

## Press Release

### **New BRAVIA S200-series LCD Televisions Deliver High Picture Performance and Wide Viewing Angle**

*Sony's advanced BRAVIA Engine creates high contrast pictures and 178 degrees wide viewing angle with Sony's Super-Patterned Vertical Alignment (S-PVA) panel <sup>1</sup>*

**Hong Kong, July 13, 2006** – With High Definition taking the lead in today's televisions, Sony Corporation of Hong Kong Limited today announced the new **BRAVIA** S200-series LCD televisions ranging from 46 to 26 inches – KLV-46S200A, KLV-40S200A, KLV-32S200A and KLV-26S200A. This S200-series is the first to incorporate Sony's newly developed digital image integrated processing technology - BRAVIA Engine.

BRAVIA Engine is one chip digital processor that reproduces pictures in enhanced contrast to produce sharp and vivid colours with complex noise reduction techniques. It generates high saturation in greens, blues and strengthens the blacks to make viewing more credible and filled with life. In addition, it reduces MPEG noise to form clearer and sharper edges. This processor is capable of perfecting any video signal going onto the television regardless of the source. Customers will enjoy the best viewing experience with the 5 benefits brought by BRAVIA Engine: better resolution, higher contrast, true colour, less noise and more reality.

Sony's S-PVA panel provides an ultra-wide viewing angle of 178 degrees, allowing viewers to enjoy the **BRAVIA** LCD television from different positions, as well as by many more viewers at the same time, while ensuring that colours stay rich and bright. This greater advantage of viewing also allows flexible placement of the S200-series television set. The S-PVA panel also delivers high contrast ratio of 1300:1, giving deeper depths in dark scenes for a three-dimensional feel.

“With the advanced BRAVIA Engine, the S200-series High Definition LCD television range offers more outstanding picture and audio quality at an affordable price, reaching out to more customers to experience High Definition picture quality with extremely high colour accuracy and wide viewing angle for the best enjoyment,” said Mr. Kunihiko Kawakita, Division Managing Director, Hong Kong Marketing Company, Sony Corporation of Hong Kong Limited.

Complementing the picture quality of the S200-series is SRS TruSurround XT® that delivers a virtual surround sound experience. This gives viewers the immersion into the show especially for action-packed movies. For news and talk shows, the S200-series offers dialog clarity that increases the crispness of the voices to bring it closer to the listeners. Even without the installation of 5.1ch surround sound speakers, dynamic surround sound can still

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<sup>1</sup> The KLV-26S200A does not feature Sony's Super-Patterned Vertical Alignment (S-PVA) panel.

be enjoyed in the comfort of the user's home.

The S200-series is HD-ready with support for both 1080i and 720p HD signals. It also supports High Definition Multimedia Interface (HDMI) Input for High Definition digital video and audio streaming via one cable from source to television. It saves users the hassle to purchase different cables and the sight of messy wires. Users can also view movies from their PC on the S200-series via PC (HD15) cable on several types of screen modes and various type of resolutions from VGA to WXGA, for a bigger and High Definition experience. Other useful features of the S200-series include setting the television to turn off itself automatically, acting as a clock with its time display function and a power saving mode to reduce electricity costs. Its silent start prevents startling the user with loud volume from the last use.

The new **BRAVIA** S200-series LCD televisions will be available from July 15, 2006. For customer enquiries, please contact Sony 24-hour customer service 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).

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## **Technical Information for BRAVIA S200-series LCD Televisions**

### **BRAVIA Engine**

This new high picture performance engine realises vivid and high contrast images. This is made possible by Sony's original picture tuning and noise reduction processing, enhanced through the picture optimizing process. Several special picture enhancement technologies are integrated into the processor to create better gradations and details, enhance contrast, dynamically improve color, and reduce image flicker.

### **Super-Patterned Vertical Alignment (S-PVA)**

Sony's S-PVA LCD panel offers a wide viewing angle range of 178° and maximizes the colour saturation and contrast even when viewed from the side.

**Specifications of BRAVIA S200-series LCD Televisions are as below:**

<b>Model</b>	<b>KLV-46S200A</b>	<b>KLV-40S200A</b>	<b>KLV-32S200A</b>	<b>KLV-26S200A</b>
Screen Size	46" (16:9)	40" (16:9)	32" (16:9)	26" (16:9)
TV System	PAL-D/K, B/G, I, NTSC-M			
Color System	NTSC 3.58, NTSC 4.43, PAL, PAL 60, SECAM			
<b>PICTURE</b>				
Display Resolution (Pixels)	WXGA - 1366 x 768			
Viewing Angle	178°			
Screen Mode	Wide Zoom/ Normal/ Full/ Zoom			
Technology	BRAVIA Engine			
Picture Mode	Vivid/ Standard/ Custom			
Noise Reduction	Yes			
Brightness	500cd/m <sup>2</sup>			
Contrast Ratio	1300:1			1200:1
Response Time (Mid-range)	8ms			
<b>SOUND</b>				
Audio Output	10W x 2			
Sound Effect	Dynamic/ Standard/ Custom			
Surround Mode	SRS TruSurround XT® / Simulated/ Off			
BBE Digital®	Yes			
<b>TERMINALS</b>				
Side	S-Video/Video/ Audio Input x 1; Headphone Out x 1			
Rear	HDMI Input x 1; Component/Audio Input x 2; S-Video Input x 1; Video/Audio Input x 2; Audio Output x 2; Video Output x 1; PC/A Input x 1			
<b>OTHER FEATURES</b>				
Multi Picture	Freeze Function			
Eco/ Power Saving Mode	Yes			
Sleep Timer	Yes			
WEGA GATE Navigator Function	Yes			
Light Sensor	Yes			
Cinema Drive	Yes			
Swivel	30° Horizontal			
<b>GENERAL</b>				
AC Transformer	Built-in			
Power Requirements	AC 110-240V 50/60Hz			
Warranty Period	First 2-year (For panel, labour, parts, on-site repair and transport)			
<b>DIMENSIONS (W x H x D)(mm)</b>				
Display Unit (With Stand)	1,120 x 805 x 334	988 x 716 x 334	792 x 593 x 219	658 x 516 x 219
Display Unit (Without Stand)	1,120 x 755 x 116	988 x 664 x 103	792 x 546 x 99	658 x 470 x 94
<b>Weight (kg)</b>				
Display Unit (With Stand)	35	28	28	14
Display Unit (Without Stand)	29	22	16	12
Optional Accessory	Wall-mount Bracket SU-WL51		Wall-mount Bracket SU-WL31	

\* Features and specifications are subject to change without notice.