

SONY

Press Release

Discover the Perfect Curve: Sony BRAVIA S9000B Series Envelopes you in an Immersive Experience of Fabulous 4K Visuals and Thrilling Surround Sound



BRAVIA S9000B

- **A curved screen gives a natural sense of depth and realism, in cinematic 4K detail**
- **With more consistent personal viewing angles, the curve gives a better view**
- **Surround sound from slim, separate individually-angled speakers**
- **Powerful bass sound with built-in internal subwoofer**
- **Immersive 360° surround sound experience with Sony's Advanced Discrete Processing**

Hong Kong, September 29, 2014 – Sony today expanded its BRAVIA 4K line-up with the new BRAVIA S9000B Series, the TV that features a slim, subtly contoured screen for spectacularly immersive, natural-looking 4K pictures with powerful multi-channel surround sound.

Available in 65-inch and 75-inch, the screen's precisely-calculated curve offers a natural sense of depth and realism, pulling you right into the action, and making lifelike viewing comfortable for everyone in the room. The beautiful shape of the curved screen also fits perfectly to the wall.

Are you mad for movies, drama or sport? Advanced Sony picture technologies bring your favourite entertainment to life with thrilling clarity, brightness and colour.





Immersive picture, curved perfection

You will discover a new world of detail with Sony's 4K X-Reality™ PRO technology that up-scales regular TV broadcasts and Blu-ray movies to four times more detail than Full HD. At the same time, X-tended Dynamic Range™ intelligently boosts brightness and contrast for sparkling highlights and deep blacks, while TRILUMINOS™ Display expresses the emotion of every scene with richly opulent reds, greens and blues. The picture quality on the S9000B Series is the same as you will find on the critically-acclaimed Sony X9000B and X9500B Series 4K TV.

A curved screen gives a natural sense of depth and realism. For best results, the S9000B's angle of curvature is precisely calculated through scientific research and practical experiments by Sony engineers.

Your ability to enjoy clear, natural pictures depends on your 'viewing angle' as you watch the TV screen. With a curved screen, even light rays from the edges of the screen are seen comfortably and directly, with a 90° viewing angle. You'll enjoy the difference, with equally relaxed viewing of all parts of the TV screen.



Thrilling multi-channel sound all around

The S9000B Series brings TV shows and movies to life with a clear, powerful, multi-channel surround sound experience. Featuring for the first time, the 4.2 channel Multi-angle Live Speaker system by Sony uses separate drive units that accurately direct Left and Right front and surround channels into the room at carefully-controlled angles. ClearAudio+ Discrete Processing preserves all the individual detail of original multi-channel mixes for exceptional clarity and

definition. Sit back and relax: you're immersed in expansive, uncompromised 360° surround sound with the Advanced Discrete Processing that delivers richer, more immersive listening experience like never before.

Speakers for high, mid and low frequencies are individually positioned at carefully-calculated angles, creating an expansive sound field that seems to wrap around you. Rich sub-bass is delivered by the rear-mounted/bottom built-in subwoofers with a total 20W output power (10W+10W).

Add extra impact to movies and music concerts with rich, powerful bass. No cable or special setup are needed. The optional Wireless Subwoofer is automatically tuned for the optimum performance when it's paired with the TV.

BRAVIA S9000B Series 4K television will be launched end of October 2014.

Pre-ordering

BRAVIA S9000B Series will be available for pre-ordering from October 7 to October 21, 2014 at all Sony Stores, Sony Store online (www.sony.com.hk/store) and Sony sales hotline at (852) 2345-2966 as well as authorized dealers. Details are as follows:

Models	Prices	Premiums
65" (KD-65S9000B)	HK\$55,980	- Subwoofer SWF-BR100 (valued at HK\$2,480)
75" (KD-75S9000B)	HK\$69,980	- 4K Upscaling Blu-ray Disc player BDP-S7200 (valued at HK\$3,280)

Sony Premium Services

Customers who purchase the latest BRAVIA TVs are eligible to purchase optional Sony Premium Services which bring a host of benefits. These include the extension of the product warranty and a 20% discount on Sony Studio services. Additionally customers will get a 50% discount on value-added services which include wireless connection setup service, old TV disposal service, dismantling of wall mount and one-stop service for TV (wall-mount) relocation. Premium Services (BRAVIA TVs 61" to 75") include an extension of local warranty with 1-year plan at HK\$2,990, 2-year plan at HK\$5,380 and 3-year plan at HK\$7,170.

For more details, please visit <http://www.sony.com.hk/premiumservices>.

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 BRAVIA 4K KD-75S9000B and KD-65S9000B:

Model	KD-75S9000B	KD-65S9000B
TV System		
TV System (Digital Terrestrial)	Analog: B/G, D/K, I, L, M, Digital: DTMB	
Color System	NTSC 3.58, NTSC 4.43, PAL, SECAM	
Display Features		
Dimming Type	Local Dimming	
TRILUMINOS™ Display	Yes	
Deep Black Panel	Yes	
Display Specs		
Screen Size (Measured diagonally)	75"(74.5")	65"(64.5")
Viewing Angle (Right/Left)	176(88/88) degree	
Viewing Angle (Up/Down)	176(88/88) degree	
Display Resolution	QFHD	
Video Features		
Face Area Detection	Yes (2K only)	
Picture Mode	Vivid/ Standard/ Custom/ Photo-Vivid/ Photo-Standard/ Photo-Original/ Photo-Custom/ Cinema1/ Cinema2/ Game-Standard/ Game-Original/ Graphics/ Sports/ Animation	
Video Processing	4K X-Reality PRO	
Motionflow™	Motionflow XR 800 Hz	
Advanced Contrast Enhancer (ACE)	Yes	
24p True Cinema™	Yes	
Live Colour™ Technology	Yes	
Deep Color	Yes	
Intelligent MPEG Noise Reduction	Yes(2K only)	
MPEG Noise Reduction	Yes	
3D Comb Filter	Yes	
CineMotion/Film Mode/Cinema Drive	Yes	
Video Specs		
Video Signal Please advise if it is same as X9500B	<p style="text-align: center;">HDMI In</p> 2D: 4096 × 2160p (50, 60 Hz)*, 4096 × 2160p (24 Hz), 3840 × 2160p (50, 60 Hz)*, 3840 × 2160p (24, 25, 30 Hz), 1080p (30, 50,60 Hz), 1080/24p, 1080i (50, 60 Hz), 720p (30, 50,60 Hz), 720/24p, 576p, 576i, 480p, 480i, PC Formats *YCbCr 4:2:0 / 8 bit 3D: Frame Packing: 1080p (30 Hz), 1080/24p, 1080i (50, 60 Hz), 720p (30, 50, 60 Hz), 720/24p Side-by-Side: 1080p (50, 60 Hz), 1080/24p,1080i (50, 60 Hz),	

	<p>720p (50, 60 Hz) Over-Under: 1080p (30, 50, 60 Hz), 1080/24p, 1080i (50, 60 Hz), 720p (50, 60 Hz) MHL (common with HDMI IN 2/4) 2D: 4096 × 2160p (24 Hz)*, 3840 × 2160p (24, 25, 30 Hz)*, 1080p (50, 60 Hz), 1080p (30 Hz), 1080/24p, 1080i (50, 60 Hz), 720p (30, 50, 60 Hz), 720/24p, 576p, 576i, 480p, 480i * HDMI IN 2 only 3D: Frame Packing*: 1080p (30 Hz), 1080/24p, 1080i (50, 60 Hz), 720p (30, 50, 60 Hz), 720/24p Side-by-Side: 1080p (50, 60 Hz)*, 1080/24p, 1080i (50, 60 Hz), 720p (50, 60 Hz) Over-Under: 1080p (50, 60 Hz)*, 1080p (30 Hz), 1080/24p, 1080i (50, 60 Hz), 720p (50, 60 Hz) * HDMI IN 2 only Component : 1080p (50, 60 Hz), 1080i (50, 60 Hz), 720p (50, 60 Hz), 576p, 576i, 480p, 480i</p>
3D Features	
3D Format Support	Yes (2K only)
3D Super-resolution	Yes
Auto 3D Depth Adjustment	Yes
3D	Active
Simulated 3D	Yes (2K only)
Audio Specs	
Speaker Position	Side
Audio Power Output	10W+10W+10W+10W+10W+10W
Speaker Configuration	4.2ch, Front speaker[Two Way: Tweeter(16mm)x2, Woofer(30x100mm)x2 + Subwoofer: (80mm)x2], Surround speaker[Two Way: Tweeter(16mm)x2, Woofer(30x100mm)x2]
Audio Features	
Clear Phase Speaker	Yes
Signal-to-Sound Architecture	Yes
Digital Out Format	Dolby Digital, PCM
Sound Mode	Standard/ Cinema/ Sports/ Music/ Game/ Compressed Audio
S-Master	Yes
S-Force	S-Force Front Surround
Dolby®	Dolby Digital, Dolby Digital Plus, Dolby Pulse
Network Features	
Skype™	Bundle
Wi-Fi Direct	Yes
Wi-Fi Certified	Yes
Sony Entertainment Network	Yes
Opera Apps	Yes

One-touch mirroring	Yes
Screen mirroring	Yes
One-Flick entertainment	Yes
Live Football Mode	Yes
Internet Browser	Yes(Opera)
DLNA Content	MPEG1/MPEG2PS/MPEG2TS/AVCHD/MP4Part10/MP4Part2/ AVI(XVID)/AVI(MotinJpeg)/MOV/WMV/MKV/RMVB/WEBM/ 3GPP/MP3/WMA/LPCM/JPEG/MPO
Wireless LAN	Integrated
Convenience Features	
USB Play (Contents)	MPEG1/MPEG2PS/MPEG2TS/AVCHD/MP4Part10/MP4Part2/ AVI(XVID)/AVI(MotinJpeg)/MOV/WMV/MKV/RMVB/WEBM/ 3GPP/MP3/WMA/WAV/JPEG/MPO/ RAW(ARW files extension)
BRAVIA Sync	Yes
Scene Select	Photo / Music / Cinema / Game / Graphics / Sports / Animation
i-Manual	Yes
Parental Control	Yes
Sleep Timer	Yes
On/Off Timer	Yes
Multiple Language Display	English/Chinese(Traditional)
Sensing Features	
LightSensor	Yes
Energy Saving & Efficiency	
Dynamic Backlight Control	Yes
Power Saving Mode / Back Light Off Mode	Yes
Inputs and Outputs	
MHL	Yes MHL3.0(for HDMI2), MHL2.1(for HDMI4)
HDCP	HDCP2.2(for HDMI1/2), HDCP1.4(for HDMI3/4)
Composite Video Input(s)	2 (1Rear/1Rear Hybrid w/Component)
Component Video (Y/Pb/Pr) Input(s)	1 (Rear/Hybrid)
HDMI™ Connection(s)	4 (Side)
Analog Audio Input(s) (Total)	1 (Rear)
Digital Audio Output	1 (Rear)
Audio Out	1 (Side/Hybrid)
Headphone Output	1 (Side/Hybrid w/Audio Out)
Subwoofer Out	1 (Side/Hybrid w/Audio Out)
USB	3 (Side)
Ethernet Connection (*Router connection may require)	1 (Rear)
HDMI™ PC Input	Yes Format: 640x480@60Hz/ 800x600@60Hz/ 1280x768@60Hz/

	1280x768Hz@60Hz / 1360x768@60Hz / 1024x768@60Hz/ 1280x1024@60Hz/ 1920x1080@60Hz/	
Power		
Power Requirements	AC 220-240V,50Hz	
Power Consumption (in Operation)	379W	310W
Standby mode power consumption	0.3W	
Measurements (Approx.)		
TV only (W x H x D)	Approx. 1773x997x130mm	Approx. 1549x873x115 mm
TV with Stand (W x H x D)	Approx. 1780x1030x366 mm	Approx. 1549x904x332 mm
Weights (Approx.)		
TV only	Approx. 50.2 Kg	Approx. 40.7 Kg
TV with Stand	Approx. 51.6 Kg	Approx. 41.8 Kg
Supplied Accessories		
One-touch Remote Control	RMF-ED004	
Remote Control	RM-GD032	
3D Glasses	TDG-BT400A x2pcs	
Batteries	R03 x 4	
Operating Instructions	GB,CT	
Optional Accessories		
Wallmount Bracket	SU-WL500 without tilt function	SU-WL450(D:60mm) Rear terminal access is limited. SU-WL450(D:20mm) Rear terminal access is NG/Side terminal access is limited.
3D Glasses	TDG-BT500A	
Wireless Subwoofer	SWF-BR100	
MHL Cable	DLC-MC10, DLC-MC20	