

Press Release

New Sony Home Theatre System with 4 Versatile Speaker Formations and Powerful 5.1ch Surround Sound

*New DAV-FXG9K offers flexible speaker setup with auto calibration and 5.1ch full surround
sound capability*

Hong Kong, July 13, 2006 – Sony Corporation of Hong Kong Limited today introduced the new sophisticated DAV-FXG9K home theatre system that offers 4 different types of possible speaker formations with the advanced Digital Cinema Auto Calibration (DCAC) without compromising on dynamic sound quality. The uniquely designed DAV-FXG9K home theatre system offers flexible setup to suit various room layouts and dimensions for a sleek feel at home.

Utilizing Sony's DCAC, the DAV-FXG9K simplifies sound system setup by detecting the arrangement of speakers in any layout and adjusts its virtual sound to create optimal sound. In addition to the 5.1ch full surround sound, Sony's unique S-Force PRO Front Surround technology enables users to enjoy the flexibility of another option for 2.1ch surround sound with just 2 front formation type speakers and a subwoofer instead of the usual 4 speakers by adjusting to the reproduction of the sound to create virtual surround sound.

Sony's Proprietary S-Force PRO Front Surround Technology

Leveraging on Sony's knowledge of 5.1ch surround sound technology and the study of human ears to recognise sound origins and directions, the S-Force PRO Front Surround Technology is developed to create virtual surround sound for human ears to perceive. This technology utilizes an all-digital process with no analogue conversion, keeping the signal purely digital from start to finish. The DAV-FXG9K can produce 5.1-channel surround sound effect to be enjoyed in any enclosed area. Besides the new home theatre system, Sony's all-in-one Active Interior System RHT-G1000 and 2.1-ch SACD/DVD home theatre system DAV-X1 also incorporated this advanced technology to produce impressive acoustic effects.

Digital Cinema Auto Calibration (DCAC) - Silver Grade

Setting up a home theatre system in any shape and size of the room to achieve the optimum sound is now made easy with Sony's DCAC technology (silver grade). It can identify the placement of the speakers even in asymmetrical positions and reproduces virtual sound effect that makes the listener feel right in the middle of the sound field. The DCAC greatly optimizes the sound potential of the DAV-FXG9K home theatre system by compensating for acoustic deficiencies in the room.

The modern lifestyle of today calls for creativity in home concept and the DAV-FXG9K is able to fit into any home and space area with its 4 speaker formations, which are selectable from an on-screen display detailing speaker placement. Regardless of a long and narrow or an odd-shaped room, listeners can still enjoy optimal sound performance with this multi-speaker formation function.

Sound Amplifier with 32-bit S-Master

The DAV-FXG9K uses Sony's proprietary 32-bit S-Master digital amplifier technology to boast 512 times of enhanced audio experience more than the original sound, making it ideal for an in-house movie session or a house party. The fully digitalised signal processing of 32-bit S-Master further decreases heat generation and minimises sound distortion for the DAV-FXG9K. A combination of S-Force PRO Front Surround technology and S-Master digital amplifier ensures the sound processing and amplification occurs in the digital domain rather than using room reflections.

HD-Ready for High Picture Quality

Elegantly built to complement Sony's BRAVIA TV, the DAV-FXG9K can be connected to the television via its all-digital High Definition Multimedia Interface (HDMI) to convert 720p/1080i to precise high definition quality.

The DAV-FXG9K is available in Hong Kong from July at HK\$7,980.

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.

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Specification Sheet for the DAV-FXG9K

MODEL	DAV-FXG9K
OUTPUT	
Power Output	Front (RMS): 143W x 2
	Center (RMS): 143W
	Surround (RMS): 143W x 2
	Sub woofer (RMS): 285W
AMPLIFIER	
S-Master	32 bit
Audio Line IN	Analog x 2; Optical x 1; Coaxial x 1
Audio Input (Front, mini)	1 (Line In)
Mic Mix	2
Video Signal	Composite In x 2 / Composite Out x 1
	Component In x 1 / Component Out x 1
	HDMI Out x 1 (Upscale 720p/1080i for DVD)

D.C.A.C. (Auto Calibration)	Yes (silver)	
Portable Audio Enhancer	Yes (high)	
Dolby Prologic/ Dolby Prologic II	Yes	
Dolby Digital / DTS	Yes	
Digital Cinema Sound (Virtual Multi Dimension)	Yes	
Speaker Formation	Yes	
Timer (SLEEP)	Yes	
KARAOKE		
Mic IN/ VOLUME/ ECHO	Yes	
DVD/ SACD/ VCD/ CD PLAYER		
Type	5 disc Slot-in	
DVD / SA-CD / CD / VCD	Yes	
DVD / CD / SACD TEXT	Yes	
CD-R / CD-RW	Yes	
DVD-Video/ \pm R/ RW/ -RW (VR)/ +R DL	Yes	
DivX/ JPEG/ MP3	Yes	
Precision Cinema Progressive (NTSC/PAL)	Yes	
D/A Converter	Audio: 48kHz/24bit Video: 12bit/108MHz	
FRONT SPEAKER		
Type (Grill)	Bookshelf	
System	2-way	
Tweeter Unit	5cm	
Woofer Unit	2 x 13cm	
Length of Supplied cable	5m x 2	
CENTRE SPEAKER		
System	1-way (Full Range)	
Speaker Unit	3 x 8cm	
Length of Supplied cable	5m x 1	
SURROUND SPEAKER		
Type (Grill)	Bookshelf	
System	2-way	
Tweeter Unit	5cm	
Woofer Unit	2 x 13cm	
Length of Supplied cable	15m x 2	
SUBWOOFER		
System	DDTD	
Active/ Passive	Passive	
Speaker Unit	25cm	
Length of Supplied cable	5m x 1	
DIMENSIONS & WEIGHT		
Main Unit	Size (W x H x D)	Approx. 445 x 71 x 400mm
	Weight	Approx. 6.0kg
Front Speaker	Size (W x H x D)	Approx. 222 x 601 x 165mm
	Weight	Approx. 6.5kg

Centre Speaker	Size (W x H x D)	Approx. 382 x 49 x 63mm
	Weight	Approx. 0.5kg
Surround Speaker	Size (W x H x D)	Approx. 222 x 601 x 165mm
	Weight	Approx. 6.5kg
Subwoofer	Size (W x H x D)	Approx. 292 x 610 x 398mm
	Weight	Approx. 13.5kg

* Features and specifications are subject to change without notice.