

## Press Release

### **Sony Introduces Ultra-slim Sound Bar Speaker HT-ST3 with Wireless Connectivity** *One-touch listening via NFC and Bluetooth audio with a smartphone or tablet*



**Hong Kong, November 8, 2013** – Sony today introduced the new sound bar speaker HT-ST3 that is packed with the best audio technologies from Sony, delivering the signature superior sound quality that only Sony is able to reproduce. The ultra-slim HT-ST3 (H:40mm x W:32.5mm) lets home entertainment enthusiasts immerse themselves in satisfying multi-channel surround sound.

The sound bar's ultra-slim lines in aluminium alloy are accentuated by an etched stainless steel grille, adding an elegantly contemporary accent to any living space. Customers can choose to hang the sleek sound bar on the wall or slip it in front of a TV.

#### **4.1-Channel Sound Bar Speaker**

The HT-ST3 follows the acoustic design with 11 speaker units, and features a newly-developed twin voice coil structured Neodymium Magnet speaker, together with an independently-driven S-Master digital amplifier. The HT-ST3 comes with S-Force Pro Front Surround technology to create a dynamic surround sound experience and faithful sound reproduction. The HT-ST3 comes in a sophisticated, slim design with a versatile subwoofer that can be installed horizontally or vertically, so that the system can be arranged to match room spaces and furnishings.

Equipped with a total of 7 I/Os (3 HDMI Inputs, 1 HDMI Output, 2 Optical Inputs, 1 Analog Input), the HT-ST3 also comes with high-quality audio decoders for both Dolby TrueHD and DTS-HD.

The Football Mode is added to bring you the excitement of big matches like the FIFA World Cup, without having you to be physically there. Perfect for football fans, the sound bar speaker uses acoustic data captured at an international football stadium and immerse you in the action as if you are really there in the stands.

**Wireless Connectivity**

Sony's HT-ST3 sound bar speaker offers the perfect solution for listening to music with any mobile devices. With their built-in wireless Bluetooth connection (with support for AAC and AptX), users can simply connect any mobile phone or tablet through a single press of the "Bluetooth Sync" button. Additionally, the speaker has incorporated One Touch NFC (Near Field Communication) technology, enabling an instant link to music simply by touching a compatible device to the sound bar speaker.

The premium sound bar speaker HT-ST3 from Sony will be launched from early December 2013 at HK\$4,980.

For customer enquiries, please contact Sony hotline service 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" symbolises 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 sound bar speaker HT-ST3:

|   |  |
|---|--|
| <b>Model</b>                                      | <b>HT-ST3</b>  |
| <b>Amplifier/Receiver</b>                         |  |
| Audio Power Output                                | Total (Reference): 250W<br>Front (Reference): 25W x2 (Per channel at 3ohms, 1kHz)<br>Center (Reference): 25W x2 (Per channel at 3ohms, 1kHz)<br>Front (Rate): 15W x2(At 3ohms, 1kHz, 1%THD)<br>Subwoofer (Music Power): 75W x2 (Per channel at 4 ohms, 100 Hz) |
| Amplifier Features                                | Number of amp. Channels: 4.1ch   |
| DSP   | FALCON 2.0   |
| Speaker Level Control                             | VOICE: +3 / SW: Vol +13 / SW Tone : +3   |
| Advanced Auto Volume                              | Yes  |
| S-Force PRO Front Surround                        | Yes  |
| Sound Field Program                               | FOOTBALL / STANDARD/ MOVIE/ MUSIC  |
| <b>BlueTooth</b>                                  |  |
| Communication system                              | BLUETOOTH Specification version 3.0  |
| Output  | BLUETOOTH Specification Power Class 2  |
| Maximum communication range                       | Line of sight approx. 10 m <sup>1</sup>  |
| Maximum number of devices to be registered        | 9 devices  |
| Frequency band                                    | 2.4 GHz band (2.4000 GHz - 2.4835 GHz)   |
| Modulation method                                 | FHSS (Freq Hopping Spread Spectrum)  |
| Compatible BLUETOOTH profiles <sup>2</sup>        | A2DP (Advanced Audio Distribution Profile)<br>AVRCP 1.3 (Audio Video Remote Control Profile)   |
| Supported Codecs <sup>3</sup>                     | SBC <sup>4</sup> , AAC <sup>5</sup> , aptX   |
| Communication Range(A2DP)                         | 20 Hz-20,000Hz (Sampling rate 44.1 kHz)  |
| <b>Inputs and Outputs</b>                         |  |
| Analog Audio In(Incl TV CEC)                      | 1  |
| HDMI In/Out : (Front input)                       | 3 / 1  |
| Opt. In/Out/TV(CEC) : incl Front input & TV (CEC) | 2/0  |
| <b>HDMI™ Specs</b>                                |  |
| Video I/O formats                                 | 3D: 1920x1080p (24,25,30 Hz), 1920x1080i (50, 60 Hz), 1280x720p(24, 30, 50, 60 Hz)<br>2D: 4096x2160p(24Hz), 3840x2160p(24,25,30Hz), 1920x1080p (24,25,30,50,60 Hz), 1920x1080i (50, 60 Hz), 720p(24,30 50,60Hz), 720 x 480p(60Hz), 720x573p(50Hz)              |
| BRAVIA® SYNC™ (CEC Control)                       | Yes  |
| Scene Select Sync                                 | Yes  |
| Audio Return Channel                              | Yes  |
| A/V SYNC  | Yes  |

|   |   |
|---|---|
| Triruminas Display                        | Yes   |
| <b>Decoding Format(S)</b>                 |   |
| Supported Digital audio input formats     | Dolby Digital DTS-HD High Resolution Audio*<br>Dolby TrueHD* DTS-HD Low Bit Rate*<br>DTS Linear PCM 2ch 48 kHz or less<br>DTS 96/24 Linear PCM Maximum 7.1ch 192 kHz or less*<br>DTS-HD Master Audio*<br>(*only with HDMI ) |
| <b>Speakers</b><br>Front L/ R Speakers    |   |
| Speaker System                            | 2-way speaker system, Passive radiator Type   |
| Speaker                                   | Woofer: 30mm x 100mm cone type<br>Tweeter: 14mm dome type<br>Passive radiator: 30mm x 100mm cone type   |
| Rated impedance                           | 3 ohms  |
| <b>Speakers</b><br>Centre Speakers        |   |
| Speaker System                            | 2-way speaker system, Acoustic suspension type  |
| Speaker                                   | Woofer: 30mm x 100mm cone type x2<br>Tweeter: 14mm dome type  |
| Rated impedance                           | 3 ohms  |
| <b>Subwoofer</b>                          |   |
| Model Number                              | SA-WST3   |
| Speaker Type                              | Subwoofer   |
| Speaker System                            | Bass Reflex   |
| Speaker Unit                              | 100 x 150mm cone type x2  |
| Rated impedance                           | 4 ohms  |
| <b>General Features</b>                   |   |
| Remote Control                            | RM-ANU164   |
| Power Requirement                         | 220-240V 50/60Hz  |
| Power Consumption                         | 40W   |
| Power Stand By                            | 0.5W  |
| Auto Standby                              | Yes   |
| Dimensions (Approx.)<br>Main Unit (WxHxD) | 900×42×30mm(with stand)<br>900×40×32.5mm(w/o stand)   |
| Dimensions (Approx.)<br>Subwoofer         | 430x135x360mm(375mm MAX)  |
| Weight (Approx.)<br>Main Unit             | 0.9kg(with stand)<br>0.9kg(w/o stand)   |
| Weight (Approx.)<br>Subwoofer             | 8.2kg   |
| Supplied Accessories                      | Foot Pad / Optical Cable(1.5m)/ Easy set up guide   |

### **Remarks**

- 1) The actual range will vary depending on factors such as obstacles between devices, magnetic fields around a microwave oven, static electricity, cordless phone, reception sensitivity,

operating system, software application, etc.

- 2) BLUETOOTH standard profiles indicate the purpose of BLUETOOTH communication between devices.
- 3) Codec: Audio signal compression and conversion format
- 4) Subband Codec
- 5) Advanced Audio Coding