

SONY

Press Release

BRAVIA X8000C Series from Sony Delivers 4K Entertainment at its Best



Hong Kong, September 8, 2015 – Get ready to enjoy a complete 4K entertainment experience with the new BRAVIA X8000C from Sony. This latest series comes in 49- and 55-inch models with 4K resolutions (3,840 x 2,160), and supports a host of features such as Android TV, Photo Sharing Plus™, Google Cast™, and many more.

As the latest series to join the range of BRAVIA Android TVs, the X8000C brings you picture quality that is up to four times the detail of Full HD for an ultra-realistic viewing experience. Additionally, the powerful 4K Processor X1 delivers phenomenal performance and breathtaking picture quality that further allows you to experience 4K images with stunning clarity and sparkling contrast.

Coupled with advanced 4K X-Reality™ PRO upscaling algorithm technology and 4K processing technology for superbly lifelike detail, every image pixel showed on screen will be beautifully up-scaled to present extraordinary picture quality like never before.

If you want to view content from your smartphone or tablet on bigger and better screen, then look no further than the X8000C which lets you reflect content on the big screen. It also supports Google's latest Android TV™ operating system, offering features such as Google Cast™, which lets you cast movies, videos, games, and photos from your Android™ devices, as well as Voice Search with the optional remote RMF-TX100E, which uses voice recognition technology to

automatically retrieve whatever you're looking for – reducing the amount of time you use to browse through content.

The X8000C also features One-Flick Entertainment, allowing you to access content quickly and intuitively with utmost convenience. You'll also be able to pull out extra functions for a quick TV start up and speedy app launch. Additionally, Google Play™ invites you to a world of unlimited entertainment options with content ranging from movies and TV shows to games and videos.

The X8000C is also made to listen. ClearAudio+ immerses you in an authentic and enriching audio experience. Low quality music files will be up-scaled to near High Resolution quality through DSEE technology which enhances compressed music files, such as MP3. The S-Force Front Surround Sound also processes audio signals to create an immersive listening experience while ensuring a realistically clear and powerful 360-degree surround sound.

The BRAVIA 4K LCD TV X8000C series from Sony will be available from end of September at HK\$14,980 (55" model) and HK\$9,980 (49" model), respectively.

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 4K LCD TV KD-55X8000C and KD-49X8000C:

| Model | KD-55X8000C | KD-49X8000C |
|-----------------------------------|---|--------------------|
| 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 | |
| Backlight Type | Direct LED | |
| Display Specs | | |
| Screen Size (measured diagonally) | 55"(54.6") | 49"(48.5") |
| Viewing Angle (Right/Left) | 178 degree 89/89 degree | |
| Viewing Angle (Up/Down) | 178 degree 89/89 degree | |
| Display Resolution | QFHD (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 200 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/ 1080/30p (HDMI only)/ 720/30p (HDMI only)/ 720/24p (HDMI only) | |
| Speaker | | |
| Speaker Type | Bass Reflex Speaker | |
| Speaker Position | Down Firing | |
| Audio Power Output | 10W+10W | |
| Speaker Specifications | 2ch, Full Range(30x80mm)x2 | |
| Audio Features | | |

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|---|---|
| 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 (Ready) |
| Wi-Fi Direct | Yes |
| Wi-Fi Certified | Yes |
| One-touch mirroring | Yes(Ready) |
| 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(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(MotinJpeg)/MOV/WMV/MKV/RMVB/WEBM/3GPP/MP3/WMA/WAV/FLAC/JPEG |
| BRAVIA Sync | Yes |
| Google Cast | Yes |
| Voice Function | 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) |

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|--|--|------------------------------|
| 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) | 196W | 160W |
| Standby mode power consumption | 0.5W | |
| Measurements (Approx.) | | |
| TV only (W x H x D) | Approx. 1245x730x80(20.2) mm | Approx. 1107x651x80(20.2) mm |
| TV with Stand (W x H x D) | Approx. 1245x770x246 mm | Approx. 1107x691x246 mm |
| Weights (Approx.) | | |
| TV only | Approx. 17.3 Kg | Approx. 13.2 Kg |
| TV with Stand | Approx. 18.4 Kg | Approx. 14.3 Kg |
| Supplied Accessories | | |
| 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. | |
| Touchpad Remote Control | RMF-TX100E | |

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