

Sony Ushers in a New Era of LCD Television with New Branding and Latest Line-up Featuring Cutting-edge Display Technologies

New generation "BRAVIA" LCD TVs incorporate world's first 7th generation Sony panel technology to deliver superior resolution

Hong Kong, September 12, 2005 - Sony Corporation of Hong Kong Limited today unveiled its new branded portfolio of flat panel LCD televisions, "BRAVIA", which stands for "Best Resolution Audio Visual Integrated Architecture". The "BRAVIA" series features nine new models that leverage Sony's technological expertise for outstanding picture quality. "BRAVIA" represents Sony's vision of providing products with superior resolution for the digital and flat panel era.

"Since the launch of Trinitron, Sony has enjoyed a strong foundation in display technologies. We are leveraging this strength in our latest range of LCD televisions, "BRAVIA", which utilizes Sony panels that incorporate 7th generation technology. To meet the demands of the market, Sony is increasing its production of LCD televisions with the 7th generation panels to achieve economies of scale, while creating LCD TVs of the best picture quality ever available in the market," said Mr Kunihiko Kawakita, Division Managing Director of Hong Kong Marketing Company, Sony Corporation of Hong Kong Limited.

"By offering the consumer the high-resolution picture quality, superior audio fidelity, ease of use and the designer looks of our new "BRAVIA" brand, Sony is aiming for the number one position in Hong Kong's LCD TV market," added Mr. Kawakita.

The Ultimate Display Panel

Sony's new "BRAVIA" LCD TVs come in three series, the V-Series, S-Series and B-Series that offer a wide variety of choice and functions suitable for every home theatre environment. These high performance models feature panel sizes ranging from the compact 15-inch to an ultra-wide 40-inch panel that complement any room design.

The V-series and S-series offer digital high definition picture quality of up to 1366 x 768 pixels, the equivalent of 1 Mega Pixel resolution. Working seamlessly with the WEGA ENGINE equipped in the V-series, this incredible panel offers high contrast ratio of 1,300:1, wide viewing angles of up to 178° and quick response time of 8ms for greater viewing pleasure.

A key technological feature that differentiates Sony from other manufacturers is the unique Wide Color Gamut CCFL (Cold Cathode Fluorescent Lamp) backlight, or "WCG-CCFL", found in Sony's top of the line V-series. This feature allows for wider and truer color reproduction to produce a deeper, richer gamut of greens and reds compared to traditional LCD displays. The new Wide Color Gamut CCFL generates increases of approximately 30% from conventional CCFL backlight to provide viewers with truer colors and greater reality.

Complementing its stunning picture performance is the enhanced sound quality of the new V-series, which features Sony's S-Master™ full digital amplifier. Both the V-series and S-series feature SRS™ TruSurround™ audio technology, so even with just two speakers these televisions provide the most dynamic home entertainment experience.

Full Features Designed for Convenience

The advanced Light Sensor™ in the V-series and S-series automatically detects the brightness of the surrounding environment and adjusts intensity, constantly maximizing picture quality for more comfortable viewing. The V-series also features a two-tuner Picture-and-Picture (PAP) function, allowing consumers to watch two programs simultaneously in separate windows on the same screen. Picture Freeze is also a common feature in all three series. The feature freezes a single screen temporarily on a broadcast program while the picture continues to play in the sub-window to make sure users don't miss a second of the action.

Sony's WEGA GATE™ menu provides an easy graphic user interface with one-button access to essential TV controls on the V-series and S-series. Consumers can watch their favourite channels and still enjoy digital picture and video input from an external source through one convenient interactive interface. Other features include composite, S-video and component inputs for extensive connectivity across all three series, PC inputs for the V-series and S-series, and a High-Definition Multimedia Interface (HDMI™) for the V-series.

Order Now

Pre-ordering of the KLV-V40A10, KLV-S32A10 and KLV-S26A10 runs from September 13 to October 2, 2005 at the Sony Style web site: www.sonystyle.com.hk, Sony 24-hour tele-sales hotline at (852) 2345-2966 as well as Sony Style Hong Kong, Sony Shops and authorized dealers.

During the above period, customers who place orders for the KLV-V40A10 will receive either a Sony 17-inch multi-function LCD TV MFM-HT75W (worth HK\$5,980) or a wall mount SU-PW2. Customers who place orders for the KLV-S32A10 will get either a Sony DVD player DVP-NS50P (worth HK\$780) or a wall mount, while the customers buying the KLV-S26A10 will receive a Sony wireless headphone MDR-IF240RK (worth HK\$390).

Suggested retail prices of the KLV-V40A10, KLV-S32A10 and KLV-S26A10 are HK\$34,800, HK\$14,800 and HK\$10,800 respectively. The "BRAVIA" LCD TV series will be launched in early October.

For customer enquiries, please contact Sony 24-hour customer service hotline at (852) 2345-2966.

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Sony LCD TV technical information

1. **1 Mega pixel HD Sony Panel**

The V-series and S-series deliver a sharper digital HD picture with 1366 x 768 dot pixels equivalent to 1 Mega Pixel resolution. The 7th generation Sony LCD panel offers higher contrast, wider viewing angle and quick response time.

2. **Wide Color Gamut (WCG) – CCFL**

With its exclusive WCG-CCFL (Cold Cathode Fluorescent Lighting) backlight, the V-series is able to produce richer green and red gamut, which are not achievable with conventional CCFL. It reproduces color approximately 30% more than that of standard CCFL backlights. This new technology was developed by enhancing Sony's technologies in displays with a revolutionary luminescence material.

3. **WEGA ENGINE**

Available in the V-series, the WEGA ENGINE is an integrated full digital image integrated processing system. It is compatible with various signal types, including traditional terrestrial signals and digital high definition signals. The WEGA ENGINE offers better resolution, less noise for finer images, enhanced realism and higher contrast.

4. **Picture-and-Picture (PAP)**

The V-series incorporates a 2-tuner Picture-and-Picture function that allows viewers to watch 2 TV programs simultaneously on the same screen. This convenient mode enables easy surfing of channels without having to miss a single second of both programs.

5. **Picture Freeze**

Available in all series, the Picture Freeze feature freezes motion picture in the main screen while still displaying ongoing motion picture in the sub-window.

6. **WEGA GATE™**

Available on both the V-series and S-series, this simple on-screen guide provides direct access to TV channels, external inputs and the TV settings menu with the push of a button. The buttons are designed to maneuver intuitively to perform a variety of tasks on an ergonomically designed control panel.

7. **TruSurround XT™ by SRS™**

TruSurround XT™ and TruSurround™ on the V-series and S-series respectively, creates a broad, fully immersive sound within the listening area that envelops the listener. TruSurround XT™ delivers a powerful audio experience with enhanced bass and better dialogue quality through the sets' high quality speakers.

8. High-Definition Multimedia Interface (HDMI™)

The first industry-supported, uncompressed all-digital high resolution video and multi-channel audio interface that carries uncompressed audio and video signals between compatible digital high definition devices and displays on a single cable. With this V-series users can connect their LCD TV to the HDMI DVD player and AV receiver.

9. PC Input

PC Input on the V-series and S-series allows users to connect their PC and display the PC screen on the TV, which supports various signal types. The screen can be adjusted to display the same aspect ratio as the PC or stretched to fit the whole screen for full viewing.

10. S-Master™ Full Digital Amplifier

A Sony technology, this full digital amplifier delivers high sound quality, is small in size, and has high power efficiency. Unlike ordinary digital amplifiers, the S-Master processes all signals digitally, from input to output, consequently delivering pure and detailed clear sound.

11. Light Sensor™

The sensor automatically optimizes the brightness setting according to the ambient light of the surroundings. In a dazzling room, the screen will adjust itself by increasing the brightness and vice versa when in a dim room to make viewing of the screen less tiring for the human eye. Available in V-series and S-series.

12. Flexible Viewing Angle

The screen is able to swivel horizontally to each side. With the exception of KLV-V40A10 and KLV-S40A10 (40" models), both the V-series and S-series can tilt backwards by eight degrees and forward by three degrees. This is extremely useful to avoid the reflection of light on the screen and to capture the full view of the display, enabling a flexible viewing angle.