

SONY

Press Release

Sony Expands BRAVIA 4K HDR TV Line-up with New X7000E Series



Hong Kong, July 21, 2017 – Sony today announced its new BRAVIA Smart TV X7000E series which boasts proprietary Sony technologies to offer exceptional 4K picture quality with the brightness, colour and detail of High Dynamic Range (HDR). The X7000E series is available in four screen sizes (65”, 55”, 49” and 43”) for anyone looking to step into the dazzling 4K HDR world of films and TV content.

The X7000E series provides an exceptional viewing experience by bringing the best out of 4K HDR picture and delivering lifelike sound. Whatever content is displayed on the TV, it stands out with its clarity thanks to 4K X-Reality™ PRO image processor. Individual parts of each scene are analysed and matched with a special image database that independently addresses texture, contrast, colour and edges to produce a more realistic image. Fast-moving sequences during sports broadcasts or action films remain smooth and full of detail thanks to Motionflow™ XR.

Sony equipped the X7000E series 4K HDR TV with multiple exclusive sound technologies. ClearAudio+ fine-tunes TV sound for an immersive surround experience that allows music, dialogue and effects to be heard with greater clarity and separation. With Digital Sound Enhancement Engine (DSEE), lost frequency components are restored for natural audio with a

more spacious feel, which means catch-up TV or low-resolution Internet videos sound significantly better. Cinematic S-Force Front Surround creates proper volume, time lag, and sound wave spectrum – using only left and right speaker channels – to naturally emulate three-dimensional sound fields.



The Smart TV X7000E series showcases a multitude of features to make TV watching even more enjoyable. Built-in Wi-Fi enables online access to enjoy films on Netflix or Amazon Video, video-sharing sites like YouTube and access on-demand TV, as well as browse the Internet via the built-in Opera browser. It also allows you to stream entertainment from a wireless home network and the Internet without the clutter of cables. The TV has three USB ports conveniently located to the side which can be used to play digital content such as music, video clips or photos in a wide range of codecs from any USB stick.

The X7000E series comes in an elegant minimalist design with a narrow aluminium finish frame and a clever cable management solution that allows cables to be neatly arranged across the back of the TV and channeled into the unique stand for a tidy look.

The new BRAVIA 4K HDR Smart TV X7000E series from Sony will be available from the end of July at HK\$11,480 (55" Class model), HK\$7,980 (49" Class model) and HK\$6,680 (43" Class model) respectively. The 65" Class model will be available from mid-August while the selling price will be announced at a later time.

For customer enquiries, please contact Sony hotline service at (852) 2833-5129.

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 Smart TV X7000E series

型號 Model		KD-65X7000E	KD-55X7000E	KD-49X7000E	KD-43X7000E
顯示規格 Display Specs	屏幕尺寸(對角量度) Screen Size (measured diagonally)	65" (64.5")	55" (54.6")	49" (48.5")	43" (42.5")
	顯示解像度 Display Resolution	3840x2160			
	背光模式 Backlight Type	Edge LED			
	背光控制技術 Dimming Type	Frame Dimming			
顯示技術 Display Features	HDR (高動態範圍) HDR (High Dynamic Range)	支援 Support			
	Dynamic Contrast Enhancer	有 Yes			
清晰度增強技術 Clarity Enhancement Technology	4K X-Reality PRO/ X-Reality PRO	有 Yes 4K X-Reality PRO			
流暢度增強技術 Motion Enhancement Technology	暢動流技術 Motionflow XR	Motionflow XR 200			
作業系統 Operation System	作業系統 Operation System	Internet TV			
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	低音反射型揚聲器 Bass Reflex		障板揚聲器 Open Baffle	
	揚聲器位置 Speaker Position	Down Firing			
	音效輸出 (瓦) Audio Power Output (W)	10W+10W			
	揚聲器規格 Speaker Specifications	2 聲道 ch, 全音域 Full Range(25x90 毫米 mm)x2	2 聲道 ch, 全音域 Full Range(30x80 毫米 mm)x2	2 聲道 ch, 全音域 Full Range(40x100 毫米 mm)x2	2 聲道 ch, 全音域 Full Range(40x100 毫米 mm)x2

網絡功能 Network Features	網頁瀏覽 Internet Browser	有 Yes (Opera 瀏覽器 Browser)			
	螢幕鏡射 Screen mirroring(Miracast)	有 Yes			
	無線區域網絡 Wireless LAN	有 Yes (支援 Support 2.4GHz, /b/g/n)			
其他功能 Other Features	「一按式」易控功能 BRAVIA Sync	有 Yes			
	相片分享 Photo Sharing	有 Yes			
	USB/ 家居播放支援格式 USB/ Home Network supported formats	只支援 USB, Support USB Only (MPEG1/MPEG2PS/MPEG2TS/AVCHD/MP4Part10/MP4Part2/AVI(XVID)/AVI(MotionJpeg)/WMV9/MKV/RMVB/WEBM/WAV/MP3/WMA/JPEG)			
	FM 收音機 FM Radio	有 Yes (模擬 Analog)			
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)	3 組(2 組側面/1 組背面) 支援 HDCP2.2, HDMI 3 輸入支援 ARC 3 (2 Side, 1 Bottom) support HDCP2.2, 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(背面視頻輸入,不支援色差輸入)1 (Back Composite input, not support Component input)			
	光纖數碼聲頻輸出 Optical Audio Output	1 組 (背面 Rear)			
	聲頻/耳筒/超低音揚聲器 輸出 Audio/Headphone/Subwoofer Out	1 組(背面/聲頻,耳筒,超低音揚聲器,光纖輸出共用) 1 (Rear/Hybrid w/Audio,Headphone,Subwoofer and Optical Out)			
	USB 連接端口 USB Port	3 組 (側面 Side)			
	乙太網絡 Ethernet Connection	1 組 (背面 Bottom)			
電壓 Power	電壓輸入 Power Requirements	AC 220V-240V 50Hz			
	耗電量 (操作) Power Consumption (in Operation)	161W	136W	114W	101W
	休眠模式耗電量 Standby mode power consumption	0.50W			

	電源適配器輸出 AC Adaptor Output	--	--	DC 19.5V	DC 19.5V
尺寸 Measurements	淨機身 TV only (闊 W x 高 H x 深 D)	約 Approx. 1454x840x44(11.2) mm	約 Approx. 1238x722x58(13.8) mm	約 Approx. 1102x646x70(12.5) mm	約 Approx. 971x571x70(12.5) mm
	連座檯架 TV with stand (闊 W x 高 H x 深 D)	約 Approx. 1454x905x266 mm	約 Approx. 1238x775x252 mm	約 Approx. 1102x694x252 mm	約 Approx. 971x620x242 mm
重量 Weights	淨機身 TV only	約 Approx. 20.9 千克 Kg	約 Approx. 17.7 千克 Kg	約 Approx. 11.4 千克 Kg	約 Approx. 9.3 千克 Kg
	連座檯架 TV with Stand	約 Approx. 22 千克 Kg	約 Approx. 18.6 千克 Kg	約 Approx. 12.1 千克 Kg	約 Approx. 10 千克 Kg
	遙控器 Remote Control	RMT-TX300P			
	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(端子連接線受規限 Terminal access limitation)			