptor/ Bottom / Hybrid)		
Composite Terminal	2 (Adaptor/ Bottom / 1Hybrid)		
HDMI™ PC Input	1 (Side)		
Digital Audio Out	1 (Side)		
Audio Out	1 (Side)		
Headphone Out	1 (Side) (Hybrid w/Audio out)		
<b>Other Features</b>			
Scene Mode	Photo / Music / Cinema / Game / Graphics / Sports / Animation		
BRAVIA Sync	Yes		
Multiple Language Display	English, Traditional Chinese		
<b>ECO Features</b>			
Presence Sensor with Face Detection	Yes		
Energy Saving Switch	Yes		
<b>General</b>			
Power Requirements	AC 220 – 240V, 50Hz		
Power Consumption (W)	178W	139W	148W
Stand Swivel Range	Left 20° / Right 20°		
Stand Tilt Range	0° – 6° Flexible		
Dimensions With Stand (WxHxD) mm	Approx. 1278x803x308 mm	Approx. 1081x692x258 mm	Approx. 1083 x 693 x 255mm
Dimensions Without Stand (WxHxD) mm	Approx. 1278x771x38mm	Approx. 1081x660x38mm	Approx. 1083 x 663 x 27 mm
Weight with Stand (kg)	Approx. 31.6 kg	Approx. 24.0 kg	Approx. 21.1 kg
Weight without Stand	Approx. 26.1 kg	Approx. 19.4 kg	Approx. 16.8 kg

(kg)			
Warranty Period	2 Years		
<b>Supplied Accessories</b>			
Remote Controller	RM-GD017		
Batteries	Type AAA x 2		
Table Top Stand	Yes		
Operating Instructions	Yes		
Quick Setup Guide / Supplement CUE (GA)	Yes		
<b>Optional Accessories</b>			
Wall mount Bracket	SU-WH500		
3D Glasses	TDG-BR250/ TDG-BR200/ TDG-BR100/ TDG-BR50		

Specifications on BRAVIA Full HD 3D TV NX720 series

Model	KDL-60NX720	KDL-55NX720	KDL-46NX720	KDL-40NX720
<b>Basic</b>				
Screen Size (Screen Format)	60"	55"	46"	40"
TV System	Analog: B/G, D/K, I, L, M; Digital: DTMB			
Colour System	NTSC 3.58, NTSC 4.43, PAL, SECAM			
Video Signal	480/60i, 480/60p, 576/50i, 576/50p, 720/50p, 720/60p, 1080/50i, 1080/60i, 1080/24p (HDMI™ only), 1080/50p (HDMI™ / Component), 1080/60p (HDMI™ / Component)			
<b>Picture</b>				
Display Resolution (Pixels)	Full HD 1080 (1920 x 1080)			
Motionflow Technology	Motionflow™ XR 200			
Video Processing	X-Reality			
Backlight Module	Dynamic Edge LED			Edge LED
OptiContrast Panel	Yes			
Advanced Contrast Enhance	Yes			
Live Colour™ Technology	Yes			
24P True Cinema™	Yes			
Intelligent MPEG Noise Reduction	Yes			
Viewing Angle	---	178°		
<b>Audio</b>				
Audio Output (W)	10W + 10W + 10W + 10W	10W + 10W + 10W		
Sound Mode	Dynamic / Standard / Clear Voice			
Surround Effect	Cinema / Music / Live Sports / Game			
Surround Mode	S-Force Front Surround 3D / S-Master / Dolby® Digital / Dolby® Digital Plus / Dolby® Pulse			
<b>Network</b>				
Skype™	Yes			
BRAVIA Internet Video	Yes			
BRAVIA Internet Widgets	Yes			

Wireless LAN	Integrated
Track ID	Yes
Video Search	Yes
Media Remote	Yes (Network update)
What's New	Yes (Network update)
HTML Brower	Yes
DLNA	Yes
Photo MAP	Yes
<b>3D</b>	
3D	Yes
Simulated 3D	Yes
Integrated 3D	Yes
Sync Transmitter	
<b>Terminals</b>	
HDMI™	4 (2 Side / 2 Bottom)
HDMI™ PC Input	Yes
USB 2.0	2 (Side)
Ethernet Connection	1 (Bottom)
Component	1 (Adaptor/ Bottom / Hybrid)
Composite Terminal	2 (Adaptor/ Bottom / 1Hybrid)
PC Input	D-Sub 1 (Side) / Mini 1 (Side)
Digital Audio Out	1 (Side)
Audio Out	1 (Side) (Hybrid w/HP)
Audio Input	2(Adaptor/Bottom)
Headphone Out	1 (Side) (Hybrid w/Audio out)
<b>Other Features</b>	
Quick Start & Viewing	Yes
Twin Picture	PAP (Variable)
Scene Mode	Photo / Music / Cinema / Game / Graphics / Sports / Animation
i-Manual	Yes
BRAVIA Sync	Yes
USB Play	Yes
Multiple Language Display	English, Traditional Chinese
<b>ECO Features</b>	
Light Sensor	Yes
Intelligent Presence Sensor	Yes
Presence	Yes

Sensor with Face Detection				
Dynamic Backlight Control	Yes			
Backlight Off Mode	Yes			
Energy Saving Switch	Yes			
<b>General</b>				
Power Requirements	AC 220 – 240V, 50Hz			
Power Consumption (W)	182W	181W	122W	119W
Stand Swivel Range	---	Left 20° / Right 20°		
Stand Tilt Range	---	0° – 6° Flexible		
Dimensions With Stand (WxHxD) mm	Approx. 1405x874x304 mm	Approx. 1281x805x308 mm	Approx. 1084x694x258 mm	Approx. 949x618x215 mm
Dimensions Without Stand (WxHxD) mm	Approx. 1405x844x33 (27) mm	Approx. 1281x774x27 (25.1) mm	Approx. 1084x663x27 (25.3) mm	Approx. 949x587x27 (25.3) mm
Weight with Stand (kg)	Approx. 34.5 kg	Approx. 28.3 Kg	Approx. 20.2 Kg	Approx. 17.0 Kg
Weight without Stand (kg)	Approx. 28.8 kg	Approx. 23.1 Kg	Approx. 15.8 Kg	Approx. 13.1 Kg
Warranty Period	2 Years			
<b>Supplied Accessories</b>				
Remote Controller	RM-GD019 (Simple_GA)			
Batteries	Type AAA x 2			
Screws	Yes			
Operating Instructions	Yes			
Quick Setup Guide / Supplement CUE (GA)	Yes			
<b>Optional Accessories</b>				
Wall mount Bracket	SU-WH500 / SU-WL50B	SU-WH500/ SU-WL700/ SU-WL50B	SU-WH500/ SU-WL700/ SU-WL50B	SU-WH500/ SU-WL700/ SU-WL50B
3D Glasses	TDG-BR250series/ TDG-BR200series/ TDG-BR100series/ TDG-BR50series			

