

**SONY**

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## Press Release

### **Sony Introduces New Stylish Sound Bars and First TV Base Speaker** *Elegantly designed 2.1 channel virtual surround sound with easy set up*



*HT-CT770*

- **Stylish design complements your TV**
- **Immersive virtual surround sound with powerful bass**
- **Bluetooth® and NFC for one-touch listening from your smartphone**
- **Control Sound Bars from your mobile with free SongPal™ app for iOS/Android™**

**Hong Kong, March 24, 2014** – Sony has announced the latest series of sound bar speakers HT-CT770 and HT-CT370. From explosive on-screen action to intimate dialogue: sound from your TV gains extra impact, presence and realism with Sony. Two stylish Sound Bars are joined by a brand-new TV Base Speaker HT-XT1 that gives TV audio a boost while cutting room clutter.

The stylish, elegant Sound Bars fill the room with rich virtual surround sound and thumping bass that bring every car chase and orchestral climax to life. Slipping discreetly underneath your television set, the TV Base Speaker HT-XT1 gives a completely new dimension to the sound of your favourite TV shows. Packed with various HDMI connectivity ports<sup>1</sup>, the 2014 models make it refreshingly simple to elevate your living room listening.

#### **Show-stopping sound, easy connections**

2.1 channel S-Master™ Digital Amplifier technology brings TV shows, movies and games to life with powerful multi-channel audio. You'll hear individual instruments and every line of dialogue with rewarding clarity, from sonorous lows to crisply-detailed highs. S-Force Pro Front Surround™ processing ensures a richly textured, immersive soundfield, with a wide 'sweet spot' that can be enjoyed by everyone in the room.

New to Sound Bar, ClearAudio+™ saves the trouble of fine-tuning settings for perfect results with any source from latest Hollywood blockbusters to live concerts on Blu-ray Disc or music from your smartphone. It is a Sony unique technology for enjoying high-quality sound by bringing together the expertise in digital signal processing technologies that Sony has cultivated throughout history as an audio brand. And with support for DTS-HD and Dolby TrueHD, you're assured of a master-quality experience, whatever you're listening to.

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<sup>1</sup> Three HDMI inputs and one HDMI output allow easy connection with your TV, Blu-ray Disc™ player, games console and cable/satellite box.

If you're struggling to hear what's being said on screen, just touch the 'Voice' button to hear movie dialogue snap into sharp focus. There's a choice of modes that progressively boost voice levels until everything's crystal-clear.

Sound Bar and TV Base Speaker make it blissfully easy to share music out loud from your smartphone, tablet or Bluetooth®-equipped device. And it's simpler still if your device supports NFC: just touch with your mobile device to connect instantly – then enjoy your favourite sounds with wireless freedom. Compatibility with AAC codec assures pure, finely-detailed digital sound when you're streaming music via Bluetooth® from your Apple or Android™ device.

Sound Bar and TV Base Speaker can also be controlled wirelessly from your smartphone or tablet with the new SongPal app via Bluetooth®<sup>2</sup>. Download the free app, then use your mobile to adjust ClearAudio+™, subwoofer and other sound settings from the comfort of the sofa.



### **Sound Bar HT-CT770 and HT-CT370**

Two new Sound Bars immerse you in a thrilling world of multi-channel audio excitement. An ideal partner for big-screen TVs, the HT-CT770 summons up an impressive 330W of total output power to make the most of any action movie or concert performance, with 2x 20mm tweeter units and 160mm subwoofer unit. And the HT-CT370 delivers 300W of uncompromising audio in an even smaller footprint.

At just 5cm high, the elegant bar sits discreetly in front of your TV without blocking the screen or IR sensor, or it can be wall-mounted. Despite its slender profile, Sound Bar delivers a sensational audio punch thanks to a new speaker diffuser that spreads sound smoothly and evenly.

Low-end thumps and rumbles are handled by a powerful wireless subwoofer – place it anywhere in the room for soul-shattering bass you can really feel. The HT-CT370 subwoofer has dual layout options: it can be laid horizontally on a shelf or hidden under your sofa, or placed vertically on the floor.

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<sup>2</sup> For iOS6 and later version and Android Ver. 2.3.3 and later version.



*TV Base Speaker HT-XT1*

### **TV Base Speaker HT-XT1**

It's never been easier with TV Base Speaker HT-XT1 – the smart, space-saving 'one-box' solution that's great for the living room where space is a premium. An ideal partner for 2014 line-up of BRAVIA models less than 50", the TV Base Speaker fits directly under your television set. Its slim, clean lines and glossy, scratch-resistant finish add an understated presence to any room. Set-up is simplicity in itself: hook up your TV via a HDMI cable and you're all ready for a great evening's entertainment with power-packed 2.1ch virtual surround sound.

All your TV entertainment sounds crisp and clear, with two built-in subwoofer drive units delivering rich, controlled bass for extra impact with action movies, dialogue and games. And don't worry about rattles and vibration shaking your television set: the rigid cabinet, strengthened glass top and carefully-placed speakers ensure that 170W power output stirs you – not the TV.

The new Sound Bars and TV Base Speaker from Sony will be available from early July 2014 onwards and the prices will be announced later.

- **Official Speaker System of the 2014 FIFA World Cup™**

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 our website at <http://www.sony.com.hk>.

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**Product specifications of Sony Sound Bar speaker system HT-CT770, HT-CT370 & HT-XT1:**

<b>Model</b>	<b>HT-CT770</b>	<b>HT-CT370</b>	<b>HT-XT1</b>
<b>Amplifier/Receiver</b>			
Audio Power Output	<b>Total (Reference):</b> 330W <b>Front (Reference):</b> 105W/ch <b>Subwoofer : 120W</b> <b>Front : 50W+50W</b>	<b>Total (Reference):</b> 300W <b>Front (Reference):</b> 100W/ch <b>Subwoofer : 100W/ch</b> <b>Front : 50W+50W</b>	<b>Total (Reference):</b> 170W <b>Front (Reference):</b> 35Wx2 <b>Subwoofer : 100W</b> <b>Front :</b> 20W+20W(IEC)
Amplifier	2.1ch		
DSP	FALCON 1.0		
Speaker Level Control	SW VOL:0-12		VOICE: +3SW: Vol +13
Night Mode	Yes		
Advanced Auto Volume	Yes		
S-Force PRO Front Surround	Yes		
Sound Field Program	ClearAudio +/- GAMING/ MOVIE/ MUSIC/ P.AUDIO/ SPORTS/ STANDARD/		EFFECT OFF/ ClearAudio +/- GAME/ MOVIE/ MUSIC/ P.AUDIO/ SPORTS/ STANDARD
<b>Inputs and Outputs</b>			
BlueTooth	YES(Ver. 3.0 )/NFC		YES(SBC/AAC) /NFC
Analog Audio In	1		
HDMI In/Out : (Front input)	3 / 1		
Opt. In/ Out	1 / 0		
<b>HDMI™ Specs</b>			
BRAVIA® SYNC™ (CEC Control)	Yes		
HDMI Pass Through	Yes		
3D signal pass thru	Yes (3D/4K)		
Scene Select Sync	Yes		No
Audio Return Channel	Yes		
<b>Decoding Format(S)</b>			
DTSHD/Dolby TruHD/ Dolby Digital+	Yes/Yes/Yes		Yes/Yes/No

LPCM (2CH/5.1CH/7.1CH) thru HDMI	Yes(Yes/Yes/Yes)		Yes
Dolby Digital/DTS	Yes/Yes		
DTS 96/24	Yes		
Dolby Dual Mono	Yes		
96k/24Bit PCM	Yes		
<b>Video Features</b>			
HDMI™ video output capability	Yes		
1080p	Yes		
1080/24p	Yes		
Deep Color	Yes		
x.v.Color (xvYCC)	Triruminas Display		
A/V SYNC	Yes		
<b>Speakers</b>			
Front Speaker	SA-CT770	SA-CT370	---
Speaker Type	BAR		---
Speaker System	2-way speaker system	Full Range speaker system	
Enclosure Type	Acoustic Suspension	---	Acoustic Suspension
Front Grille Type	Undetachable		---
Front Grille Material	Cloth		---
Tweeter unit	20mm x 2	---	
Woofers unit	60mm x2	---	
<b>Subwoofer</b>			
Model Number	SA-WCT770	SA-WCT370	---
Speaker Type	Wireless Subwoofer		One Box
Speaker System	Subwoofer System		Full Range
Enclosure Type	Bass Reflex		
Active/Passive	Active		
Speaker Unit	160mm cone type	100 x 150mm cone type	Full Range: 35x 80mm x 2 Subwoofer: 100mm x 2
Cabinet Material	Wood		
<b>Speakers</b>			
Front Speaker	SA-CT770	SA-CT370	---

Speaker Type	BAR		---
Speaker System	2-way speaker system	Full Range speaker system	
Enclosure Type	Acoustic Suspension		
Front Grille Type	Undetachable		---
Front Grille Material	Cloth		---
Tweeter unit	20mm	---	---
Woofer unit	---		---
<b>Subwoofer</b>			
Model Number	SA-WCT770	SA-WCT370	---
Speaker Type	Wireless Subwoofer		
Speaker System	Subwoofer System		
Enclosure Type	Bass Reflex		
Active/Passive	Active		
Speaker Unit	160mm cone type	100 x 150mm cone type	100mm x 2
Cabinet Material	Wood		
<b>General Features</b>			
NFC	Yes (For One-touch Listening)		
Remote Control	RM-ANP115		---
Power Requirement	220-240V 50/60Hz		
Power Consumption	34W		
Power Stand By	0.5W		
Auto Standby	Yes		
Dimensions (Approx.) Main Unit (WxHxD)	1030 × 50 × 113 mm (without wall mounting brackets) 1030 × 113 × 72 mm (with wall mounting brackets)	900 × 50 × 113 mm (without wall mounting brackets) 900 × 113 × 72 mm (with wall mounting brackets)	720x72x310mm
Dimensions (Approx.) Subwoofer	271 × 404 × 271 mm	135 × 361.5 × 394 mm (vertical) 361.5 × 135 × 394 mm (horizontal)	---
Weight (Approx.) Main Unit	2.6 kg	2.4 kg	8kg
Weight (Approx.) Subwoofer	8.8 kg	7.0 kg	---
Supplied Accessories	New unified app/ Foot Pad Optical Cable(1.5m)/ Easy set up guide	New unified app/ Foot Pad/ Optical Cable(1.5m)/ Easy set up guide	Optical Cable(1.5m)/ Easy set up guide