

SONY

Press Release

Sony Unveils New BRAVIA 4K HDR (High Dynamic Range) TV 2017 Line-up with Unparalleled Contrast and Wider Brightness Range



Hong Kong, April 28, 2017 – Sony today announced new BRAVIA 4K HDR television 2017 line-up series, the X9400E, X9300E, X9000E, X8500E and X8000E, designed to deliver even higher contrast and wider brightness range in screen sizes from 43” to 75”. The new BRAVIA TVs make the best use of 4K HDR (High Dynamic Range) content with the combination of Sony’s unique image processor and display device technologies.

Accurate image processing is made possible with the 4K HDR Processor X1™ Extreme from Sony’s flagship Z series which has been widely acclaimed for its ability to produce lifelike picture with superb texture, depth, colour, and contrast, bringing a significant leap forward in the space of HDR. With the new TV series, Sony introduces 4K HDR Processor X1™ Extreme’s power to a broader audience.

Alongside the X1 Extreme processor, the new X9300E series features Slim Backlight Drive+, an improved LED backlight technology allowing more precise and accurate local dimming control compared to Slim Backlight Drive. With its quad-edge LED structure and X-tended Dynamic Range™ (XDR) PRO local dimming and boosting technology, it brings superior brightness and exceptional contrast – in fact it will deliver 10 times the XDR contrast¹ of conventional LED TV.

¹ XDR is the abbreviation of X-tended Dynamic Range. This is the perceptible contrast level expanded by the X-tended Dynamic Range PRO technology, which is the unique figure calculated for the contrast which users actually feel and experience (XDR Contrast). This figure is based on our conventional TV without local dimming.

The new X9300E additionally supports Dolby Vision™, the HDR format from Dolby Laboratories, which when paired with Sony's unique technologies further enriches the visual experience.

Sony also announced an additional array of 4K HDR and Full-HD HDR televisions, which incorporate Sony's proprietary technologies including the newly-developed 4K HDR processor X1 (X9000E and X8500E series only) to deliver industry-leading picture quality.

Sony continues to bring excitement to customers through the enrichment of visual expression by incorporating a powerful mix of display device technologies with its own image processing technology.

Key Features of BRAVIA 4K HDR TV X9400E, X9300E, X9000E, X8500E and X8000E Series

- Features Slim Backlight Drive+ with a unique quad-edge LED structure, allowing precise local dimming control which provides exceptional brightness and deeper blacks than a conventional full-array LED TV in an ultra slim design (X9300E only²).
- Features 4K HDR Processor X1™ Extreme, providing the ultimate 4K HDR viewing experience by incorporating three new technologies: Object-based HDR remaster, Super Bit Mapping 4K HDR and Dual database processing. (for X9400E and X9300E)
- Features 4K HDR Processor X1, reproducing more depth, textures and natural colours with Object-based HDR remaster and Super Bit Mapping 4K HDR technology. (X9000E and X8500E Series)
- X-tended Dynamic Range™ PRO enhances HDR and non-HDR content by boosting and dimming the backlight levels precisely for each zone of the screen with a unique backlighting technology (10 times XDR contrast¹ for X9400E and X9300E series; 5 times XDR contrast¹ for X9000E Series.)
- Features vibrant, expanded colour with TRILUMINOS™ Display, further enhanced for colour accuracy. (for X9400E, X9300E, X9000E, X8500E and X8000E Series)
- Uses 4K X-Reality™ PRO to produce stunning detail with Sony's unique algorithm of reality creation database for any content, such as TV broadcasts, DVD, Blu-ray Disc, Internet video and digital photos. (for X9400E, X9300E, X9000E, X8500E and X8000E Series)
- The ultra slim design allows for flush with the wall mounting and clean cable management for table top mount. (for X9400E and X9300E)
- Wall mount bracket with swivel included. (for X9400E and X9300E)
- The ultra slim form factor comes with sleek rear design and clean cable management for table top mount. (X8500E and X8000E Series)
- 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 Chromecast built-in, you can easily send content from your smartphone or tablet to the TV. With access to Google Play™, you can enjoy what you like to do on a smartphone or tablet, from their TV. (for X9400E, X9300E, X9000E, X8500E and X8000E Series)

² The X9400E is built in with full-array direct LED backlight.

- Sony's exclusive Content Bar user interface allows you to comfortably browse content quickly and intuitively without disrupting your TV viewing. (for X9400E, X9300E, X9000E, X8500E and X8000E Series)
- HDR compatible to receive and process the new video standard signal with higher brightness, higher contrast and more vibrant colours via Internet video services, HDMI and USB port. (for X9300E, X9300E and X9000E, X8500E and X8000E Series)
- Supports Dolby Vision™ HDR format. (for X9400E and X9300E)

Key Features of BRAVIA Full HD HDR TV W660E Series

- Uses X-Reality™ PRO to produce stunning detail with Sony's unique algorithm of reality creation database for any content, such as TV broadcasts, DVD, Blu-ray Disc, Internet video and digital photos.
- The sleek lines and an elegant slim display come with clean cable management to keep wires out of view.
- Features ClearAudio+, which automatically adjusts sound settings for an enriching listening experience.
- Supports major Internet video services such as YouTube, Netflix to enjoy more video content easily with built-in Wi-Fi®.
- HDR compatible to receive and process the new video standard signal with higher brightness, higher contrast and more vibrant colors via internet video services like Netflix or gaming consoles like PS4 Pro and PS4.

The new BRAVIA 4K HDR TV series and Full HD TV series will be available as follows:

Series	Screen Sizes	Prices (Sony Store)	Pre-sale Period	Pre-sale Offer	Availability
X9400E	75"	HK\$69,980	Apr 28 to May 9	PlayStation®4 Pro 1TB	Mid May
X9300E	65"	HK\$43,980			Mid May
	55"	HK\$29,980			
X9000E	65"	HK\$34,980		EXTRA BASS™ Wireless Headphones MDR-XB650BT (Valued at HK\$1,180) Specified Colour	Mid May
	55"	HK\$24,980			
	49"	To be announced			
X8500E	75"	HK\$39,980	Early June		
	65"	HK\$27,980			
X8000E	55"	HK\$16,980	Early June		
	49"	To be announced			

	43"	To be announced		
W660E	40"	HK\$5,680		Mid May
	32"	HK\$4,280		Mid May

Product Specification of BRAVIA 4K HDRTV X9400E, X9300E, X9000E, X8500E and X8000E and BRAVIA Full HD HDR TV W660E Series, please download [HERE](#)

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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