

SONY

Press Release

Enjoy Immersive Cinematic Sound Experience with New Sound Bars from Sony
HT-CT780 and HT-CT380 feature TV matching thin profile design and support One-touch wireless streaming for easy pairing with smart devices



HT-CT780

- TV matching thin profile design with flexible-layout wireless subwoofer
- 330W (HT-CT780) / 300W (HT-CT380) powerful output enhances home entertainment
- Bluetooth music streaming / One-touch listening for easy mobile connection
- HDMI input x 3 /output x 1 with HD coded lossless playback
- 16cm flexible-layout wireless subwoofer unit drives powerful bass sound
- 5.5cm height thin profile sound bars can be laid down in front of TV or be wall mounted

Hong Kong, July 20, 2015 – Sony today announced the addition of brand new slim Sound Bar models HT-CT780 and HT-CT380 which allow movie fanatics or music lovers to enjoy home entertainment with superior sound quality.

HT-CT780 Sound Bar

The sleek, low-profile HT-CT780 Sound Bar adds immersive, widescreen 2.1-channel audio to your TV viewing with less living room clutter. Delivering an awesome 330W total output, the HT-CT780 packs plenty of power in the 5.5cm height thin profile sound bar to match with TV screen sizes of 48” and upwards.

Movie dialogue, effects and music sound great wherever you’re sitting in your living room thanks to S-Force PRO Front Surround processing. Two-way speakers with dedicated tweeters add extra refinement and detail, while the 16cm flexible-layout wireless sub-woofer assures powerful solid bass.

Instantly access music stored on your smartphone or tablet with One-touch listening via NFC and Bluetooth®. Just touch your mobile device briefly against the Sound Bar to start streaming your favourite soundtracks and control music playback directly from your smartphone or tablet with Sony's SongPal™ mobile app.

Three HDMI inputs allow easy hook-ups of all your HD input sources, with just one HDMI connection to the TV. Serious home entertainment fans will also welcome support for a wide range of HD audio codecs, while HDCP 2.2 pass-through allows full 4K streaming compatibility.

HT-CT380 Sound Bar



Ideal for TVs up to 48" screen size, the HT-CT380 can also be mounted on a wall or shelf. This slim and stylish Sound Bar provides 300W of powerful 2.1 channel surround sound with S-Force PRO Front Surround to ensure a truly immersive experience. Also included is the compact wireless sub-woofer that can be positioned in any handy spot for solid, satisfying bass.

Same as the HT-CT780, it features One-touch listening via NFC and Bluetooth®, and can be controlled from your smart phone or tablet with the SongPal™ app.

The new Sound Bars HT-CT380 and HT-CT780 from Sony will be available as follows:

Model	Price	Availability
HT-CT780	HK\$ 3,480	End of July
HT-CT380	HK\$ 2,580	End of July

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>.

Product specifications of Sony Sound Bar speaker system HT-CT780 & HT-CT380:

Model	HT-CT780	HT-CT380
Amplifier/Receiver		
Audio Power Output	Total (Reference): 330W Front (Reference): 105W/ch Subwoofer : 120W	Total (Reference): 300W Front (Reference): 100W/ch Subwoofer : 100W
Amplifier	2.1ch , Digital	
Night Mode	Yes	
S-Force PRO Front Surround	Yes	
Sound Field Program	Yes(Game Studio)/ ClearAudio+/ Standard/ Movie/ Music/ SPORTS/ Audio	
Inputs and Outputs		
BlueTooth	(Ver. 3.0)/NFC	
Analog Audio In	1	
HDMI In/Out : (Front input)	3/1(ARC)	
Opt. In/ Out	1/0	
HDMI™ Specs		
HDMI Features	HDCP2.2 (HDMI in /HDMI out) / BRAVIA SYNC; (CEC Control)/ HDMI Pass Through/ 3D signal pass thru (3D/4K) / Home Theatre Control/ Audio Return Channel	HDCP2.2 BRAVIA SYNC; (CEC Control)/ HDMI Pass Through/3D signal pass thru (3D/4K) / Audio Return Channel
Decoding Format(S)		
DTSHD/DolbyTruHD/ Dolby Digital+	Yes/Yes/Yes	
LPCM (2CH/5.1CH/7.1CH)	Yes(Yes/Yes/Yes)	

thru HDMI		
Dolby Digital/DTS	Yes/Yes	Yes/Yes
DTS 96/24	Yes	Yes
Dolby Dual Mono	Yes	Yes
96k/24Bit PCM	Yes	Yes
Video Features		
1080p	Yes	
1080/24p	Yes	
Deep Color	Yes	
x.v.Color (xvYCC)	Triruminus Display	
A/V SYNC	Yes	
Speakers		
Front Speaker	SA-CT780	SA-CT380
Speaker Type	BAR	
Speaker System	2-way speaker system	Full range speaker
Enclosure Type	Acoustic Suspension	
Front Grille Type	Fixed	Fixed
Front Grille Material	Cloth	
Speaker Unit	60mm corn type	60mm corn type
Tweeter unit	19mm soft dome	---
Mid-range unit	---	
Woofers unit	---	
Impedance	4Ω	
Subwoofer		
Model Number	SA-WCT780	SA-WCT380
Speaker Type	Wireless Subwoofer	

Speaker System	Subwoofer System	Subwoofer System
Enclosure Type	Bass Reflex	
Active/Passive	Active	
Speaker Unit	160mm cone type	130mm cone type
Cabinet Material	Wood	
Impedance	4Ω	4Ω
General Features		
NFC	Yes	Yes
Remote Control	RMT-AH101U	
Power Requirement	220-240V 50/60Hz	
Power Consumption	Bar: 40W/SW: 30W	BAR:37W/SW:20W
Power Stand By	BAR:0.3W/SW:0.5W	BAR:0.5W/SW:0.5W
Auto Standby	Yes	
Dimensions (Approx.) Main Unit (WxHxD)	1030 x 55 x 117	900 x 51 x 117 (without bracket)
Dimensions (Approx.) Subwoofer	191 x 382 x 390	170 x 342 x 381 (horizontal)
Weight (Approx.) Main Unit	2.8kg	2.4kg
Weight (Approx.) Subwoofer	7.9kg	6.6kg
Supplied Accessories	Optical Cable(1.5m)/ Easy set up guide (supplied)/ Wall Hanging Bracket	Foot Pad (for subwoofer)/ Optical Cable(1.5m)/ Easy set up guide/ Wall Hanging Bracket/ Wall Hanging Template