

Press Release

**Sony Elevates Viewing Experience to New Heights with
Latest 65-inch BRAVIA Full HD 3D Internet TV**

Powered by Sony's cutting-edge X-Reality™ PRO Engine, the KDL-65HX920 delivers superior picture quality, full HD 3D entertainment, access to internet content and Skype



BRAVIA KDL-65HX920

Hong Kong, November 23, 2011 – Sony Corporation of Hong Kong Limited today introduced its new 65-inch addition to the BRAVIA TV flagship HX920 series. The largest screen size available in the BRAVIA Full HD 3D Internet TV series, the new 65-inch KDL-65HX920 takes home entertainment to the next level by bringing a superior viewing experience to consumers.

From stunning and immersive 3D picture quality to instant access to online video content, Sony is committed to offering its customers a revolutionary home entertainment experience. The 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. Sony's hallmark picture quality and signature sleek Monolithic Design also makes 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 advanced X-Reality™ PRO Engine digital video processor.

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. 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.

Incorporating Sony’s Intelligent Peak LED Backlight, the KDL-65HX920 uses full array local dimming for deeper blacks, which also boosts brightness in lighter scenes creating incredible on-screen contrast. 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™ XR800 builds on previous versions of the motion compensation technology and helps reduce blur caused by quick camera movements, enhancing sharpness and creating a clearer picture.

Immersive Full HD 3D Experience

The new model utilizes 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 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 a built-in 3D transmitter.

With the newly designed 3D glasses TDG-BR250/200 (sold separately) available in black and white color options, which are lighter and can be recharged easily via a supplied USB cable, users can enjoy 3D content with minimal flicker and for longer periods of time 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 KDL-65HX920 delivers 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 without needing a computer. Users can also access a great variety of online content from global and local channels as

well as a world of information on Facebook and Twitter via customizable widgets. “3D Experience”, the new free of charge on-demand streaming service is also available, providing a range of promotional video clips and trial content in 3D to owners of 3D capable Sony BRAVIA LCD TVs.

Capable of supporting Skype, the 65-inch model 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” application also enables users to activate their 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 TV features 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 incorporates Corning®’s Gorilla® Glass featuring 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.

The BRAVIA Full HD 3D Internet TV KDL-65HX920 will be available from mid December 2011 at the suggested retail price of HK\$69,280.

Order Now

Sony’s latest BRAVIA Full HD 3D Internet TV KDL-65HX920 will be available for pre-order from November 23 to December 13, 2011 at any Sony Store, Sony Store Online (www.sony.com.hk/store), Sony tele-sales hotline at (852) 2345 2966, as well as Sony’s authorized dealers. The following special packages are available during the pre-order period:

Package	Package Details	Price (HKD)
KDL-65HX920	<ul style="list-style-type: none"> - 4 pairs of 3D glasses TDG-BR250; - Harry Potter and the Deathly Hallows (3D Blu-ray Disc); - The Chronicles of Narnia: The Voyage of the Dawn Treader (3D Blu-ray Disc); - BRAVIA Demonstration Disc 	\$69,280
KDL-65HX920 with Blu-ray Disc Player BDP-S780	<ul style="list-style-type: none"> - 4 pairs of 3D glasses TDG-BR250; - Harry Potter and the Deathly Hallows (3D Blu-ray Disc); - The Chronicles of Narnia: The Voyage of the Dawn Treader (3D Blu-ray Disc); - BRAVIA Demonstration Disc 	\$71,480

KDL-65HX920 with PlayStation® 3 (320GB)	<ul style="list-style-type: none"> - 4 pairs of 3D glasses TDG-BR250; - Harry Potter and the Deathly Hallows (3D Blu-ray Disc); - The Chronicles of Narnia: The Voyage of the Dawn Treader (3D Blu-ray Disc); - PlayStation®3 game title “NBA2K12” 	\$70,880
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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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Product specifications of BRAVIA Full HD 3D Internet TV KDL-65HX920:

Model	KDL-65HX920
Basic	
Screen Size (Screen Format)	65-inch
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™ only), 720/30p (HDMI™ only), 720/50p, 720/60p, 1080/30p (HDMI™ only) 1080/50i, 1080/60i, 1080/24p (HDMI™ only), 1080/50p (HDMI™ / Component), 1080/60p (HDMI™ / Component)
Picture	
Display Resolution (Pixels)	Full HD 1080 (1920 x 1080)
3D	Full HD 3D (Built in)
Motionflow™ Technology	Motionflow™ XR 800
Video Processing	X-Reality™ PRO
Backlight Module	Intelligent Peak LED
Panel	OptiContrast
Advanced Contrast Enhancer	Yes
Live Colour™ Technology	Yes
24p True Cinema™	Yes
Intelligent MPEG Noise Reduction	Yes
Audio	
Audio Output (W)	30W (10W x 3)
Sound Mode	Dynamic / Standard / Clear Voice
Surround Effect	Cinema / Music / Sports / Game
Surround Mode	S-Force Front Surround 3D / S-Master / Dolby® Digital / Dolby® Digital Plus / Dolby® Pulse
Network	
“BRAVIA” Internet Video	Yes
“BRAVIA” Internet Widgets	Yes
Wi-Fi	Wi-Fi Integrated
DLNA	Yes
Terminals	
HDMI™	4(1 Side/3Rear)
USB	2 (Side)
Ethernet Connection	1(Rear)
Component	1 (Rear / Hybrid)
Composite Terminal	2 (Rear / Hybrid)
PC In (D-Sub)	D-Sub 1 (Side)
Digital Audio Out	1(Rear)
Audio Out	1 (Side) Hybrid w/HP
Headphone Output	1 (Side) Hybrid w/Audio Out

Other Features	
Scene Select	Photo / Music / Cinema / Game / Graphics / Sports / Animation
BRAVIA Sync	Yes
Multiple Language Display	English, Traditional Chinese
ECO Features	
Intelligent Presence Sensor	Yes
Energy Saving Switch	Yes
General	
Power Requirements	AC 220 – 240V, 50Hz
Power Consumption (W)	271W
Dimensions TV with Stand W x H x D mm	Approx. 1504x935x374 mm
Dimensions TV only W x H x D mm	Approx. 1504x900x45 mm
Weight TV with Stand (kg)	Approx. 51.7 Kg
Weight TV only (kg)	Approx. 43.2 Kg
Warranty Period	2 Years
Supplied Accessories	
Remote Controller	RM-GD017
Batteries	Type AAA x 2
Table Top Stand	Yes
Operating Instructions	Yes
Quick Setup Guide / Supplement CUE (GA)	Yes
Optional Accessories	
Wall mount Bracket	SU-WL500
3D Glasses	TDG-BR250/ TDG-BR200/ TDG-BR100/ TDG-BR50