

# SONY

## Press Release

### Sony Unveils New BRAVIA 4K LCD TV X9000C Series Featuring Ultra-thin 'Floating Style' and New 4K Processor X1

*The thinnest LCD TV ever from Sony with the latest Android TV operating system*



*BRAVIA X9000C Series*

- The thinnest LCD TV ever from Sony with the revolutionary 'Floating Style' at approximately 4.9mm (the thinnest part)
- Features new 4K Processor X1 to improve clarity, colour accuracy and contrast of HD and 4K video
- 4K X-Reality™ PRO brings stunning details with Sony's unique algorithm of reality creation database for diversified content
- Brilliant, expanded colour with new enhanced TRILUMINOS™ Display
- Supports Google's latest Android TV operating system
- Voice Search is available through a remote equipped with a microphone

**Hong Kong, July 20, 2015** – Sony today introduced the new flagship BRAVIA 4K LCD TV X9000C series, which makes it Sony's thinnest range of TVs with a breathtaking ultra-slim 'Floating Style'. The televisions feature a new 4K Processor X1 to further advance the clarity, colour accuracy and contrast of 4K viewing experience.

These X9000C series televisions will support Google's latest Android TV operating system, making it easy to stream video, function as a gaming device and provide enhanced features like Google Cast™ and Voice Search.

With 65-inch and 55-inch screens that provide a 3,840 x 2,160 4K resolution, the X9000C series also includes 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.



#### **4K Processor X1 for the ultimate 4K picture quality**

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, Standard Definition or even internet videos. The 4K Processor X1 is a comprehensive image enhancement processor capable of taking the three important elements mentioned above – 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.

## **Sony's Android TV - Smarter Television Viewing Experience**

These X9000C series televisions will support Google's latest Android TV operating system, providing customers with a seamless integrated experience with their mobile devices and making it easy to stream video, function as a gaming device and provide enhanced features like Google Cast™ and Voice Search. Google Cast™ will provide users with greater connectivity than ever before by enabling them to cast content from mobile devices. Additionally, Voice Search is available through a remote 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.

- **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 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. The "DISCOVER" key is added 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.

The new BRAVIA 4K LCD TV X9000C series from Sony will be available from August 12 onwards at HK\$49,980 (KD-65X9000C) and HK\$36,980 (KD-55X9000C) respectively.

### **Order Now**

From July 20 to August 2, 2015, the BRAVIA 4K LCD TV KD-65X9000C and KD-55X9000C are available for pre-ordering at all Sony Stores, Sony Store online ([www.sony.com.hk/store](http://www.sony.com.hk/store)) and Sony sales hotline at (852) 2345-2966 as well as authorized dealers. Customers will receive Sony Blu-ray player BDP-S7200 (HK\$3,280) and 2 pairs of 3D glasses TDG-500P free of charge.

### **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.

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**About Hong Kong Marketing Company**

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**Specifications of BRAVIA 4K TV KD-65X9000C & KD-55X9000C:**

<b>Model</b>	<b>KD-65X9000C</b>	<b>KD-55X9000C</b>
<b>Operation System</b>		
Operation System	Android L Application Store: Google Play Store	
<b>TV System</b>		
TV System (Digital Terrestrial)	Analog: B/G, D/K, I, M, Digital: DTMB	
Color System	NTSC 3.58, NTSC 4.43, PAL, SECAM	
<b>Display Features</b>		
Dimming Type	Frame Dimming	
TRILUMINOS Display	Yes	
Backlight Type	Edge LED	
<b>Display Specs</b>		
Screen Size (measured diagonally)	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)	
<b>Video Features</b>		
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 800Hz	
Advanced Contrast Enhancer (ACE)	Yes	
24p True Cinema™	Yes	

Live Colour™ Technology	Yes
CineMotion/Film Mode/Cinema Drive	Yes
<b>Video Specs</b>	
Video Signal	3840x2160/24p (HDMI only)/ 3840x2160/25p (HDMI only)/ 3840x2160/30p (HDMI only) 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/ 720/50p / 1080/30p (HDMI only)/ 720/30p (HDMI only)/ 720/24p (HDMI only)
<b>3D Features</b>	
3D Format Support	Yes (2K only)
3D Super-resolution	Yes
3D	Passive
<b>Speaker</b>	
Speaker Type	Main: Bass Reflex, WF: Bass Reflex
Speaker Position	Down Firing
Audio Power Output	7.5W+7.5W+7.5W+7.5W
Speaker Specifications	2.2ch, Main Speaker(20x100mm)x2, Woofer(60mm)x2
<b>Audio Features</b>	
DSEE (Digital Sound Enhancement Engine)	DSEE
Clear Phase	Yes
Signal-to-Sound Architecture	Yes
Sound Mode	Standard/ Cinema/ Live Football/ Music
Digital Out Format	Dolby Digital, DTS, PCM
S-Master	S-Master Digital Amplifier

S-Force	S-Force Front Surround
Dolby®	Dolby Digital, Dolby Digital Plus, Dolby Pulse
<b>Network Features</b>	
Social Apps	Social Viewing(Twitter)
New One-Flick entertainment	Yes
One-touch Set-up	Yes
Wi-Fi Direct	Yes
Wi-Fi Certified	Yes
One-touch mirroring	Yes
Screen mirroring(Miracast)	Yes
TV SideView™	Yes
Search	Yes (Android basic function)
Live Football Mode	Yes
Internet Browser	Yes(Opera Ready)*
Home Network Contents	MPEG1/MPEG2PS/MPEG2TS/AVCHD/MP4Part10/MP4Part2/AVI(MotinJpeg)/MOV/WMV/MKV/RMVB/WEBM/3GPP/MP3/WMA/LPCM/JPEG/FLAC
Wireless LAN	Integrated
<b>Convenience Features</b>	
USB Play (Contents)	MPEG1/MPEG2PS/MPEG2TS/AVCHD/MP4Part10/MP4Part2/AVI(MotinJpeg)/MOV/WMV/MKV/RMVB/WEBM/3GPP/MP3/WMA/WAV/FLAC/JPEG
BRAVIA Sync	Yes
Google Cast	Yes
Voice Function	Yes
i-Manual	Yes
Parental Control	Yes
Sleep Timer	Yes
On/Off Timer	Yes
Multiple Language	English/Chinese(Traditional)

Display	
<b>Sensing Features</b>	
LightSensor	Yes
<b>Energy Saving &amp; Efficiency</b>	
Dynamic Backlight Control	Yes
Power Saving Mode / Back Light Off Mode	Yes
<b>Inputs and Outputs</b>	
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)
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	3 ports
Ethernet Connection (*Router connection may require)	1 (Rear)
HDMI™ PC Input	Yes
<b>Power</b>	
Power Requirements	AC 220-240V
Power Consumption (in Operation)	278W
Standby mode power	0.5W

consumption		
<b>Measurements (Approx.)</b>		
TV only (W x H x D)	Approx. 1451x835x39(4.9) mm	Approx. 1232x712x39(4.9) mm
TV with Stand (W x H x D)	Approx. 1451x897(897)x257 mm	Approx. 1232x774(766)x257 mm
<b>Weights (Approx.)</b>		
TV only	Approx. 23.2 Kg	Approx. 18.4 Kg
TV with Stand	Approx. 24 Kg	Approx. 19.7 Kg
<b>Supplied Accessories</b>		
Touchpad Remote Control	RMF-TX100E	
Remote Control	RMT-TX100P	
Wall-Mount Bracket	Easy Wall Hanging	
Batteries	R03	
Operating Instructions	GB,CT	
<b>Optional Accessories</b>		
Wireless Subwoofer	SWF-BR100	
MHL Cable	DLC-MC10, DLC-MC20	
Wall-Mount Bracket	SU-WL500 without tilt function	
3D Glasses	TDG-500P	

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