

SONY

Press Release

Sony Unveils New BRAVIA 4K HDR Curved TV S8500D Series *Perfection Redefined – Discover a Brand New 4K Viewing Experience*



Hong Kong, June 7, 2016 – Sony today introduced the new 4K High Dynamic Range (HDR) Curved TV S8500D Series (65” and 55” screen sizes) with more depth and detail than ever before – made possible with Sony’s unique technologies. The new BRAVIA TV series brings the signature style and exciting new connected entertainment experiences into every living room with Android TV™.

The S8500D Series makes fabulous 4K entertainment more immersive with its gently curving screen that pulls you right into the action. It features a perfect blend of immersion and comfort with clean rear design and clean cable management for table top mount.

The S8500D Series comes with HDR support to receive and process the new video signal with higher brightness, higher contrast and more vibrant colours via Internet video services, with HDMI and USB ports. It’s ready to take advantage of the new wave of HDR enabled content coming from Internet video services like Netflix and movie makers.

The 4K Processor X1™ and its precision colour mapping technology allows TRILUMINOS™ Display to reproduce a wider colour range with accurate colour details at any brightness level. The X1 also improves the streaming quality of 4K HDR images provided by Internet video services. The S8500D Series uses 4K X-Reality™ PRO to provide stunning detail with Sony's unique reality creation database algorithm whether you are viewing a TV broadcastings, DVD, Blu-ray Disc, Internet video service or digital photos.

Sony's 4K HDR TV series also runs on Android TV™ which lets you explore a world of movies, music, photos, games, search, apps and more. It also connects to a wide range of Internet video services, such as YouTube and Netflix, wirelessly by using built-in Wi-Fi. From live TV broadcasting to Internet video services, the seamless user interface Content Bar includes enhanced content navigation along with voice search and allows you to comfortably browse content quickly and intuitively without disrupting your TV viewing.

With Google Cast™, you can easily send content from your smartphone or tablet to the TV. And with access to Google Play™, you can enjoy what you like on a smartphone or tablet on your TV. Photo Sharing Plus makes it possible for up to 10 users to share photos and music from their smartphone or tablet wirelessly on the big screen.

The new BRAVIA 4K HDR Curved TV S8500D Series from Sony will be available from mid-June 2016 at HK\$36,980 (65") and HK\$23,980 (55"), respectively (selling prices of Sony Store).

Product specifications of BRAVIA 4K HDR Curved TV KD-65X8500D & KD-55X8500D:

Model	KD-65S8500D	KD-55S8500D
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 (Analog)	1080p (50, 60 Hz), 1080i (50, 60 Hz), 720p (50, 60 Hz), 576p, 576i, 480p, 480i
Speaker	
Speaker Type	Bass Reflex Speaker
Speaker Position	Down Firing
Audio Power Output	10W+10W
Speaker Specifications	2ch, Full Range(25x90mm)x2
Audio Features	
DSEE (Digital Sound Enhancement Engine)	Yes
Clear Phase	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
Wi-Fi Direct	Yes
Wi-Fi Certified	Yes
One-touch mirroring	--
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
Scene Select	---
Google Cast	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	
Composite Video Input(s)	2 (1Rear/1Rear Hybrid w/Component)
Component Video (Y/Pb/Pr) Input(s)	1 (Rear)
HDMI™ Connection(s)	4 (3Side, 1Rear)
Analog Audio	2 (Rear)

Input(s) (Total)		
Digital Audio Output	1 (Rear)	
Audio Out	1 (Side/Hybrid w/HP and Subwoofer Out)	
Headphone Output	1 (Side/Hybrid w/HP and Subwoofer Out)	
Subwoofer Out	1 (Side/Hybrid w/HP and Subwoofer Out)	
USB	3ports	
Ethernet Connection (*Router connection may require)	1 (Side)	
HDMI™ PC Input	Yes	
Power		
Power Requirements	AC 220-240V	
Power Consumption (in Operation)	202W	157W
Standby mode power consumption	0.5W	
Measurements (Approx.)		
TV only (W x H x D)	Approx. 1456x841x93 mm	Approx. 1238x718x84 mm
TV with Stand (W x H x D)	Approx. 1456x895x287 mm	Approx. 1238x772x262 mm
Weights (Approx.)		
TV only	Approx. 29.4 kg	Approx. 21.4Kg
TV with Stand	Approx. 32.9 kg	Approx. 24.7Kg
Supplied Accessories		
Remote Control	RMT-TX200P	
Batteries	R03	
Operating Instructions	GB,CT	
Optional Accessories		

Wireless Subwoofer	SWF-BR100
Wallmount Bracket	SU-WL450(D:60mm) Rear terminal access is limited. Side terminal access is not limited. SU-WL450(D:20mm) Rear terminal access and Side terminal access is limited.