

SONY

Press Release

Sony Announces BRAVIA OLED 4K HDR TV A1 Series

BRAVIA OLED TVs feature unparalleled black levels and contrast, Sony's new Acoustic Surface sound technology and unique stand-less design



Hong Kong, June 13, 2017 – Sony today announced the launch of the [BRAVIA OLED 4K HDR TV A1 series](#) that offers a unique combination of the superior picture quality of OLED enhanced by Sony's 4K HDR Processor X1 Extreme™, the world's first Acoustic Surface™ sound system, and a cutting-edge stand-less form factor. With over 8 million self-illuminating pixels, the OLED A1 series brings a significantly enriched visual experience with unprecedented black levels, rich and lifelike colour, dynamic contrast, blur-less image and a wide viewing angle. The 4K HDR Processor X1 Extreme extends the capability of OLED to deliver an exquisite 4K HDR picture.

First Implementation of Acoustic Surface Sound Technology

Taking advantage of the OLED's backlight-less structure, Sony developed a new Acoustic Surface sound technology which emits superior, powerful sound from the screen itself. Thanks to the original design, the entire screen resonates with rich sound, enabling a unification of picture and audio unattainable by conventional TVs. Unlike conventional LED where the sound

emanates from the bottom or sides, the A1 enables a fusion of image and sound, with voices appearing to come directly from the characters speaking and explosions coming directly from the screen. Additionally, the Acoustic Surface technology produces a wide sound and image synchronisation from all angles, even off to the sides. Together with OLED's exceptionally wide viewing angle, the A1 series offers unmatched visual and aural experience regardless of viewing position or angle.

Unmatched Contrast and Clarity

The new BRAVIA A1 OLED 4K HDR TV line of televisions supports HDR (High Dynamic Range) which reproduces dramatic contrast with rich, brilliant colour. Sony's 4K HDR Processor X1 Extreme advanced image engine further improves colour accuracy, contrast and clarity and supports HDR10, HLG*, and Dolby Vision™* for viewing the growing library of HDR content.

The power of the 4K HDR Processor X1 Extreme also enables non-HDR content to be improved to near 4K HDR quality with object-based HDR Remaster technology that can detect, analyse and optimise each object in the picture to adjust the overall contrast. Together, Sony's unique technologies provide a better HDR experience with greater clarity and a wider range of colours and contrast as well. The TRILUMINOS™ Display maps colours for a wider palette, Super Bit Mapping™ 4K HDR creates a smooth, natural picture without "banding," dual database processing reduces on-screen noise while maximising clarity. Motionflow™ reduces motion artifacts for smooth, natural motion reproduction. All these Sony technologies deliver a more realistic picture with subtle shades and depths of colour and dramatic brightness and black levels.



Unique Stand-less Design

The Acoustic Surface technology lends to the cutting-edge design of the A1 series by doing away with conventional speakers usually located to the sides or below the TV. The A1's design

eliminates any visible stand or speakers, leaving nothing to distract from the superior image. The result is a unique form factor with no distraction from the picture. The easel support conceals a powerful sub-woofer and cable management system which can be folded in, against the TV, for wall mounting.

Powered by Android™ TV

The BRAVIA A1 OLED 4K HDR TVs are powered by Android TV which brings movies, TV shows and thousands of apps into the home, making it easy to watch broadcast and cable TV, download entertainment, and use as a gaming device. TV lovers can enjoy hit shows and timeless movies from Google Play™, Netflix, Amazon Video and even YouTube HDR compatible* channel.

The new BRAVIA OLED 4K HDR TV A1 Series from Sony will be available in early July as follows:

| Models | Screen Sizes | Prices (Sony Store) | Availability |
|---------|--------------|-----------------------|--------------|
| KD-55A1 | 55" | HK\$36,980 | Early July |
| KD-65A1 | 65" | HK\$56,980 | Early July |
| KD-77A1 | 77" | To be announced later | |

Order Now

From June 13 to July 2, 2017, the BRAVIA OLED 4K HDR A1 series (55" and 65" Class models) 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 ordering the A1 series (55" and 65" Class models) will enjoy a special offer of HK\$999 (worth HK\$3,180) for purchase the PlayStation®4 Pro.

** To be added via firmware update by the end of 2017.*

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>.

###

Product specifications of BRAVIA OLED TV A1 Series

| 型號 Model | | KD-55A1 | KD-65A1 | KD-77A1 |
|---|---|---|-------------|-------------|
| 顯示規格 Display Specs | 屏幕尺寸(對角量度) Screen Size (measured diagonally) | 55" (54.6") | 65" (64.5") | 77" (76.7") |
| | 顯示解像度 Display Resolution | 3840 x 2160 | | |
| | 顯示屏種類 Display Type | OLED | | |
| 顯示技術 Display Features | HDR (高動態範圍) HDR (High Dynamic Range) | 支援 Support | | |
| | 4K 影像處理引擎 4K Processor | 4K HDR Processor X1 Extreme | | |
| 對比增強技術 Contrast Enhancement Technology | X-tended Dynamic Range PRO | 無 No | | |
| | Object-based HDR remaster | 有 Yes | | |
| | Dynamic Contrast Enhancer | 有 Yes | | |
| 色彩增強技術 Colour Enhancement Technology | TRILUMINOS Display | 有 Yes | | |
| | Precision Color Mapping | 有 Yes | | |
| | Super Bit Mapping 4K HDR | 有 Yes | | |
| 清晰度增強技術 Clarity Enhancement Technology | 4K X-Reality PRO/ X-Reality PRO | 有 Yes | | |
| | Dual database processing | 有 Yes | | |
| 流暢度增強技術 Motion Enhancement Technology | 暢動流技術 Motionflow XR | 有 Yes | | |
| 3D 顯示技術 3D Display Features | 3D 功能 3D Features | 無 No | | |
| 作業系統 Operation System | 作業系統 Operation System | Android | | |
| 音效技術 Audio features | DSEE 數碼音質提升技術 DSEE (Digital Sound Enhancement Engine) | 有 Yes | | |
| | Clear Phase/ Clear Audio + 音質提升技術 Sound Enhancement Technology | 有 Yes | | |
| | S-Master 數碼擴音機 S-Master Digital Amplifier | 有 Yes | | |
| | 環繞聲技術 Surround Sound Technology | S-Force Front Surround | | |
| 揚聲器 Speaker | 揚聲器類型 Speaker Type | Acoustic Surface 屏幕聲場 (驅動器 Actuator+重低音 Subwoofer) | | |
| | 揚聲器位置 Speaker Position | 背面 Back | | |
| | 音效輸出 (瓦) Audio Power Output (W) | 10W+10W+10W+10W+10W | | |

| | | | | |
|-----------------------------|--|--|------|-------------------------------|
| | 揚聲器規格 Speaker Specifications | 2.1 聲道 ch, 驅動器 Actuator(25mm)x4, 重低音 Subwoofer (80mm)x1 | | |
| 網絡功能 Network Features | 網頁瀏覽 Internet Browser | 有 Yes (Opera 瀏覽器 Browser) | | |
| | 搜尋功能 Search function | 有 Yes (Android 基本功能 Android Basic function) | | |
| | 語音搜尋功能 Voice search function | 有 Yes (需要配合隨機遙控器使用, Voice remote require) | | |
| | Chromecast built-in | 有 Yes | | |
| | 螢幕鏡射 Screen mirroring(Miracast) | 有 Yes | | |
| | 無線區域網絡 Wireless LAN | 有 Yes (支援 Support 2.4GHz/5GHz , a/b/g/n/ac) | | |
| | 藍牙 Bluetooth | 版本 Version 4.1 支援 Support HID/HOGP/SPP/A2DP/AVRCP | | |
| 其他功能 Other Features | 「一按式」易控功能 BRAVIA Sync | 有 Yes | | |
| | 手機或平板電腦遙控程式 Remote Apps for Mobile or Tablet PC | 有 Yes | | |
| | 相片分享增強版 Photo Sharing Plus | 有 Yes | | |
| | USB/ 家居播放支援格式 USB/ Home Network supported formats | MPEG1:MPEG1 /MPEG2PS:MPEG2 /MPEG2TS(HDV,AVCHD):MPEG2, AVC/MP4(XAVC S):AVC, MPEG4, HEVC/AVI:Xvid,MotinJpeg/ASF(WMV):VC1/ MOV:AVC,MPEG4, MotionJpeg/MKV:Xvid,AVC,MPEG4,VP8.HEVC/RMVB:RV8.RV9.R V10/WEBM:VP8/3GPP:MPEG4,AVC/MP3/ASF(WMA)/LPCM/WAV/ MP4AAC/FLAC/JPEG | | |
| 電視制式 TV System | 電視及彩色制式 TV System (Analog & Digital Terrestrial) Colour system | 模擬 Analog: B/G, D/K, I, M , 數碼:DTMB Digital: DTMB 適用於香港地面數碼廣播 NTSC 3.58, NTSC 4.43, PAL, SECAM | | |
| 輸入與輸出 Inputs and Outputs | HDMI 連接 HDMI Connection(s) | 4 組(背面)支援 HDCP2.2 4 (Bottom) support HDCP2.2 HDMI 3 支援 ARC HDMI 3 support ARC | | |
| | 視頻/色差(Y/Pb/Pr)端子與模擬聲頻輸入 Composite/Component (Y/Pb/Pr) Video and Analog Audio Input(s) | 1 組 (1 背面 視頻輸入) 1 (1Bottom Analog Conversion) | | |
| | 光纖數碼聲頻輸出 Optical Audio Output | 1 組 (背面) 1 (Bottom) | | |
| | 聲頻/耳筒/超低音揚聲器輸出 Audio/Headphone/Subwoofer Out | 1 組(背面) 聲頻,耳筒共用 1 (Bottom) Hybrid w/Audio Out, Headphone | | |
| | USB 連接端口 USB Port | 3 組 (1 組側面 1 Side), (2 組背面 2Bottom) | | |
| | 乙太網絡 Ethernet Connection | 1 組 (背面 Bottom) | | |
| 電壓 Power | 電壓輸入 Power Requirements | AC 220-240V | | |
| | 耗電量 (操作) Power Consumption (in Operation) | 357W | 477W | 稍後公布 to be announced later |
| | 休眠模式耗電量 Standby mode power consumption | 0.5W | 0.5W | 0.5W |

| | | | | |
|--|---|---|----------------------------------|--------------------------------------|
| 尺寸 Measurements | 淨機身 TV only (闊 W x 高 H x 深 D) | 約 Approx. 1228x711x86(7.8) mm | 約 Approx. 1451x834x86(7.8) mm | 約 Approx. 1,721 × 997 × 99 mm |
| | 連座檯架 TV with stand (闊 W x 高 H x 深 D) | 約 Approx. 1228x710x339 mm | 約 Approx. 1451x832x339 mm | 約 Approx. 1,721 × 993 × 399 mm |
| 重量 Weights | 淨機身 TV only Kg 千克 | 約 Approx. 25.0 Kg | 約 Approx. 29.8 Kg | 約 Approx. 37.8 kg |
| | 連座檯架 TV with Stand Kg 千克 | 約 Approx. 28.8 Kg | 約 Approx. 36.2 Kg | 約 Approx. 45.3 kg |
| 隨機附送配件 Supplied Accessories | 遙控器 Remote Control | RMF-TX201P (語音遙控器 Voice Remote Control) | | |
| | 使用說明書 Operating Instructions | 有 Yes | | |
| 另購配件 Optional Accessories | 固定式掛牆架 Fixed Wall Mount Bracket | SU-WL450 (D20mm or 60mm) | | |