

SONY

Press Release

Sony Announces New MASTER Series 48A9S 4K OLED TV is Available to Preorder
Customers placing orders will receive PlayStation®4 Pro 1TB



Hong Kong, July 9, 2020 - Boasting an array of Sony's cutting-edge innovations in the fields of picture processing and sound, the new [MASTER Series 48A9S OLED TV](#) continues Sony's legacy of delivering a truly immersive audio-visual experience with the use of Acoustic Surface Audio. The 48A9S OLED TV will be launched from the end of August 2020 at HK17,990.

The 48A9S OLED TV is available to preorder from July 10 to Aug 16, 2020 at all Sony Stores, Sony Store online (www.sony.com.hk/store) and Sony sales hotline at (852) 2833-5129 as well as authorized dealers. Customers placing orders will receive PlayStation®4 Pro 1TB (Jet Black / Model No.: CUH-7218B B01) (worth HK\$3,180), available while stocks last.

Key features of MASTER Series A9S (48" model) OLED TV:

- 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 HomeKit⁴
- Quick access to an array of content and services with Android™ 9 Pie

Additionally, Sony's new Z8H 8K LED TV series and A8H OLED TV series will be available as follows:



Models	Prices	Availability
85Z8H	HK\$199,990	Mid-July 2020
75Z8H	HK\$99,990	
55A8H	HK\$22,990	
48A9S	HK17,990	End of Aug 2020

8K LED TV 85Z8H & 75Z8H : [Product information](#) | [Specifications](#)

A8H OLED TV: [Product information](#) | [Specifications](#)

A9S OLED TV: [Product information](#) | [Specifications](#)

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

* “”, “PlayStation”, “” and “PS4” are trademarks or registered trademarks of Sony Interactive Entertainment Inc.

About Hong Kong Marketing Company

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