



Press Release

New Sony High-end AV Receivers Intensify Home Entertainment with High-Definition Audio and Video

Premium ES-Series features 1080p resolution to create a full high-definition cinema experience in living room

Hong Kong, October 16, 2006 – Sony Corporation of Hong Kong Limited today introduced a new family range of premium AV receivers under the Elevated Standard (ES) series, the STR-DA5200ES, STR-DA3200ES and STR-DA1200ES, for customers to complete the full high-definition experience in their homes. Capable of supporting the latest Blu-ray video format, the new models handle 1080p resolution and up to 8 channels of uncompressed digital sound.

“These new ES-Series AV receivers are designed with the Full HD 1080 experience in mind, maximizing the full potential of today’s high definition devices. There are plenty of high performance audio and video features packed in to satisfy both enthusiasts and demanding professionals, allowing them to enjoy richer and life-like HD audio from Blu-ray and other HD sources,” said Mr. Kunihiko Kawakita, Division Managing Director, Hong Kong Marketing Company, Sony Corporation of Hong Kong Limited.

Enhance home theatre’s HD experience

The new ES-Series AV receivers are compatible with the latest Blu-ray video format, allowing switching of video signals at up to 1080p resolution. To further enhance the HD experience, the STR-DA5200ES features HDMI active intelligence which automatically detects the best possible audio and video signals from connected devices, ensuring swift and easy handling of content with up to 1080p resolution and 8 channels of uncompressed digital sound.

Automatically optimise audio delivery

Position speakers wherever is most convenient and let the Digital Cinema Auto Calibration (DCAC) function make the best sound decision. The automatic speaker set-up technology measures sound with a supplied microphone, and automatically adjust for optimum output¹ in approximately 30 seconds. DCAC eliminates the guesswork in the best placement of speakers, giving listeners premium digital surround sound for movies, regardless of room limitations.

Amp up personal music collections

Today, many music collections are stored on portable audio players and then connected to larger sound systems for playback. To allow easy connectivity of these devices, all three models include the Portable Audio Enhancer to ensure the best sound quality is reproduced. This technology is designed to restore and enhance harmonics and musical nuances lost during audio compression, thereby delivering an audio output with sharper clarity and deeper bass.

¹ DCAC can measure speaker output up to an accuracy of 2cm.

STR-DA5200ES offers the latest “Cinema” technology at home

The STR-DA5200ES (5200ES) supports full 1080p HD performance with Faroudja’s DCDi Cinema technology, making it the most powerful video performing AV receiver in the market. The latest Faroudja DCDi “Cinema” technology enables the 5200ES to upscale standard-definition analogue video material to high-definition digital quality (576p, 720p, 1080i, or 1080p, depending on the TV’s HDMI capability) via its HDMI output. It also upscales standard-definition analog video material (576i, 720p, 1080i) to enhance high-definition digital quality (576p, 720p, and 1080i) via its component output. DCDi “Cinema” eliminates the jagged edges along diagonal image lines often seen after video processing and fills in the gaps between frames. The result is higher resolution from conventional sources and sharper images with few motion artifacts. The unit comes with 3 component video & 3 HDMI inputs, allowing great flexibility in the connections between the AV receiver and products.

Users can connect portable music devices to the 5200ES for easy track transfer of all ATRAC, MP3 and WMA files via the high-speed USB audio streaming function, and the AV receiver can restore sound quality with the Personal Audio Enhancer. This plug-and-play function makes it easier than ever to listen to the user’s favourite tunes.

The 5200ES is capable of delivering 120 watts into 7 channels. It also offers multi-room capability, ensuring 5.1 channel sound can be enjoyed in the primary room (Main Zone) while the remaining 2 channels can be routed into a second room (Zone 2) with the ability to watch or listen to two different sources (e.g. HD TV in the living room & DVD in the study room) simultaneously. For easy control in different locations, the 5200ES is equipped with 2 remotes. In addition, it also incorporates a PIP (Picture in Picture) function. This enables one to monitor the contents played in Zone 2, and also other sources connected to the “EXT.VIDEO” input (such as a security camera) no matter what video source one is watching.

The AV receiver also offers a re-designed Graphic-User Interface (GUI) on-screen display for more intuitive set-up and control. Unlike the traditional text based graphical user interface, Cross Media Bar-inspired icon menu system allows for easy navigation and control, while high-definition content can play in the background. Each connected source can be identified by product or connection type with icon representation. For more customized systems, inputs can be assigned and named using a combination of the on-screen keyboard, icons and bullet identifiers for transparent configuration. The interface clearly defines settings and actions with text descriptions appearing as users scroll over functions, eliminating confusion while providing valuable feedback. Selecting various surround modes is simplified with pictures and full descriptions of each mode.

The 5200ES decodes a multitude of the latest audio formats including Blu-ray’s 8-Channel LPCM audio as well as Dolby® Digital EX, Dolby® Digital, Dolby® Pro Logic IIx, DTS®, DTS®-ES, DTS® 96/24, DTS® neo:6, and Sony’s Digital Cinema Sound processing. Rounding out its features, the 5200ES also comes with 3 assignable HDMI and 3 component video inputs, 3 coaxial and 5 optical digital inputs, as well as 5 inputs and 2 outputs for AV, and 4 inputs with 1 output for audio.

STR-DA3200ES capable of delivering power and accuracy in sound

This 7.1 channel STR-DA3200ES (3200ES) AV receiver accepts 1080p video and 8 channels of uncompressed audio from Blu-ray and other HD sources. Equipped with 2 assignable HDMI inputs, this unit up-converts composite, S-video and component video sources to HDMI² to minimise the number of connections between the AV receiver and display. The AV receiver also offers multi-room capability and is supplied with 2 remotes.

The 3200ES decodes a multitude of the latest audio formats such as Dolby® Digital EX, Dolby® Digital, Dolby® Pro Logic IIx, DTS®, DTS®-ES, DTS® 96/24 and DTS® neo:6 and Sony's Digital Cinema Sound processing. The AV receiver also comes with 2 assignable HDMI inputs, 3 component video inputs, 3 coaxial and 5 optical inputs, as well as 5 inputs and 2 outputs for AV, and 4 inputs and 2 outputs for audio.

STR-DA1200ES for simplicity and surround sound

Supporting HDMI digital video switching and the up-conversion of composite, S-video sources to component video, the STR-DA1200ES (1200ES) minimises the need for numerous connections. The 1200ES decodes a multitude of the latest audio formats such as Dolby® Digital EX, Dolby® Digital, Dolby® Pro Logic IIx, DTS®, DTS®-ES, DTS® 96/24, DTS® neo: 6 and Sony's Digital Cinema Sound processing. The AV receiver also comes with 2 assignable Component Video inputs, 2 coaxial and 4 optical digital inputs, as well as 5 inputs and 2 outputs for AV, and 3 inputs and 1 output for audio.

The STR-DA5200ES and STR-DA1200ES are now available at HK\$12,880 and HK\$6,880 respectively. The STR-DA3200ES will be available from end of October at HK\$9,880.

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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² 480p up to 1080i

Specifications of the STR-DA5200ES, STR-DA3200ES and STR-DA1200ES are as follows:

		STR-DA5200ES	STR-DA3200ES	STR-DA1200ES
Maximum Power		120W x 7-ch	110W x 7-ch	100W x 7-ch
Bi-Amplification Capability		Yes		
Amplifier Re-Allocation (7.1-ch -> 5.1-ch + 2-ch)		Yes		-
D-A Converter		192kHz / 24-Bit		
DSP		32-Bit SHARC		
Sony Digital Sound Processing		Yes		
Decoding Formats		Blu-ray's 8-Channel LPCM audio as well as Dolby® Digital EX, Dolby® Digital, Dolby® Pro Logic IIx, DTS®, DTS®-ES, DTS® 96/24, DTS® neo:6	Dolby® Digital EX, Dolby® Digital, Dolby® Pro Logic IIx, DTS®, DTS®-ES, DTS® 96/24, DTS® neo:6	
Digital Cinema Auto Calibration	Duration	30 seconds		
	Measurement Microphone	Stereo	Mono	
	User Custom Settings	3		
Sound Field Program		Movie Mode x 20 (4 x 5 Variations)		
		Music Mode x 5		
		Auto Format Decode x 16		
		2 channel Mode x 1		
		Headphone Sound Mode x 4		
		Personal Audio Enhancer x 1		
LPCM (2-ch / 5.1-ch / 7.1-ch) Through HDMI for Blu-ray		Yes / Yes / Yes		- / - / -
Optimum-Pre (OP) Processing		Yes		
Pure Direct		Yes		
Power Management Pureness Control		Yes		
Analog Down Mix		Yes		
Selectable Subwoofer Crossover		17 Points (40-200Hz)		
HDMI Repeater		Yes		No (SWITCHER)
HDMI Video Handling (Input / Output signal up to)		Yes (1080p / 1080p)		
Video Up-Scaling	HDMI	480p - 1080p	-	
	Component	480p - 1080i	-	
Video Up-Conversion	HDMI	Yes		-
	Component	Yes		

	S-Video	Yes		
On screen display		Yes (with GUI)	Yes (Text Based)	
AV Sync		Yes (0-300 ms)		
Equalizer	Front / Centre / Surr / Surr-Back	Bass, Treble		
Radio Station Preset		60 Preset (FM30/AM30)		
Main Remote Control		Yes		
Dedicated 2 nd Zone Control		Yes		
CONNECTIVITY OPTIONS				
HDMI	Inputs	3	2	
	Outputs	1		
Digital	Inputs	5 Optical / 3 Coaxial		4 Optical / 2 Coaxial
	Outputs	2 Optical	1 Optical	
Analog	Inputs	5 A/V (5 with S-Video) 4 Audio	5 A/V (4 with S-Video) 4 Audio	5 A/V (4 with S-Video) 3 Audio
	Outputs	2 A/V (2 with S-Video) 2 Audio	2 A/V (1 with S-Video) 2 Audio	2 A/V (1 with S-Video) 1 Audio
HDTV Compatible Component	Inputs	3 Component Video	2 Component Video	
	Outputs	1 Component Video		
Phono (MM)		Yes		
Multi-Channel External Decoder Input		1 x 7.1		
Multi-channel preamp output		1 x 7.1		
Front Panel Input	A/V	Yes		
	Digital Optical	Yes		
	USB	Yes	-	
Headphone Out		Yes (Gold Plated)		
Multi-Room Control & Connectivity	2nd Zone Audio Output	3 Zone / 3 Room	2 Zone / 2 Room	-
	2nd Zone Video Output	Speaker + Line Out		-
	3rd Room Audio Output	Line Out	-	
	External Video Input (PinP)	Yes	-	
	RS-232C Control Port	Yes		-
	12Volt Trigger	Yes (3)	Yes (1)	-
	IR Repeater (In / Out)	Yes (1 / 2)		-
Detachable AC Power Cord		Yes		
A /B Speaker Selector		A/B, A+B (Front Only)		
Input Sensitivity / Impedance (CD)		150mV/ 50kohm		
Output level / Impedance		(Sub-Out) 2V/ 1kohm		
Signal-To-Noise Ratio (CD)		100dB	96dB	
Frequency Response	M-ch/SA-CD/CD/Tape/MD/	10Hz-100kHz +/- 3dB		

	Video		
GENERAL			
Dimension (W x H x D)	430 x 175 x 430mm		
Weight	16.0kg	15.5kg	15.0kg