

SONY

Press Release

BRAVIA 4K LCD TV S8500C, the Perfect Curve for the Perfect Entertainment Experience



Hong Kong, September 8, 2015 – See the world come to life on the new BRAVIA S8500C 4K Ultra HD TV. Featuring a curved screen to provide the perfect blend of immersion and comfort, the S8500C is set to bring you on a journey filled with seamless entertainment experience.

Available in 55- and 65-inch, the S8500C surrounds you with stunning 4K pictures that are four times the detail of Full HD, captivating your sense of sight and pulling you right into the heart of the action. Furthermore, its slim and gently contoured screen ensures that visuals look lifelike, regardless of where you're sitting in the room. Another plus point of the design is that it'll effortlessly make the room look great with its classy and refined finish.

The new BRAVIA TV also comes with the powerful 4K Processor X1 chip, making pictures burst to life with crystal clear clarity and amazing colour contrast by re-mastering content in stunning 4K Ultra HD resolution. 4K X-Reality™ PRO technology up-scales regular content and showcases them in 4K quality, beautifully presenting every little detail on screen, regardless of the source. At the same time, TRILUMINOS™ Display further enhances your viewing experience by producing a wider palette of colour that would bring out the realism of your favourite movies and videos.

To complete your movie experience at the comfort of your own home, the S8500C doesn't compromise on sound. ClearAudio+ enables you to enjoy the authenticity of the audio content by fine-tuning sound and presenting them in rich, detailed quality. DSEE (Digital Sound Enhancement Engine) technology restores low quality audio files and upscales them to near High-Res quality, revealing more natural sound with a more spacious feel. Immerse yourself in every tune, dialogue and surround effects, close your eyes, and you'll feel as if you're listening directly from the original source.

Make full use of the outstanding visual and audio quality of the S8500C through a range of engaging entertainment features. As an Android TV™, the S8500C gives you access to a realm filled with your favourite shows and movies, games and apps, all available on Google Play™. Additionally, One-Flick Entertainment enables you to access content quickly and intuitively, with just a few simple flicks of your thumb. Don't know what to watch tonight? Turn on the TV and start flicking!

For those who are addicted to your smartphone or tablet, try out Google Cast™. It lets you cast content from your gadget onto the big TV screen, making everything look bigger and better. If you're big on sharing life's happiest moments, Photo Sharing Plus enables you to showcase photos, videos and music from your smartphone on the S8500C. Friends and families can also save files shown on the big screen with their mobile devices.

The new BRAVIA 4K TV S8500C series from Sony will be available from end of September onwards at HK\$36,980 (65" model) and HK\$25,980 (55" model), respectively.

Order Now

From September 10 to September 20, 2015, BRAVIA LCD 4K TV S8500C is available for pre-ordering 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. Customers will receive the new 4K Upscaling Blu-ray Disc Player BDP-S6500 (retail price HK\$2,280) and two pairs of 3D glasses TDG-BT500A (total retail price HK\$1,180) for free during the pre-order period.

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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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Product specifications of BRAVIA Curved Android TV KD-65X8500C and KD-55X8500C:

Model	KD-65S8500C	KD-55S8500C
Operation System		
Operation System	Android L Application Store: Google Play Store	
TV System		
TV System (Digital Terrestrial)	Analog: B/G, D/K, I, M, Digital: DTMB	
Color System	NTSC 3.58, NTSC 4.43, PAL, SECAM	
Display Features		
Dimming Type	Frame Dimming	
TRILUMINOS Display	Yes	
Backlight Type	Edge LED	
Display Specs		
Screen Size (measured diagonally)	65"(64.5")	55"(54.6")
Viewing Angle (Right/Left)	170degree 85/85degree	
Viewing Angle (Up/Down)	178degree 89/89degree	
Display Resolution	QFHD (3840x2160)	
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/ HDR-Video (OTA)	
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	3840x2160/24p(HDMI only)/ 3840x2160/25p(HDMI only)/ 3840x2160/30p(HDMI only)/ *4096x2160/24p(display center 3840 area) 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)	
3D Features		
3D Format Support	Yes (2K only)	
3D Super-resolution	Yes	
3D	Active	
Speaker		
Speaker Type	Bass Reflex Speaker	
Speaker Position	Down Firing	
Audio Power Output	10W+10W	
Speaker Specifications	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
Wi-Fi Direct	Yes
Wi-Fi Certified	Yes
One-touch mirroring	Yes
Screen mirroring(Miracast)	Yes
Search	Yes (Android basic function)
Live Football Mode	Yes
Internet Browser	Yes(Opera)
Home Network Contents	MPEG1 / MPEG2PS / MPEG2TS / AVCHD / MP4Part10 / MP4Part2 / AVI(MotionJpeg) / MOV / WMV / RMVB / MKV / WEBM / 3GPP / MP3 / WMA / LPCM / JPEG / FLAC
Wireless LAN	Integrated
Convenience Features	
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 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)
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)	258W	200W
Standby mode power consumption	0.5W	
Measurements (Approx.)		
TV only (W x H x D)	Approx. 1452x845x108 mm	Approx. 1234x719x99 mm
TV with Stand (W x H x D)	Approx. 1452x893x274 mm	Approx. 1234x767x274 mm
Weights (Approx.)		
TV only	Approx. 30.1 kg	Approx. 22.9 Kg
TV with Stand	Approx. 32.3 kg	Approx. 25.1 Kg
Supplied Accessories		
Touchpad Remote Control	RMF-TX100E	
Remote Control	RMT-TX100P	
Batteries	R03	
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.	
3D Glasses	TDG-BT500A	

Remarks: Picture-in-picture and picture-and-picture features will be updated through OTA within this year.