

# SONY

## Press Release

### Sony Launches BRAVIA Z Series as the Ultimate 4K HDR TV

*Next generation TV technology brings the real world into your living room*



*BRAVIA Z9D*

**Hong Kong, October 7, 2016** – Sony announced today the new flagship BRAVIA Z9D series, the next generation in television display technology which takes the lead atop Sony's current line-up of premium 4K HDR (High Dynamic Range) TVs, including the award winning X9300D series. Featuring 65", 75" and 100" screen sizes, the new Z series designates a significant leap forward and the ultimate in display technology. With this advance, Sony brings 4K HDR to a new level with Extreme Contrast and even more realistic, accurate colour, in order to express what creators really intended.

This new BRAVIA Z9D series features a newly developed 4K image processor, the 4K HDR Processor X1™ Extreme, and a unique backlight technology, Backlight Master Drive™, to attain extraordinary contrast and extremely accurate wide colour expression. It offers an even more impressive visual experience with more depth, texture and realism on the screen than was previously possible.

The new 4K HDR Processor X1™ Extreme was developed in order to provide the ultimate 4K HDR visual experience. It is further refined with 40 percent more real-time image processing as compared with our renowned 4K Processor X1™. By incorporating three new technologies; object-based HDR remaster, dual database processing, and Super Bit Mapping™ 4K HDR, are set to bring any 4K HDR content to a whole new level.

By analysing images in each scene and correcting colour and contrast of each object individually, object-based HDR remaster can reproduce scenes with the detailed texture and the appearance of real life. This technology also up-scales standard dynamic range HD content to near 4K HDR quality.

On top of current up-scaling database, the 4K HDR Processor X1 Extreme has additional Sony-exclusive database for noise reduction. By searching through thousands of picture patterns, the dual database processing removes unwanted noise and up-scales every image to super clear 4K image.

Furthermore, Super Bit Mapping 4K HDR creates a smoother, natural picture. With 14-bit powerful signal processing, it breaks up the solid bands of colour of 8-bit (SDR) or 10-bit (HDR) source, up-converting 14-bit equivalent gradation with 64 times more colour levels. It delivers graceful reproduction of faces, sunsets and other areas of subtle colour gradation.

With these three technologies, 4K HDR Processor X1 Extreme reproduce a wide variety of content with immersive 4K HDR picture quality.

Additionally, the new Z9D series has adopted the Backlight Master Drive technology which is precision backlight boosting technology, allowing it to expand brightness and contrast even further in order to truly tap the full potential of 4K HDR. The Backlight Master Drive combines a dense LED structure with a super accurate lighting algorithm and unique optical design.

Previously, local dimming was controlled in zone consisting of several LEDs. In combination with the latest accurate lighting algorithm, discrete LED control of Backlight Master Drive is able to dim and boost each LED individually. This innovative algorithm delivers total precision for unparalleled contrast and realism. Calibrated beam LED design, the unique optical structure gathers the emitted LED light in a spot and focuses the drive area more precisely to display higher contrast. This also reduces light diffusion and the flare effect that can be seen on other full-array LED TVs.

Backlight Master Drive delivers unprecedented dynamic range with incredibly deep blacks and dazzling lights for scenes that look more real than ever before, unleashing the full potential of 4K HDR content.



But the viewing experience goes beyond just the screen. The Z9D series has a slate design that encapsulates the ultimate experience. From the front, the design exudes sophistication in the form of a simple black slate, letting viewers immerse themselves in the stunning power of 4K HDR. From the back, the design keeps all the cables completely concealed, ensuring that the device strikes an elegant look from any angle.

The new Z9D series also runs on Android TV™ with Sony's exclusive user interface. From live TV broadcasting to Internet video services, the new seamless user interface Content bar includes enhanced content navigation along with voice search. The new Content bar features genre filtering function<sup>1</sup>. Instead of selecting a programme from a bunch of channels, users can easily choose one from their favourite genre such as sports, music, news, and so on.

### **BRAVIA Z9D Series (65", 75" and 100" Class models) 4K HDR TV**

- 4K HDR compatible to receive and process the new video standard signal with higher brightness, higher contrast and vibrant colour via Internet video services, HDMI and USB port.
- Features New 4K HDR Processor X1™ Extreme to improve clarity, colour accuracy and contrast of HD, 4K and 4K HDR videos. It incorporates three new technologies: object-based HDR remaster, dual database processing, and Super Bit Mapping™ 4K HDR, which brings your 4K HDR content to whole new level.
- Features Backlight Master Drive™ with a dense LED structure, a unique dimming algorithm and optical design that gathers light in one spot, reducing light diffusion and the flare effect to deliver deeper blacks and brighter whites.

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<sup>1</sup> Availability depends on region.

- Super accurate lighting algorithm that gathers the emitted LED lights in a spot and focuses drive area more narrowly to display ultra-higher contrast.
- Includes X-tended Dynamic Range™ PRO to produce better contrast by precisely balancing the light output across the screen, dimming some areas and boosting others. It reveals a brightness range three times that of a conventional LED-backlight TV, and it enhances any source to near HDR quality with a wider range of brightness.
- Features vibrant, expanded colour with TRILUMINOS™ Display, further enhanced for colour accuracy.
- Uses 4K X-Reality™ PRO to produce stunning detail with Sony's unique algorithm of reality creation database for any content, such as TV broadcasting, DVD, Blu-ray Disc, Internet video and digital photos.
- Clean cable management for table top mount.
- 100" comes with a floor stand/table-top stand. 75" and 65" are supplied with a table-top stand only.
- Android TV™ lets you explore a world of movies, music, photos, games, search, apps and more. Voice Search to find content, ask questions and control your TV. With Google Cast™, you can easily send content from your smartphone or tablet to the TV. With access to Google Play™, you can enjoy what they like to do on a smartphone or tablet, from their TV.
- Sony's exclusive Content bar user interface allows you to comfortably browse content quickly and intuitively without disrupting your TV viewing.

The BRAVIA 4K HDR TV Z9D series from Sony is now available at HK\$56,980 (65" Class model) and HK\$99,980 (75" Class model) respectively while the launch date and selling price of the 100" Class model will be announced at a later time.

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 HDR TV KD-100Z9D, KD-75Z9D and KD-65Z9D:

Model	KD-100Z9D	KD-75Z9D	KD-65Z9D
<b>Display Specs</b>			
Screen Size (measured diagonally)	100"(99.5")	75"(74.5")	65"(64.5")
Display Resolution	QFHD 3840 x 2160		
Backlight Type	Direct LED (Backlight Master Drive)		
Dimming Type	Local Dimming		
<b>Display Features</b>			
4K HDR (4K High Dynamic Range)	Yes		
Video Processor	4K HDR Processor X1 Extreme		
Contrast Enhancement Technology	X-tended Dynamic Range PRO		
Colour Enhancement Technology	TRILUMINOS Display		
Video Enhancement Technology	4K X-Reality PRO		
Motionflow	Motionflow XR 1200Hz		
3D Features	Yes (Active, exclude 4K)		
<b>Operation System</b>			
Operation System	Android M		
<b>Audio features</b>			
DSEE Digital Sound Enhancement Engine	Yes		
Clear Phase/ Clear Audio + Sound Enhancement Technology	Yes		
S-Master Digital Amplifier	Yes		
Surround Sound Technology	S-Force Front Surround		
<b>Speaker</b>			
Speaker Type	Long Duct	Bass Reflex	
Speaker Position	Down Fring		
Audio Power Output (W)	10 W+10 W		
Speaker Specifications	2 ch, Two way speaker[Tweeter(30mm)+ Woofer(40x100mm)]x2.	2 ch, Full Range(30x80 mm)x2	
<b>Network Features</b>			
Internet Browser	Yes (Opera Brwoser)		
Search function	Yes (Android Basic function)		
Voice search function	Yes (Voice remote require)		
Google Cast	Yes		
Screen mirroring(Miracast)	Yes		
Wireless LAN	Integrated		
<b>Other Features</b>			
BRAVIA Sync	Yes		
Remote Apps for Mobile or Tablet PC	Video & TV Side View (support Andriod and iOS)		
Photo Sharing	Yes (Enhanced version)		
USB/ Home Network supported formats	MPEG1/MPEG2PS/MPEG2TS/AVCHD/MP4Part10/MP4Part2/AVI(MotinJpeg)/ MOV/WMV/MKV/RMVB/WEBM/3GPP/MP3/WMA/WAV/ FLAC/ JPEG		
Live Football	Yes		
<b>TV System</b>			
TV System and Colour system	Analog: B/G, D/K, I, M , Digital: DTMB, NTSC 3.58, NTSC 4.43, PAL, SECAM		
<b>Inputs and Outputs</b>			
Composite/Component (Y/Pb/Pr) Video Input(s)	2 (1 Side Analog Conversion/1 Rear Hybrid w/Component).		
HDMI™ Connection(s)	ARC, 4 (3Center, 1Side) support HDCP2.2, HDMI 4 support ARC		
Analog Audio Input(s) (Total)	2 (1 Analog Conversion/1Rear)		
Optical Audio Output	1 (side)		
Audio/Headphone/Subwoofer Out	1 (side / share)		
USB Port	3 (side)		
Ethernet Connection	1 (side)		
HDMI™ PC Input	Yes		
<b>Power</b>			
Power Requirements	AC 220-240V		

Power Consumption (in Operation)	767 W	428 W	322 W
Standby mode power consumption	0.5 W		
<b>Measurements (Approx.)</b>			
TV only (W x H x D)	2258 x 1303 x 98 mm	1684 x 973 x 78 mm	1462 x 847 x 78 mm
TV with stand (W x H x D)	2258(2258) x 1393(1718) x 504(675) mm	1684 x 1047 x 278 mm	1462 x 920 x 268 mm
TV with Floor Stand	2258 x 1718 x 675 mm	Not applicable	
<b>Weights (Approx.)</b>			
TV only	118.6 Kg	41.3 Kg	32.0 Kg
TV with Stand	144.8 (132.2) Kg	45.1 Kg	35.7 Kg
TV with Floor Stand	132.3 Kg	Not applicable	
<b>Supplied Accessories</b>			
Ubar Wallmount Bracket	Not applicable		
Remote Control	RMF-TX201P ( Voice Remote Control )		
Operating Instructions	English, Chinese(Traditional)		
<b>Optional Accessories</b>			
3D Glasses	TDG-BT400A x2		
Wallmount Bracket	Not applicable	SU-WL500 without tilt function	SU-WL450 (D=20mm) Rear terminal access limitation Yes / Side terminal access limitation Yes / SU-WL450(D=60mm) Rear terminal access limitation Yes / Side terminal access limitation No