

# SONY

## Press Release

### **Sony Announces New 8K LED, 4K OLED and 4K LED TV Models, with Advanced Picture Quality and Sound Capabilities**



***BRAVIA Z8H 8K LED TV is presented the “Red Dot Award 2020: Best of the Best” Product  
Design Award***

**Hong Kong, May 22, 2020** - Sony today announced the launch of the new award-winning Z8H 8K LED TV, MASTER Series A9S OLED TV, X9500H and X8000H 4K LED TV series. Offering a premium viewing experience consumers have come to expect from Sony, this new lineup features proprietary technologies previously only found in Sony’s MASTER Series models. These new televisions aim to deliver the most immersive viewing experience in their class, and with evolving technologies and premium large screens, created to optimise the consumer experience by delivering content the way creators intended in both 4K and 8K resolution.

By utilising Sony’s best-in-class Picture Processor X1™ Ultimate, clear and precise picture quality is achieved, offering customers a highly realistic viewing experience. Additionally, with TRILUMINOS™ Display, Sony reproduces the subtle nuances of colour, light and gradation from video lens to living room, offering more shades of red, green and blue than ever before. Premium quality sound is a key part of the viewing experience as well, and the new models feature Sound-from-Picture Reality™, which aligns the position of the sound with the images on the screen to offer a uniquely lifelike experience.

The new TV models will continue to deliver the creator's intent with Netflix Calibrated Mode, offering studio-quality Netflix content which brings the immersive entertainment experience into the home.

These series also introduce Ambient Optimisation, a new technology that optimises picture and sound quality in any home environment. To bring this new concept to life, Acoustic Auto Calibration detects where the customer views their TV from during initial setup and calibrates sound quality based on the environment. This new feature brings the television's full sound potential to any environment.

In addition to Ambient Optimisation, this lineup will feature a new Immersive Edge design concept. In order to maximise the immersive experience, a noiseless stand is now located at the edge of the screen. The minimalist stand is less noticeable, offering customers an improved and unobstructed viewing experience.

For the upcoming next generation gaming consoles, selected new models will support 8K resolution, 4K 120fps high frame rate and fast response time via HDMI inputs to deliver their maximum performance for a cutting-edge gaming experience. The next generation TVs are defined by delivering a personalised, immersive and true-to-life viewing experience, the elements that Sony has kept at the core of this development process.

### **New Lineup Highlights**

- **Z8H's New Frame Tweeter:** The most immersive experience is realised through enhanced picture quality, slim design and Sound-from-Picture Reality™ with Sony's new Frame Tweeter technology. The Frame Tweeter vibrates the frame of the TV to emit sound, giving customers the feeling that sound is coming directly from the screen.
- **X-Motion Clarity™ for OLED:** This revolutionary technology from Sony will now be available for OLED, refining action on the screen in real time with an incredible refresh rate that is brighter and clearer than ever before.
- **X-Wide Angle for X9500H\*:** X-Wide Angle technology provides vivid real-world colours from any angle while retaining more brightness than other conventional LED TVs. Enjoy great picture with incredible contrast from anywhere in the room and experience for a impactful viewing experience (\*Not applicable to the 49X9500H).
- **Hands-Free Capabilities for X9500H and Z8H:** Sony's voice-activated TVs work alongside Google Assistant to provide a smarter viewing experience. Easily search and watch your favourite movies, get answers on screen like sports scores or weather updates, and even control your TV – all with your voice.

- Z8H's Backlit Remote: Customers can now enjoy their viewing experience in darker environments with the Z8H's backlit remote.
- Android™ 9 Pie: The new lineup will feature Android™ 9 Pie, which offers users easy access to content, services and devices via its extensive platform. Sony's original UI menus and voice controls are also enhanced for better daily use. Expanded voice control functions enable users to enjoy live TV, apps and connected devices hands-free.
- Easy Connectivity to Most Devices: With Google Home<sup>1</sup> compatibility, simply voice-command your TV and ask it to do things like cast and control videos from YouTube with Google Home or change the channel or volume. Apple HomeKit and AirPlay<sup>2</sup> as well as Google Home support seamlessly integrates your Apple devices like iPads and iPhones and Android devices with your Sony TV for effortless smart home management and content streaming<sup>3</sup>.

## **New Sony TV Models and Key Features**

### **Z8H (85", 75" models) 8K LED TV Features**

- Delivers Sony's super high 8K detail and lifelike picture quality in an award-winning sleek design
- Utilises Picture Processor X1™ Ultimate to provide crisp, high contrast
- Full Array LED brings more realistic peaks of brightness, more accurate shadow detail and deeper blacks than standard LED TVs
- New Frame Tweeter technology offers immersive experience with Sound-from-Picture Reality™ and slim design
- Offers a new backlit remote so customers can enjoy their viewing experience in dark environments
- Two-position stand allows customers the flexibility to create a narrower stand for smaller TV cabinets
- New Ambient Optimisation optimises picture and sound quality in any environment
- TRILUMINOS™ Display reproduces the subtle nuances of colour, light and gradation from video lens to living room
- Dolby Vision/Atmos support
- Features hands-free capabilities
- Easy connectivity to most devices, including Apple AirPlay and HomeKit<sup>4</sup>
- Quick access to an array of content and services with Android™ 9 Pie
- 4K 120fps compatible<sup>5</sup>



### **MASTER Series A9S (48" model) OLED TV Features**

- Newly added 48" size meets consumer demand for smaller, high quality OLED options
- Small and central aluminium stand provides users with flexibility in smaller spaces
- Offers best-in-class MASTER series picture quality in a smaller size
- Includes Sony's premium OLED TV features, including Picture Processor X1™ Ultimate, Pixel Contrast Booster and Acoustic Surface Audio™
- X-Motion Clarity technology will now be available for OLED, refining action on the screen in real time with brighter and clearer picture than ever before
- New Ambient Optimisation optimises picture and sound quality in any customer environment
- TRILUMINOS™ Display reproduces the subtle nuances of colour, light and gradation from video lens to living room
- Dolby Vision/Atmos support
- Easy connectivity to most devices, including Apple AirPlay and HomeKit<sup>4</sup>
- Quick access to an array of content and services with Android™ 9 Pie



#### **X9500H (65", 55" and 49" models) 4K LED TV Features**

- Offers Sony's best-ever picture and sound quality for 4K LED TVs
- Utilizes Picture Processor X1™ Ultimate to provide crisp, high contrast
- Full Array LED brings more realistic peaks of brightness, more accurate shadow detail and deeper blacks than standard LED TVs
- X-Wide Angle technology, which provides vivid real-world colours from any angle while retaining more colour and brightness
- Features improved Acoustic Multi-Audio, Sound-from-Picture Reality™ concept with bi-amp system, which controls main speaker and invisible tweeter separately, and X-Balanced Speaker, a new shaped speaker unit that pairs slim design with sound clarity
- Flush Surface design offers sleek, bezel-less look
- New Ambient Optimization optimizes picture and sound quality in any environment
- TRILUMINOS™ Display reproduces the subtle nuances of colour, light and gradation from video lens to living room
- Dolby Vision/Atmos support
- Features hands-free capabilities
- Easy connectivity to most devices, including Apple AirPlay and HomeKit<sup>4</sup>
- Quick access to an array of content and services with Android™ 9 Pie



#### **X8000H (65”, 55”, 49” and 43” models) 4K TV**

- 4K HDR Processor X1™ reproduces more depth, textures and natural colours with Object-based HDR remaster technology
- X-Balanced Speaker, a new speaker unit that packs clear sound in a slim design (55” and above)
- Dolby Vision and Dolby Atmos compatible
- Blade stand and hairline finish bezel
- Easy connectivity to most devices, including Apple AirPlay and HomeKit<sup>4</sup>
- Quick access to an array of content and services with Android™ 9 Pie

Sony’s new Z8H 8K LED TV, MASTER Series A9S OLED TV, X9500H and X8000H 4K LED TV series will be available as follows:

Models	Prices	Availability
85Z8H	To be announced	To be announced
75Z8H		
48A9S		
65X9500H		Mid of June, 2020
55X9500H	HK\$20,990	May 25, 2020
49X9500H	HK\$13,990	Available Now
65X8000H	HK\$17,990	

55X8000H	HK\$10,990	
49X8000H	HK\$7,490	
43X8000H	HK\$6,090	

For more information on all Sony televisions, please visit:

<https://www.sony.com.hk/en/electronics/tv/t/televisions>

Specifications of new TV series:

[Z8H](#) | [A9S](#) | [X9500H](#) | [X8000H](#)

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

### **About Hong Kong Marketing Company**

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<sup>1</sup> Google Home device (sold separately) compatible with Sony TV's powered by Android TV. Requires compatible devices connected to the same wireless home network. Download the Google Home app from the iOS App Store or Google Play. Subject to third party app terms and conditions. User must link compatible devices in order to control operation. Once download is complete, the Google Home feature may be connected to the Sony device to access the voice control function.

<sup>2</sup> Software update required, dependent on the release of the firmware update.

<sup>3</sup> Apple® AirPlay® 2 and HomeKit™ features will be available on FY19 models Z9F, A9F, Z9G, A9G, X950G and X850G (85", 75", 65" and 55") and FY20 models Z8H, A9S, A8H, X9500H, X9000H. AirPlay 2 and HomeKit features require an iOS device running iOS 12.3 or later or a Mac running macOS 10.14.5. Apple, AirPlay, HomeKit, iPhone, iPad, Mac, and macOS are trademarks of Apple Inc., registered in the U.S. and other countries. Firmware update is required via network.

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<sup>4</sup> Software update required, dependent on the release of the firmware update.

<sup>5</sup> Software update required.