

Press Release

Sony Elevates Audio Experience to New Heights with Latest Top-Range AV Receivers
“Elevated Standard” AV receivers STR-DA5700ES and STR-DA3700ES create true cinematic experience at home, delivering high quality sound for content streamed from BRAVIA Internet TV



STR-DA5700ES

- Powerful 9.1/7.1-channel outputs at 120W/100W per channel
- New sensational sound field modes designed for the front high (FH) speakers
- Sony’s advanced Digital Cinema Auto Calibration for better speaker layouts
- 3D-ready with 1080p video upscaling
- Network connectivity provides access to BRAVIA Internet TV streaming services
- New graphical user interface for extra convenience

Hong Kong, January 5, 2012 – Sony Corporation of Hong Kong Limited today added the latest AV receivers STR-DA5700ES and STR-DA3700ES to its top-notch ES line-up, delivering a true cinematic experience that can be easily adapted to any home layout thanks to state-of-the-art Sony AV technologies and a new enhanced user interface. The two new 3D-ready and network-connected AV receivers create a breathtaking audio experience of a diversified range of music and video content from the BRAVIA Internet TV streaming services including the Sony’s newly launched free 3D Experience channel.

Superior AV Experience

The 9.1-channel STR-DA5700ES and the 7.1-channel STR-DA3700ES are built with Sony’s supreme audio quality achieved by the hallmark sound tuning technologies built in the renowned ES series. The

AV receivers bring new sonic excitement to movie and music enthusiasts with new sensational sound field modes designed for the front high (FH) speakers. Listeners can now enjoy such extraordinary sound fields as HD-D.C.S. FH mode, Berlin Philharmonic Hall mode and True Concert Mapping mode, which deliver more realistic stereoscopic sound through the 9.1/7.1-channel surround system with activated FH speakers.

Built for the true AV enthusiasts, the new AV receivers feature 1080p video upscaling to enhance any standard-definition sources. The STR-DA5700ES allows users to enjoy the exciting and powerful surround sound of movie theaters simply by selecting one of the receiver's preprogrammed sound fields such as DTS Neo:x Cinema. The dynamics enabled by multi-channel sound tracks are fully unleashed by the new AV receivers' powerful outputs, at 120W per channel for STR-DA5700ES and 100W per channel for STR-DA3700ES.

The new AV receivers are equipped with Sony's advanced Digital Cinema Auto Calibration (D.C.A.C.), which balances output to closely simulate sound as would be produced by optimally positioned and angled speakers. The results are nothing short of breathtaking, with the entire sound field seamlessly integrated for outstanding surround sound.

Extreme Usability

The new graphical user interface on the TV screen connected to the AV receivers lists frequently needed items for setup and adjustment, such as the users' preferences to watch or listen, on the top menu. This thoughtful design lets users immediately find setup preferences while providing in-detail settings to meet their needs. The Easy Automation feature saves and manages preferences for frequently used devices, combinations, and settings such as Sound Field. Specific settings can be easily accessed via buttons (1 and 2) on the AV receivers or the remote controller. This handy function eliminates the need to memorize or change settings for each device. The built-in four-port Ethernet hub and one USB port provide convenient access to even more content from the Internet or user-generated content at home.

Sony AV receivers STR-DA5700ES and STR-DA3700ES are now available at the suggested retail prices of HK\$19,880 and HK\$9,980 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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Product specifications of Sony AV Receivers STR-DA5700ES & STR-DA3700ES:

Model	STR-DA5700ES	STR-DA3700ES
General		
Channel	9.1	7.1
Rated Power Output at Stereo Mode	120W+120W (8 Ohms 20-20kHz)	100W+100W (8 Ohms 20-20kHz)
Reference Power Output at Stereo Mode	120W+120W (4 Ohms 20-20kHz)	85W+85W (4 Ohms 1kHz)
Reference Power Output	8 Ohms 1 kHz Front: 130W + 130W Center: 130W Surround: 130W + 130W Surround back: 130W + 130W 4 Ohms 1 kHz Front: 120W + 120W Center: 120W Surround: 120W + 120W Surround back: 120W + 120W	8 Ohms 1 kHz Front: 110W + 110W Center: 110W Surround: 110W + 110W Surround back: 110W + 110W 4 Ohms 1 kHz Front: 100W + 100W Center: 100W Surround: 100W + 100W Surround back: 100W + 100W
Power Requirements	230V 50/60Hz	230V 50/60Hz
Power Consumption	480W	360W
Standby Power Consumption	0.5W	0.5W
Dimensions (W x H x D) mm	430×187.5×420 mm	430×162×388 mm
Weight	17.3kg	13.2kg
Input/Output		
A/V In/Out	A/V In (Including Front AV): 5(Front 1) / A/V Out : 1	A/V In (Including Front AV): 5 (Front 1) / A/V Out: 1
Analog Audio In/Out	Analog Audio In: 5 Analog Audio Out: 1	Analog Audio In: 3 Analog Audio Out: 1
Phone Jack	1	1
HDMI In/Out	HDMI In (Including Front In): 6(1) HDMI Out: 2	HDMI In: 5 HDMI Out: 1
Component Video In/Out	Component Video In: 2 Component Video Out (Inc. Monitor Out): 1	Component Video In: 2 Component Video Out (Inc. Monitor Out): 1
Multi Channel In	1(7.1)	---
USB	Front: iPhone/WM	Front: iPhone/WM
PC IN (USB DAC)	1	---
Optical In/Out	Opt. In: 4 Opt. Out: 1	Opt. In: 3
Coaxial In	3	1
Video Monitor Out	---	1
Pre Out	(Front (L/R)), (Center), (Surround(L/R)), (Surround Back(L/R), (Front Height(L/R)), 2 Pre Out (Subwoofer)	(Subwoofer) 2
Zone 2	A/V Out: 1 Component Out: 1	A/V Out: 1 Component Out: 1

Zone 3 (Monitor)	A/V Out : 1	---
12V Trigger	3	1
IR Repeater In/Out	Yes(1/2)	Yes(1/2)
Ethernet	4 (Switching Hub)	4 (Switching Hub)
Feature	<ul style="list-style-type: none"> - Network Video capability - New Graphical User Interface - Easy Automation - Variety of sound fields by FH speakers - D.C.A.C. 	