

SONY

OFFICIAL PARTNER



Press Release

Sony's Latest BRAVIA 4K LED TV Series are Available for Pre-ordering



BRAVIA X9500B series



BRAVIA X9000B series



BRAVIA X8500B series

Hong Kong, June 13, 2014 - Sony's latest BRAVIA 4K LED TV X9500B (85") · X9000B (79") and X8500B series (70", 65", 55" and 49") are now available for pre-ordering until July 13, 2014 at the Sony Store and Sony Store online (www.sony.com.hk/store) as well as authorized dealers. Complementing with the newly announced 4K compatible Blu-ray Disc Player BDP-S7200, the new BRAVIA 4K LED TV series let customers indulge in the ultimate 4K viewing experience.

BRAVIA X9500B, X9000B and X8500B series incorporate the powerful picture processing engine, 4K X-Reality™ PRO, which uses a combination of unique upscaling and super resolution technology from Sony to offer any content in beautiful and stunning 4K resolution (3,840 x 2160). Besides, TRILUMINOS™ Display to deliver a wide gamut of colours on screen with pure, bold colours that evoke the entire scenes' emotions.

The new flagship X9500B series employs X-tended Dynamic Range™ PRO that achieves three times higher dynamic range of brightness, with higher peaks and deeper blacks through the use of its unique backlighting algorithm to further enhance picture quality.

The X9000B series delivers extremely clear sound via its highly acclaimed, front-facing Magnetic Fluid speakers along with beautiful, detailed 4K images. Featuring the new innovative structure – 'Wedge', a form factor which increases capacity and is used to incorporate a large speaker to provide deeper, the X9000B series delivers more powerful sound, unprecedented for a flat-screen TV.

The pocket friendly X8500B series (70", 65", 55" & 49") gives customers more size options when choosing a 4K TV.

Pre-ordering details of the latest BRAVIA 4K LED TV:

Models	Prices	Launch Date
KD-85X9500B	HK\$199,980	Mid July 2014 onwards
KD-79X9000B	HK\$99,980	
KD-70X8500B	HK\$69,980	
KD-65X8500B	HK\$39,980	
KD-55X8500B	HK\$27,980	
KD-49X8500B	HK\$19,980	

Customers can enjoy a special price offer of Sony wireless subwoofer SWF-BR100 upon purchase of BRAVIA 4K LED TVs:

Model	Price	Special Price Offer
SWF-BR100	HK\$2,480	HK\$1,780

Additionally, BRAVIA 4K LED TVs 65X9000B, 55X9000B and 65X9500B are already available in the market.

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

***Official Television of the 2014 FIFA World Cup™**

Product image can be downloaded at:

<http://www.sony.com.hk/files/press/BRAVIA/20140324/>

###