

SONY

Press Release

Sony Unveils New BRAVIA 4K LCD TV Series with Latest Android TV Operating System for a Smarter Television Viewing Experience



X9400C Series

Hong Kong, May 29, 2015 – Sony today announced the latest BRAVIA 4K LCD TV series that support Google’s latest Android TV operating system, making it easy to stream video, function as a gaming device and provide users with greater connectivity than ever before with enhanced features like Google Cast™ and Voice Search. These televisions also incorporate a new 4K Processor X1 to further advance the clarity, colour accuracy and contrast of the 4K viewing experience. The new BRAVIA X9400C, X9300C, X8500C and X8300C series range in sizes from 43 to 75 inches for multiple screen size options.

As the industry leader in 4K picture quality, Sony’s commitment to developing technologies to enhance the viewing experience is showcased with this line-up. The new 4K Processor X1 was built to enhance clarity, colour and contrast while improving the streaming quality of images that 4K content providers supply. Combined with the advanced 4K X-Reality™ PRO upscaling algorithm technology, these televisions will analyse and upscale to 4K resolution, providing the best image quality, regardless of the image source.

With screens that provide 4K resolutions (3,840 x 2,160), the X9400C, X9300C and X8500C series also include TRILUMINOS™ Display to accurately reproduce shades of red, green and aqua blue. Colours come alive on the screen in the widest colour range ever, and dynamic colour correction ensures colours are as consistent and accurate as possible every single time. Further enhancing the picture quality, the X9400C and X9300C series are also equipped with the critically-acclaimed X-tended Dynamic Range™ contrast enhancement to provide peak brightness of LED as well as deeper blacks.

For the first time, these televisions support Google's latest Android TV operating system to stream video, function as a gaming device and provide enhanced features like Google Cast™ and Voice Search. Google Cast™ provides users with greater connectivity than ever before by enabling them to cast content from mobile devices. Additionally, Voice Search is available through the remote commander RMF-TX100E equipped with a microphone. With access to Google Play™, consumers can enjoy what they like to do on a smartphone or tablet, from their television.

Main Features

4K Processor X1: The newly-developed 4K Processor X1 enables even more stunning upscaling to 4K resolution and projection of native 4K images. It will be able to handle the increasingly diversifying range of content, including current-generation HD content and 4K content distributed in a number of video compression formats. The 4K Processor X1 is a comprehensive image enhancement processor capable of taking the three important elements – clarity, colour, and contrast – to a whole new level.

- **Image analysis:** The processor closely analyses the resolution and other aspects of the input video signal and processes the image in accordance with the amount of information the signal holds.
- **Higher image clarity:** The processor matches images with an original Sony 4K database, resulting in greater clarity and definition than ever before. Additionally, the new processor will further enhance the capability of 4K X-Reality™ PRO algorithm, accurately depicting the detail shapes and dramatically reducing the noise when upscaling video to 4K.
- **Wide colour gamut:** The processor fully brings out the wide palette of colours that the TRILUMINOS™ Display – which Sony has adopted since 2013 – can produce. Accurate colour management closely analyses the hues, brightness, and saturation of the inputted image and recreates colours in a fuller, more naturally-textured display.
- **Higher contrast:** The new processor efficiently expands the dynamic range of the signal in order to fully realise the potential of X-tended Dynamic Range™, which Sony has adopted since 2014. It achieves more sparkling image than before, with a wider brightness range that features brighter lights and deeper blacks.

Sony Android TV: The new BRAVIA™ models adopt the latest Android operating system from Google (U.S.) to provide customers a seamless integrated experience with their mobile devices. Customers can easily enjoy services and apps that they are familiar with on their smartphone through a large Sony TV. Thus, combined with Sony's unique user interface, One-Flick Entertainment, this provides customers with access to various contents quickly and intuitively without any disturbance, while watching TV.

- Google Cast™ Ready: Sony has Google Cast™ built-in so customers can easily cast their favourite contents from their smartphone, tablet (Android, iOS) and laptop PC (Windows) directly on to the screen of their large Sony TV. During casting, customers can operate other actions such as check SNS, web, and more, with their mobile products.
- Voice Search: Voice function on Android TV allows customers to not only search for contents across different services but also answer general questions using the most sophisticated search engine from Google.
- By using the same familiar Google ID, customers can discover games, movies, TV shows and more from Google Play™. They can also casually enjoy many familiar apps on their smartphone, and have seamless content playback between devices.
- One-Flick Entertainment allows customers to access content quickly and intuitively without any disturbance while watching TV. We added “DISCOVER” key on the remote to simplify the trigger of the function. In addition, to enhance and shorten content direct access, entrance of each content source is placed on the left end of the content bar. Finally we consolidated menus for viewing content into “ACTION MENU” to simplify the structure coupled with dedicated remote key.

BRAVIA X9400C & X9300C Series

- Features new 4K Processor X1 to improve clarity, colour accuracy and contrast of HD and 4K video.
- 4K X-Reality™ PRO to bring a stunning detail with Sony's unique algorithm of reality creation database for whatever they are watching such as TV broadcast, DVD, Blu-ray disc, internet videos and digital still photos.
- Brilliant, expanded colour with TRILUMINOS™ Display, further enhanced for colour accuracy by the new engine.
- X-tended Dynamic Range™ Pro (X9400C) and X-tended Dynamic Range™ (X9300C) enhanced by the new 4K Processor engine to produce our best contrast ever – capturing every shade of light.
- Supports Google's latest Android TV operating system, making it easy to stream videos, function as a gaming device and provide enhanced features. Google Cast™ will provide users with greater connectivity than ever before by enabling them to cast content from mobile devices.

- Voice Search is available through the supplied remote commander RMF-TX100E equipped with a microphone. With access to Google Play™, consumers can enjoy what they like to do on a smartphone or tablet, from their television.
- Compatible with the world's first¹ High-Resolution Audio playback² as a standalone TV.
- Incorporates unique signal processing technology, DSEE HX™, which allows more precise and accurate reproduction of sounds
- Powerful front-facing speakers (tweeters, woofers, and sub-woofers) produce clear dialogue and deep bass.
- Other features: Ready for the latest 4K new spec “HEVC” and “VP9” which can receive 4K distribution services and YouTube in 4K.

BRAVIA X8500C and X8300C Series

- Introductory 4K LCD TV series expand the 4K experience to multiple screen size options.
- Features new 4K Processor X1 to improve clarity, colour accuracy and contrast of HD and 4K video.
- 4K X-Reality™ PRO to bring a stunning detail with Sony's unique algorithm of reality creation database for whatever they are watching such as TV broadcast, DVD, Blu-ray disc, internet videos and digital still photos.
- Brilliant, expanded colour with TRILUMINOS™ Display, further enhanced for colour accuracy by the new engine (Only applicable to the X8500C series).
- Supports Google's latest Android TV operating system, making it easy to stream videos, function as a gaming device and provide enhanced features. Google Cast™ will provide users with greater connectivity than ever before by enabling them to cast content from mobile devices.
- Voice Search is available through the supplied remote commander RMF-TX100E (optional for the X8300C series) equipped with a microphone. With access to Google Play™, consumers can enjoy what they like to do on a smartphone or tablet, from their television.
- Other features: Ready for the latest 4K new spec “HEVC” and “VP9” which can receive 4K distribution services and YouTube in 4K.



Google, Google Play, Android and other marks are trademarks of Google Inc.

¹ As of January 6, 2015.

² FLAC format files or 96kHz/24bit WAV files.

The new Sony Android TV, including BRAVIA X9400C, X9300C, X8500C and X8300C series, will be available from mid-July onwards and pre-ordering details are as follows:

Pre-order Period: May 30 to Jun 28, 2015		
Models	Prices	Premiums
KD-43X8300C	HK\$9,980	Remote Commander RMF-TX100E (valued at HK\$580)
KD-49X8300C	HK\$14,980	
KD-55X8500C	HK\$23,980	3D Glasses TDG-BT500A - 2 pairs (valued at HK\$1,160)
KD-65X8500C	HK\$36,980	Sound Bar HT-CT370 (valued at HK\$2,580), 3D Glasses TDG-BT500A - 2 pairs (valued at HK\$1,160)
Pre-order Period: May 30 to Jul 12, 2015		
Models	Prices	Premiums
KD-55X9300C	HK\$39,980	Blu-ray Player BDP-S7200 (valued at HK\$3,280), 3D Glasses TDG-BT500A - 2 pairs (valued at HK\$1,160)
KD-65X9300C	HK\$57,980	
KD-75X9400C	HK\$99,980	Sound Bar HT-NT3 (valued at HK\$5,480), Blu-ray Player BDP-S7200 (valued at HK\$3,280), 3D Glasses TDG-BT500A - 2 pairs (valued at HK\$1,160)

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 discount up to 50% 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. For details of Premium Services, 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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Specifications of Sony Android TV BRAVIA KD-75X9400C, KD-65X9300C & KD-55X9300C:

Model	KD-75X9400C	KD-65X9300C	KD-55X9300C
Operation System			
Operation System	Android L Application Store: Google Play Store		
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		
Backlight Type	Direct LED	Edge LED	
X- tended Dynamic Range/Pro	X-tended Dynamic Range Pro	X-tended Dynamic Range	
Display Specs			
Screen Size (measured diagonally)	75"(74.5")	65"(64.5")	55"(54.6")
Viewing Angle (Right/Left)	178 degree 89/89 degree		
Viewing Angle (Up/Down)	178 degree 89/89 degree		
Display Resolution	4K (3840 x 2160)		
Video Features			
Face Area Detection	Yes		
Picture Mode	Vivid/ Standard/ Custom/ Cinema Pro / Cinema Home / Photo-Vivid/ Photo-Standard/ Photo-Custom/ Game / Graphics/ Sports/ Animation		
Video Processing	4K X-Reality Pro		
Motionflow™	Motionflow XR 1200Hz		
Advanced Contrast Enhancer (ACE)	Yes		
24p True Cinema™	Yes		
Live Colour™ Technology	Yes		
CineMotion/Film Mode/Cinema Drive	Yes		
Video Specs			
Video Signal	YUV420 3840x2160/50p (HDMI only) / YUV420 3840x2160/60p (HDMI only) / *YUV420 4096x2160/50p (display center 3840 area)/ *YUV420 4096x2160/60p (display center 3840 area)/ 1080/24p (HDMI only)/ 1080/60i (HDMI, Component) / 1080/60p (HDMI, Component) / 1080/50i (HDMI,Component) / 1080/50p (HDMI,Component) /480/60i/ 480/60p/ 576/50i/ 576/50p/ 720/60p/ 1080/30p (HDMI only)/ 720/30p (HDMI only)/ 720/24p (HDMI only)		
3D Features			
3D Format Support	Yes (2K only)		
3D Super-resolution	Yes		
3D	Active		
Speaker			
Speaker Type	Front: Bass Reflex + MFS, SWF: Bass Reflex + MFS		

Speaker Position	Side
Audio Power Output	12.5W+12.5W+12.5W+12.5W+20W+20W
Speaker Specifications	2.2ch, Two way speaker[Tweeter(18mm)x2, Woofer(Magnetic Fluid Speaker, 80mm)x2] + Subwoofer(Magnetic Fluid Speaker, 90mm)x2
Audio Features	
DSEE (Digital Sound Enhancement Engine)	DSEE-HX
Hi-Res Audio	Yes
Clear Phase	Yes
Signal-to-Sound Architecture	Yes
Sound Mode	Standard/ Cinema/ Live Football/ Music
S-Master	S-Master Digital Amplifier HX
S-Force	S-Force Pro Front Surround
Dolby®	Dolby Digital, Dolby Digital Plus, Dolby Pulse
Network Features	
Social Apps	Social Viewing(Twitter)
New One-Flick entertainment	Yes
One-touch Set-up	Yes (Ready)
Wi-Fi Direct	Yes
Wi-Fi Certified	Yes
One-touch mirroring	Yes (Ready)
Screen mirroring(Miracast)	Yes
Search	Android basic function
Live Football Mode	Yes
Internet Browser	Opera (Ready)
DLNA Content	MPEG1/MPEG2PS/MPEG2TS/AVCHD/MP4Part10/MP4Part2/AVI(XVID)/AVI(MotinJpeg)/MOV/WMV/MKV/RMVB/WEBM/3GPP/MP3/WMA/LPCM/JPEG/FLAC
Wireless LAN	Integrated (2.4GHz/5GHz)
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/RAW(ARW)/FLAC
BRAVIA Sync	Yes
Scene Select	---
Google Cast	Yes
Voice Function	Yes
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	MHL Ver3.0 (for HDMI2)		
Composite Video Input(s)	2 (1Rear/1Rear Hybrid w/Component)		
Component Video (Y/Pb/Pr) Input(s)	1 (Rear/Hybrid)		
HDMI™ Connection(s)	4 (4Side)	4 (2Side/2Bottom)	4 (4Side)
Analog Audio Input(s) (Total)	2 (Rear)		
Digital Audio Output	1 (Rear)		
Audio Out	1 (Side/Hybrid w/HP)		
Headphone Output	1 (Side/Hybrid w/Audio Out)		
Subwoofer Out	1 (Side/Hybrid w/HP and Audio Out)		
USB	3ports		
Ethernet Connection (*Router connection may require)	1 (Rear)		
HDMI™ PC Input	Yes		
Power			
Power Requirements	AC 220-240V		
Power Consumption (in Operation)	478W	299W	284W
Standby mode power consumption	0.5W		
Measurements (Approx.)			
TV only (W x H x D)	Approx. 1929x991x110(60) mm	Approx. 1706x871x90(35.5) mm	Approx. 1484x744x90(35.5) mm
TV with Stand (W x H x D)	Approx. 1929x1041(1048)x322 mm	Approx. 1706x911(919)x292 mm	Approx. 1484x780(787)x255 mm
Weights (Approx.)			
TV only	Approx. 56 Kg	Approx. 47.3 Kg	Approx. 37.3 kg
TV with Stand	Approx. 56.8 Kg	Approx. 48 Kg	Approx. 37.9 kg
Supplied Accessories			
Touchpad Remote Control	RMF-TX100E		
Remote Control	RMT-TX100P		
3D Glasses	TDG-BT400A x2pcs		
Batteries	R03		
Operating Instructions	GB,CT		
Optional Accessories			
Wireless Subwoofer	SWF-BR100		
MHL Cable	DLC-MC10, DLC-MC20		
Wallmount Bracket	SU-WL500 without tilt function	SU-WL450(D:60mm) Rear terminal access is limited. SU-WL450(D:10mm) Rear	SU-WL450(D:60mm) Rear terminal access is limited. SU-WL450(D:20mm) Rear

		terminal access NG/Side terminal access is limited.	terminal access NG/Side terminal access is limited.
3D Glasses	TDG-BT500A		

Remarks: Opera browser is available through firmware update. Picture-in-picture and picture-and-picture features will be updated through OTA within this year.

Specifications of Sony Android TV BRAVIA KD-65X8500C, KD-55X8500C, KD-49X8300C & KD-43X8300C:

Model	KD-65X8500C	KD-55X8500C	KD-49X8300C	KD-43X8300C
Operation System				
Operation System	Android L Application Store: Google Play Store			
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	Frame Dimming			
TRILUMINOS Display	Yes		--	
Backlight Type	Direct LED	Edge LED		
Display Specs				
Screen Size (measured diagonally)	65"(64.5")	55"(54.6")	49"(48.5")	43"(42.5")
Viewing Angle (Right/Left)	178 degree 89/89 degree			
Viewing Angle (Up/Down)	178 degree 89/89 degree			
Display Resolution	4K (3840 x 2160)			
Video Features				
Face Area Detection	Yes			
Picture Mode	Vivid/ Standard/ Custom/ Cinema Pro / Cinema Home / Photo-Vivid/ Photo-Standard/ Photo-Custom/ Game / 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			
CineMotion/Film Mode/Cinema Drive	Yes			
Video Specs				
Video Signal	YUV420 3840x2160/50p (HDMI only) / YUV420 3840x2160/60p (HDMI only) / *YUV420 4096x2160/50p (display center 3840 area)/ *YUV420 4096x2160/60p (display center 3840 area)/ 1080/24p (HDMI only)/ 1080/60i (HDMI, Component) / 1080/60p (HDMI, Component) / 1080/50i (HDMI,Component) / 1080/50p (HDMI,Component) /480/60i/ 480/60p/ 576/50i/ 576/50p/ 720/60p/ 1080/30p (HDMI only)/ 720/30p (HDMI only)/ 720/24p (HDMI only)			
3D Features				
3D Format Support	Yes (2K only)		---	
3D Super-resolution	Yes		---	
3D	Active		---	
Speaker				
Speaker Type	Long Duct Speaker	Bass Reflex Speaker		
Speaker Position	Down Firing			

Audio Power Output	10W+10W	
Speaker Specifications	2ch, Two way speaker[Tweeter(30mm)+Woofer(40x100mm)]x2	2ch, Full Range(30x80mm)x2
Audio Features		
DSEE (Digital Sound Enhancement Engine)	Yes	
Clear Phase	Yes	
Signal-to-Sound Architecture	Yes	
Sound Mode	Standard/ Cinema/ Live Football/ Music	
S-Master	S-Master Digital Amplifier	
S-Force	S-Force Front Surround	
Dolby®	Dolby Digital, Dolby Digital Plus, Dolby Pulse	
Network Features		
Social Apps	Social Viewing(Twitter)	
New One-Flick entertainment	Yes	
One-touch Set-up	Yes	Yes (Ready)
Wi-Fi Direct	Yes	
Wi-Fi Certified	Yes	
One-touch mirroring	Yes	Yes(Ready)
Screen mirroring(Miracast)	Yes	
Search	Android basic function	
Live Football Mode	Yes	
Internet Browser	Opera (Ready)	
DLNA Content	MPEG1/MPEG2PS/MPEG2TS/AVCHD/MP4Part10/MP4Part2/AVI(XVID)/AVI(MotinJpeg)/MOV/WMV/MKV/RMVB/WEBM/3GPP/MP3/WMA/LPCM/JPEG/FLAC	
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/RAW(ARW)/FLAC	
BRAVIA Sync	Yes	
Scene Select	---	
Google Cast	Yes	
Voice Function	Yes	Yes(Optional Remote or Mobile App)
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	MHL Ver3.0 (for HDMI2)			
Composite Video Input(s)	2 (1Rear/1Rear Hybrid w/Component)			
Component Video (Y/Pb/Pr) Input(s)	1 (Rear/Hybrid)			
HDMI™ Connection(s)	4 (2Side/2Bottom)			
Analog Audio Input(s) (Total)	2 (Rear)			
Digital Audio Output	1 (Rear)			
Audio Out	1 (Side/Hybrid w/HP)			
Headphone Output	1 (Side/Hybrid w/Audio Out)			
Subwoofer Out	1 (Side/Hybrid w/HP and Audio Out)			
USB	3ports			
Ethernet Connection (*Router connection may require)	1 (Rear)			
HDMI™ PC Input	Yes			
Power				
Power Requirements	AC 220-240V			
Power Consumption (in Operation)	261W	202W	150W	135W
Standby mode power consumption	0.5W			
Measurements (Approx.)				
TV only (W x H x D)	Approx. 1453x844x78(14.2) mm	Approx. 1236x722x60(20.3) mm	Approx. 1093x643x60(20) mm	Approx. 961x568x60(20) mm
TV with Stand (W x H x D)	Approx. 1453x892x265 mm	Approx. 1236x759x222 mm	Approx. 1093x679x201 mm	Approx. 961x604x189 mm
Weights (Approx.)				
TV only	Approx. 24.1 Kg	Approx. 19.9 Kg	Approx. 14.4 Kg	Approx. 11.8 Kg
TV with Stand	Approx. 25.5 Kg	Approx. 21 Kg	Approx. 15.4 Kg	Approx. 12.8 Kg
Supplied Accessories				
Touchpad Remote Control	RMF-TX100E		---	
Remote Control	RMT-TX100P			
Batteries	R03			
Wallmount Bracket	--			
Operating Instructions	GB,CT			
Optional Accessories				
Wireless Subwoofer	SWF-BR100			
MHL Cable	DLC-MC10, DLC-MC20			
Wallmount Bracket	SU-WL450(D:60mm) Rear terminal access is limited. SU-WL450(D:20mm) Rear terminal access NG/Side terminal access is limited.			

Touchpad Remote Control	---	RMF-TX100E
3D Glasses	TDG-BT500A	---

Remarks: Opera browser is available through firmware update. Picture-in-picture and picture-and-picture features will be updated through OTA within this year.