

# SONY

## Press Release

### **Sony Launches the MASTER Series of 4K HDR TVs with the A9F OLED and Z9F LCD as the Pinnacle of Picture Quality at Home**

*The new cutting-edge MASTER Series A9F and Z9F marks a significant milestone in bringing the very best picture quality home by faithfully conveying the creators' intent*



A9F OLED TV

**Hong Kong, October 18, 2018** – Sony today announced two new BRAVIA 4K HDR television series, both offering unprecedented picture quality by virtue of employing multiple proprietary technologies and solutions with the next generation Picture Processor X1™ Ultimate at the fore. The new [A9F OLED](#) and [Z9F LCD](#) series arrive as the MASTER Series – a name Sony reserves exclusively for its highest picture quality TV models.

Sony's goal is to create a television capable of displaying images that faithfully convey the creators' full intent and as such the MASTER Series provides picture quality approaching that of a professional-grade monitor in a motion picture production studio. Having developed and followed a very strict set of product evaluation criteria by its most experienced picture quality engineers, Sony is confident the flagship MASTER Series delivers the highest quality picture possible in a home setting.

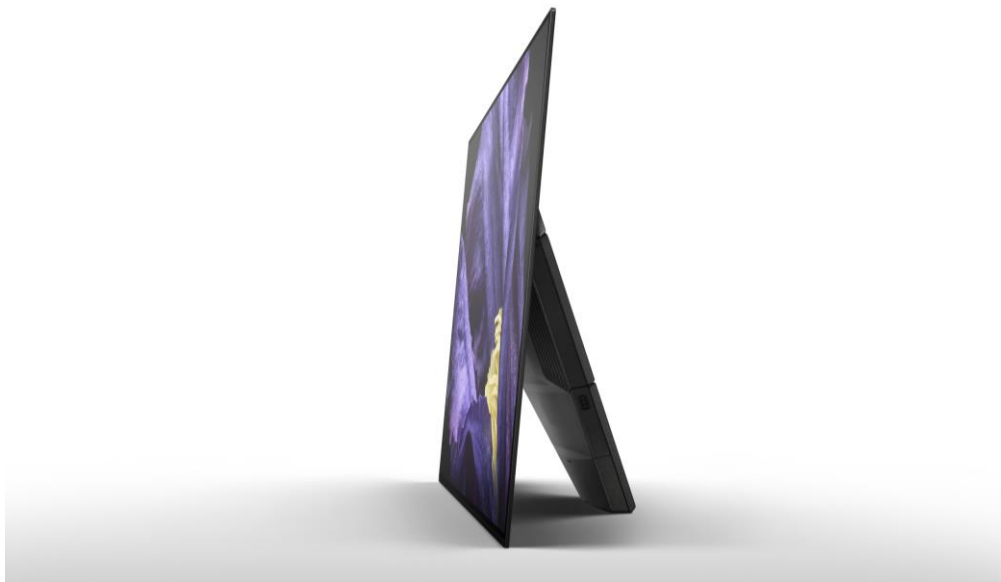
Both the A9F and Z9F MASTER Series models come equipped with a newly developed, next-generation Picture Processor X1™ Ultimate. This processor plays a vital role in delivering the faithful picture in the MASTER Series. With a long history and expertise in developing professional cameras and monitors, Sony recognizes that precision in the crafting of fine

components of signal processing results in an immediately visible difference to the whole image. The X1™ Ultimate Picture Processor can intelligently detect and analyze each object in the picture through Sony's new Object-based Super Resolution for exceptional accuracy and detail. Also, the Object-based HDR remaster has been notably updated and now allows each object to be remastered individually for better depth, accurate texture and all-in-all more realistic picture.

From 4K film, video and still cameras, to game consoles, mobile phones and televisions like the MASTER Series, Sony is the only consumer electronics manufacturer capable of providing 4K solutions to consumers "from the lens to the living room".

Sony has historically been working with professionals, together with Sony Pictures Entertainment- from making of a picture mode which meets the film creators' criteria in 2000 to the recent standardization of HDR and bringing them into movie creation. For MASTER series, in conjunction with Netflix, Sony is now introducing "Netflix Calibrated Mode." This unique feature was specially developed to mirror the same picture quality as a studio evaluation master for television in order to preserve the artists' creative vision and intent. By accessing one simple menu setting, Netflix Calibrated Mode faithfully reproduces the visuals that help bring a story to life, and entertainment enthusiasts can now enjoy this experience when watching their favorite TV series, films, documentaries and more on Netflix.

Also, the MASTER Series is ready for CalMAN®, the industry-leading display calibration software from Portrait Displays. CalMAN is widely used by professionals as a tool to ensure quality control of the strict requirements demanded by content creators in broadcast, production, and post-production. CalMAN eliminates the struggle of maintaining the picture quality throughout the life of the TV.



### **Innovation in TV picture, sound and design**

The flagship A9F OLED TV comes equipped with the Pixel Contrast Booster, which is Sony's original panel controller for OLED. It maximizes the dynamic range by widening the area of color reproduction at high brightness. Pictures are enhanced with extra detail and texture. The A9F TV has top-of-the-line sound quality thanks to its new Acoustic Surface Audio+™ technology.

Acoustic Surface™ was first introduced last year with the highly-acclaimed A1 series followed by the A8F this year. The improved Acoustic Surface Audio+™ gets an additional actuator in the center of the screen and an extra subwoofer channel, totaling to a 3.2 channel sound system. The additional center actuator acts just like center speakers hidden behind an AT (acoustically transparent) screen which are found in movie theaters. With the three actuators and two subwoofers facing sideways, the A9F creates a rich sound field that greatly enhances the viewing experience. Also, the A9F has a TV Center Speaker Mode that allows the Acoustic Surface Audio+™ to be used as the center speaker of a home theater system.



Z9F LCD TV

The Z9F LCD TV's new X-Wide Angle ensures the picture retains its quality regardless of the angle from which it is being watched. It enables a wider viewing angle that reduces color shifts when viewing the screen off-axis, so that the colors stay true no matter the viewer's position. Together with X-Motion Clarity™, which minimizes motion blur without sacrificing screen brightness, it helps the Z9F series overcome the usual challenges LCD panels face.

Using Android TV Hands-free Voice Search<sup>1</sup> function on both the Android 8.0 Oreo-equipped A9F and Z9F will be even easier. Both models have built-in microphones that allow you to simply speak to the TV to find what you quickly want, or ask it to play TV shows, movies, and more. With Android TV Hands-free Voice Search, there's no more complicated navigation or tiresome typing necessary.

### **MASTER Series A9F (65" and 55" models) 4K HDR OLED TV**

- OLED as display device with Pixel Contrast Booster. 8 million self-illuminating pixels and Sony-original panel controller for OLED bring a significantly enriched visual experience with unprecedented black, authentic color, and a wide viewing angle.
- Picture Processor X1™ Ultimate providing the ultimate 4K HDR viewing experience with the following technologies: Object-based Super Resolution, Object-based HDR remaster, Super Bit Mapping™ 4K HDR and Dual database processing.
- Acoustic Surface Audio+™ creates a rich sound field delivered from three actuators and two subwoofers facing sideways, that greatly enhances the viewing experience.
- Netflix Calibrated Mode that brings the creators' vision directly to the TV.
- Supports CalMAN's professional-grade calibration.
- Vibrant, expanded color with TRILUMINOS™ Display, further enhanced for color accuracy.
- Android TV 8.0 Oreo Operating System including Android TV with Hands-free Voice Search to find what you want quickly, simply by talking to the TV via built-in microphones. Ask it to help you play TV shows, movies, and more.
- Minimalism styled with softness: the screen being a single slate with only a stand in the back to hold it up.

### **MASTER Series Z9F (75" and 65" models) 4K HDR LCD TV**

- Picture Processor X1™ Ultimate providing the ultimate 4K HDR viewing experience with the following technologies: Object-based Super Resolution, Object-based HDR remaster, Super Bit Mapping™ 4K HDR and Dual database processing.

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<sup>1</sup> Only English language input

- X-Wide Angle which minimizes the color change when seen from the side. View faithful shades and hue from wherever you watch the TV.
- Full-array LED Backlight for ultra-high contrast.
- X-Motion Clarity keeps fast action clear and smooth. Moving images are precisely controlled to minimize blur. Even during fast-moving scenes, pictures stay true with no loss in brightness.
- Netflix Calibrated Mode that brings the creators' vision directly to the TV.
- Supports CalMAN's professional-grade calibration.
- 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.
- Vibrant, expanded color with TRILUMINOS™ Display, further enhanced for color accuracy.
- Android TV 8.0 Oreo Operating System including Android TV with Hands-free Voice Search to find what you want quickly, simply by talking to the TV via built-in microphones. Ask it to help you play TV shows, movies, and more.
- Clean cable management for table top mount.

The BRAVIA Master Series A9F OLED TV and Z9F LCD TV will be available as follows:

	<b>Selling Prices</b>	<b>Availability</b>
A9F OLED TV 65" model	HK\$52,990	Mid-November 2018
A9F OLED TV 55" model	HK\$33,990	
Z9F LCD TV 75" model	HK\$69,990	
Z9F LCD TV 65" model	HK\$44,990	Available Now

### **Pre-ordering**

The new BRAVIA Master Series A9F 65" and 55" OLED TV and Z9F 75" LCD TV from Sony will be available for pre-order on October 25 – November 14, 2018 at all Sony Stores, Sony Store online ([www.sony.com.hk/store](http://www.sony.com.hk/store)) and Sony sales hotline at (852) 2345-2966 as well as authorized dealers. Customers preordering the TV models will enjoy the following offers:

	<b>Pre-ordering Offers</b>
A9F OLED TV 65" model	PlayStation®4 Pro 1TB (Selling price HK\$3,180)
A9F OLED TV 55" model	Sony 4K Ultra HD Blu-ray Disc Player UBP-X700 (Selling price HK\$2,390)
Z9F LCD TV 75" model	PlayStation®4 Pro 1TB (Selling price HK\$3,180)

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

Please view full specifications by clicking the [A9F](#) and [Z9F](#).

### **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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