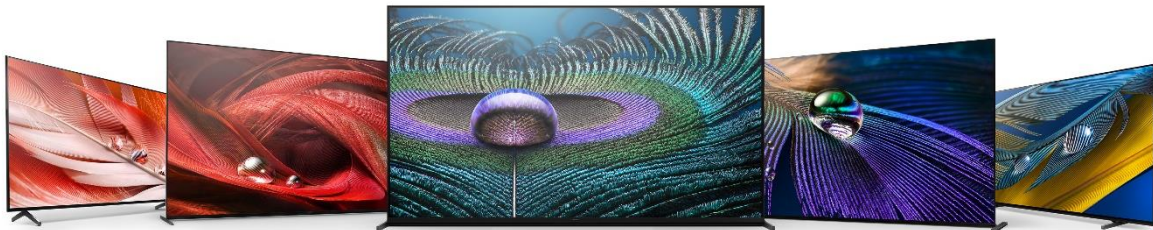


SONY

Press Release

Sony Announced New BRAVIA XR TVs include 8K LED, 4K OLED and 4K LED TV
Innovative new “Cognitive Processor XR” to deliver a never-before-seen immersive viewing experience

Hong Kong, May 7, 2021 – Sony Electronics today announced the new [BRAVIA XR](#) televisions, including the **MASTER Series Z9J 8K LED** and **A90J OLED** as well as the **A80J OLED**, **X95J** and **X90J 4K LED** televisions.



Powered by the **Cognitive Processor XR**, the brain of the new BRAVIA XR, the BRAVIA TV's use a completely new processing method that goes beyond conventional AI, designed to replicate the ways humans see and hear. When we see objects, we unconsciously focus on certain points. Cognitive Processor XR, powered by cognitive intelligence, knows where that focal point is by dividing the screen into numerous zones and detecting where the “focal point” is in the picture. While conventional Artificial Intelligence (AI) can only detect and analyse picture elements like colour, contrast and detail individually, the new processor can cross-analyse an array of elements at once, just as our brains do. By doing so, each element is adjusted to its best final outcome, in conjunction with each other, so everything is synchronised and lifelike – something that conventional AI cannot achieve.

Cognitive Processor XR can also analyse sound position in the signal so the sound matches precisely with what's on the screen. In addition, it upconverts any sound to 3D surround sound, to deliver supreme realism with an immersive soundscape. It learns, analyses and understands unprecedented amounts of data and intelligently optimises every pixel, frame and scene for the most lifelike picture and sound Sony has ever delivered.

Key BRAVIA XR Lineup Highlights:

- **Google TV:** This lineup also introduces Google TV, a brand-new entertainment experience that brings together movies, shows, live TV and more from apps and subscriptions¹ and organizes them just for you. Easily find something to watch with personalized recommendations and bookmark shows and movies to a single Watchlist to keep track of what to watch. Users can even add to their Watchlist from their phone or laptop with Google Search.
- **HDMI 2.1 Compatibility² :** All BRAVIA XR TVs will feature HDMI 2.1 compatibility, including 4K 120fps, Variable Refresh Rate (VRR), Auto Low Latency Mode (ALLM) and e-ARC, supporting higher resolutions and frame rates ideal for next-generation gaming.
- **Sound-from-Picture Reality™:** In addition to best-in-class picture quality, the new Cognitive Processor XR also offers incredible sound with Sound-from-Picture Reality™, which aligns the position of the sound with the images on the screen to offer a uniquely lifelike experience.
- **Hands-Free Voice Function:** With hands-free voice control built into Sony's Google TVs³, you can set aside the remote and just use your voice to search for entertainment, get answers, and control the TV and smart home devices. Try saying "Hey Google, turn on the TV" or "Hey Google, what should I watch?"
- **Smart Speaker Compatibility:** With Google Assistant⁴ enabled devices, you may cast and control videos from YouTube with Google Nest speakers⁵ or change the channel or volume with Google Assistant enabled devices.
- **Delivering the Creator's Intent:** The new models will continue to deliver the creator's intent with Netflix Calibrated Mode, offering studio-quality Netflix content, and IMAX® Enhanced™⁶, which features IMAX remastered picture and sound, as well as IMAX Enhanced Mode — fully optimized for playback of cinematic content

New Sony's TV Models and Key Features

MASTER Series Z9J [85" class and 75" model] 8K LED TV features:

- **Cognitive Processor XR** understands how humans see and hear, providing a revolutionary experience that completely immerses viewers in their favorite content
- Combined with the precision of a **Full Array LED panel, XR Triluminos Pro, XR Contrast Booster** and **XR 8K Upscaling** delivers supreme 8K realism with deep blacks and intense brightness
- Latest **XR Motion Clarity** technology cross-analyses data to ensure action stays smooth, bright and clear with no blur
- **X-Wide Angle** technology provides vivid real-world colors from any angle while retaining more color and brightness

- **Acoustic Multi-Audio** technology delivers cinematic surround sound and accurate sound positioning, providing pictures and sound in perfect harmony
- Quick access to an array of content and services with **Google TV**
- Easy **connectivity** to most devices, including Apple® AirPlay® 2 and HomeKit™^{7 8}
- Works with **Google Assistant**
- **Hands-free voice** search works alongside Google Assistant to provide a smarter viewing experience
- **X-Anti Reflection** minimises reflection for a distraction-free viewing experience
- **HDMI 2.1 compatibility**, including 4K 120fps, Variable Refresh Rate (VRR), Auto Low Latency Mode (ALLM) and e-ARC
- Support for **Dolby Vision® HDR** and **Dolby Atmos®** immersive audio will transform entertainment with ultra-vivid picture quality and incredible moving sound⁹
- **Ambient Optimisation** optimises picture and sound quality in any environment
- **Minimalist one slate design** embraces the screen in a single pane of glass that's naturally elegant and keeps viewers focused on the picture without distraction
- **Three-way stand** provides three stand position options, including a narrow position for a smaller footprint, hero position to eliminate distractions and sound bar position to elevate the TV and integrate a soundbar system
- **Netflix Calibrated Mode** offers studio-quality Netflix content.
- **Calman® Ready** offers advanced calibration capabilities and the ability to fine-tune adjustments simply not possible through conventional picture settings

MASTER Series A90J [65” class and 55” class models] OLED TV features:

- **Cognitive Processor XR** understands how humans see and hear, providing a revolutionary experience that completely immerses viewers in their favorite content
- **XR OLED Contrast** adjusts brightness for higher peaks in glare and deeper blacks in shadow while **XR Triluminos Pro** enables a wider palette to reproduce each color with the subtle differences seen in the real world
- **XR Motion Clarity** technology controls moving images precisely to minimise blur so that pictures remain true with less loss in brightness during high speed scenes
- Quick access to an array of content and services with **Google TV**
- Easy **connectivity** to most devices, including Apple® AirPlay® 2 and HomeKit™^{10 11}
- Works with **Google Assistant**
- **Netflix Calibrated Mode** offers studio-quality Netflix content.
- **Calman® Ready** offers advanced calibration capabilities and the ability to fine-tune adjustments simply not possible through conventional picture settings
- **XR 4K Upscaling** technology upscales 2K signals close to true 4K quality for incredibly real and detailed pictures

- **HDMI 2.1** and e-ARC compatibility, including 4K 120fps, Variable Refresh Rate (VRR) and Auto Low Latency Mode (ALLM)
- Improved **Acoustic Surface Audio+** technology delivers more accurate sound positioning and cinematic surround sound, providing pictures and sound in perfect harmony
- Support for **Dolby Vision® HDR** and **Dolby Atmos®** immersive audio will transform entertainment with ultra-vivid picture quality and incredible moving sound
- **Ambient Optimisation** optimises picture and sound quality in any environment
- **Two-way stand** provides different stand position options, including a hero position to eliminate distractions and a sound bar position to elevate the TV and integrate a soundbar system
- **Minimalist one slate design** with Seamless Edge bezel embraces the screen in a single pane of glass that's naturally elegant and keeps viewers focused on the picture without distraction
- **Hands-free voice** search works alongside Google Assistant to provide a smarter viewing experience

A80J [77" class, 65" class and 55" class models] OLED TV features:

- **Cognitive Processor XR** understands how humans see and hear, providing a revolutionary experience that completely immerses viewers in their favorite content
- **XR OLED Contrast** adjusts brightness for higher peaks in glare and deeper blacks in shadow while **XR Triluminos Pro** enables a wider palette to reproduce each color with the subtle differences seen in the real world
- **XR Motion Clarity** technology controls moving images precisely to minimise blur so that pictures remain true with less loss in brightness during high speed scenes
- Improved **Acoustic Surface Audio+** technology delivers more accurate sound positioning and cinematic surround sound, providing pictures and sound in perfect harmony
- **Three-way stand** provides three stand position options, including a narrow position for a smaller footprint, hero position to eliminate distractions and sound bar position to elevate the TV and integrate a soundbar system
- Quick access to an array of content and services with **Google TV**
- Easy **connectivity** to most devices, including Apple® AirPlay® 2 and HomeKit™^{12 13}
- Works with **Google Assistant**
- **XR 4K Upscaling** technology upscales 2K signals close to true 4K quality for incredibly real and detailed pictures
- **HDMI 2.1** compatibility, including 4K 120fps, Variable Refresh Rate (VRR)⁵, Auto Low Latency Mode (ALLM) and e-ARC

- Support for **Dolby Vision® HDR** and **Dolby Atmos®** immersive audio will transform entertainment with ultra-vivid picture quality and incredible moving sound
- **Ambient Optimisation** optimises picture and sound quality in any environment
- **Minimalist one slate design** with Metal Flush Surface embraces the screen in a single pane of glass that's naturally elegant and keeps viewers focused on the picture without distraction
- **Hands-free voice** search works alongside Google Assistant to provide a smarter viewing experience
- **Netflix Calibrated Mode** offers studio-quality Netflix content
- **Calman® Ready** offers advanced calibration capabilities and the ability to fine-tune adjustments simply not possible through conventional picture settings

X95J [65" class models¹⁴] 4K LED TV features:

- **Cognitive Processor XR** understands how humans see and hear, providing a revolutionary experience that completely immerses viewers in their favorite content
- **Minimalist one slate design** with Seamless Edge bezel embraces the screen in a single pane of glass that's naturally elegant and keeps viewers focused on the picture without distraction
- **X-Wide Angle** technology provides vivid real-world colors from any angle while retaining more color and brightness
- Combined with the precision of a **Full Array LED** panel, **XR Triluminos Pro** and **XR Contrast Booster** deliver supreme realism with deep blacks and intense brightness
- Latest **XR Motion Clarity** technology cross-analyses data to ensure action stays smooth, bright and clear with no blur
- **Acoustic Multi-Audio** technology delivers cinematic surround sound and accurate sound positioning, providing pictures and sound in perfect harmony
- **Dolby Vision™** and **Dolby Atmos™** support
- **XR 4K Upscaling** technology upscales 2K signals close to true 4K quality for incredibly real and detailed pictures
- **HDMI 2.1** compatibility, including 4K 120fps, Variable Refresh Rate (VRR), Auto Low Latency Mode (ALLM) and e-ARC
- **Ambient Optimisation** optimises picture and sound quality in any environment
- Quick access to an array of content and services with **Google TV**
- Easy **connectivity** to most devices, including Apple® AirPlay® 2 and HomeKit™^{15 16}
- Works with **Google Assistant**
- **Hands-free voice** search works alongside Google Assistant to provide a smarter viewing experience
- **Netflix Calibrated Mode** offers studio-quality Netflix content

- **Calman® Ready** offers advanced calibration capabilities and the ability to fine-tune adjustments simply not possible through conventional picture settings

X90J |75” class, 65” class, 55” class and 50” class models| 4K LED TV features:

- **Cognitive Processor XR** understands how humans see and hear, providing a revolutionary experience that completely immerses viewers in their favorite content
- Combined with the precision of a **Full Array LED** panel, **XR Triluminos Pro** and **XR Contrast Booster** deliver supreme realism with deep blacks and intense brightness
- Latest **XR Motion Clarity** technology cross-analyses data to ensure action stays smooth, bright and clear with no blur
- **XR 4K Upscaling** technology upscales 2K signals close to true 4K quality for incredibly real and detailed pictures
- **HDMI 2.1** compatibility, including 4K 120fps, Variable Refresh Rate (VRR), Auto Low Latency Mode (ALLM) and e-ARC
- **Acoustic Multi-Audio** and sound signal processing technology deliver sound that matches perfectly with what’s on screen.
- **Ambient Optimisation** technology with a light sensor automatically adjusts picture and sound to viewers’ environment
- **Minimalist design** maximises the screen and minimises the bezel so users stay focused on what’s important - the picture
- Quick access to an array of content and services with **Google TV**
- Easy **connectivity** to most devices, including Apple® AirPlay® 2 and HomeKit™^{17 18}
- **Dolby Vision™** and **Dolby Atmos™** support
- Works with **Google Assistant**
- **Hands-free voice** search works alongside Google Assistant to provide a smarter viewing experience
- **Netflix Calibrated Mode** offers studio-quality Netflix content
- **Calman® Ready** offers advanced calibration capabilities and the ability to fine-tune adjustments simply not possible through conventional picture settings

Pre-order and Availability

From May 7 to May 23, 2021, the BRAVIA XR LED X90J Models are available for pre-order 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 ordering the X90J TVs can enjoy one-year Premium Services free of charge, meanwhile enjoy the special price HK \$990 for additional purchase on HT-X8500 2.1ch Dolby Atmos® Soundbar (SRP: HK \$3,290).

Sony New BRAVIA XR LED TV X90J、X81J/ X80J Availability and Pricing :

Models	Prices	Availability	Pre-orders
65X90J	HK \$ 29,990	25 May 2021	7 May 2021 – 23 May 2021
55X90J	HK \$ 17,990		
50X90J	HK \$ 14,990		
75X80J	HK \$ 27,990	10 May 2021	/
65X80J	HK \$ 21,990		
55X80J	HK \$ 10,990		
50X80J	HK \$ 8,990		
43X81J	HK \$ 7,790	18 May 2021	
43X80J	HK \$ 7,490	10 May 2021	

For more information on new Sony television models, please watch Sony’s BRAVIA XR global announcement video [here](#) or visit the [BRAVIA XR website](#). The announcement video will also be available on January 11 at 5pm EST during CES 2021 at the following website: <https://square.sony.com/>

For more information on all Sony televisions, please visit: <https://www.sony.com.hk/en/electronics/tv/t/televisions>

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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¹ Google TV integrated services are subject to terms and conditions and may change or terminate without notice.

² This feature will be made available via firmware update.

³ Compatible devices require internet connection. Voice Search is available using the included remote control, Android TV Remote Control application with Android 4.0 or higher.

available for Android 4.0.3 or higher or iOS 7.0 or higher.

⁴ Google Home device (sold separately). Requires compatible devices connected to the same wireless home network. Download the Google Home app from the iPhone 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.

⁵ Google Nest speakers (sold sep). Requires compatible devices connected to the same wireless home network. Download the Google Home app from the iPhone 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.

⁶ Availability of IMAX® Enhanced™ and IMAX Enhanced Mode is subject to the models to be launched in different countries / regions.

⁷ Apple® AirPlay® 2 and HomeKit™ features will be available on FY19 models Z9F, A9F, Z9G, A9G, X9500G, X8500G (75", 65" and 55"), FY20 models Z8H, A9S, A8H, X9500H, X9000H, X8000H, FY21 models Z9J, A90J, A80J, X9500J, X9000J, X8500J, X8000J.

⁸ 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.

⁹ Consumers can enjoy movies and TV shows in Dolby Vision and Dolby Atmos from compatible streaming services such as Netflix through the TV's native streaming apps or via a compatible streaming media player connected to the TV via HDMI. Requires HDMI® cables sold separately.

¹⁰ Apple® AirPlay® 2 and HomeKit™ features will be available on FY19 models Z9F, A9F, Z9G, A9G, X9500G, X8500G (75", 65" and 55"), FY20 models Z8H, A9S, A8H, X9500H, X9000H, X8000H. FY21 models Z9J, A90J, A80J, X9500J, X9000J, X8500J, X8000J.

¹¹ 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.

¹² Apple® AirPlay® 2 and HomeKit™ features will be available on FY19 models Z9F, A9F, Z9G, A9G, X9500G, X8500G (75", 65" and 55"), FY20 models Z8H, A9S, A8H, X9500H, X9000H, X8000H, FY21 models Z9J, A90J, A80J, X9500J, X9000J, X8500J, X8000J.

¹³ 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.

¹⁴ Availability of 85" model is subject to countries/regions.

¹⁵ Apple® AirPlay® 2 and HomeKit™ features will be available on FY19 models Z9F, A9F, Z9G, A9G, X9500G, X8500G (75", 65" and 55"), FY20 models Z8H, A9S, A8H, X9500H, X9000H, X8000H, FY21 models Z9J, A90J, A80J, X9500J, X9000J, X8500J, X8000J.

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¹⁷ Apple® AirPlay® 2 and HomeKit™ features will be available on FY19 models Z9F, A9F, Z9G, A9G, X9500G, X8500G (75", 65" and 55"), FY20 models Z8H, A9S, A8H, X9500H, X9000H, X8000H, FY21 models Z9J, A90J, A80J, X9500J, X9000J, X8500J, X8000J.

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