

# SONY

## Press Release

### **Sony Raises the Bar for Best-in-Class Surround Sound with new HT-A9, Flagship HT-A7000 and HT-S40R Home Theatre Systems**

**Hong Kong, August 19, 2021** – Sony today introduces the premium Home Theatre System **HT-A9**, flagship **HT-A7000** soundbars and the new powerful sound system **HT-S40R**, delivering a new and revolutionary multi-dimensional sound experience. Feel the action happening above and from every corner of the living room with innovative surround sound technologies that create an incredibly immersive soundscape for any music, film or gaming content.

See below for exciting features of each new home theatre products, as well as details on optional **SA-SW5** and **SA-SW3 wireless subwoofers** and **SA-RS3S wireless rear speakers**<sup>1</sup>, which add even more bass and wider surround sound.

#### **HT-A9 Home Theatre System**



#### **Sony's Unique 360 Spatial Sound Mapping Technology**

Feel sound from every direction and distance with Sony's revolutionary 360 Spatial Sound and Sound Field Optimization. With Sound Field Optimization, the A9 uses dual microphones in each speaker to ingeniously measure their relative height and position. 360 Spatial Sound Mapping technology then creates up to twelve phantom speakers from just four speakers by synthesizing sound waves. Thanks to the phantom speakers, Sony's widest ever sound field fills every part of the living space, so everyone gets the same sound experience, wherever they are in the room.

#### **Versatile Layout**

There's no need to rearrange furniture or precisely position the speakers – with Sound Field Optimization, the A9 uses dual microphones in each speaker to ingeniously measure their relative height and position, allowing the system to generate twelve phantom speakers that completely encircle the room in immersive spatial sound. To activate Sound Field Optimization, perform Easy Setup at any time from the TV's home menu. The four speakers connect wirelessly to the control box so there's no cables across the living room<sup>2</sup>. Simply place the control box near the TV and link up via HDMI.

### **Innovative Speaker Design**

The A9 features Sony's latest Omnidirectional Block Design. The cylindrical shape represents a single solid block providing 360 spatial sound. It fits perfectly against the wall with a flat rear surface and its light pearl grey colour is designed to seamlessly blend with interiors.

The insides of the speakers feature two rectangular X-Balanced Speaker Units to maximize the diaphragm area for richer bass and sound pressure. They also offer a new Wide Directivity Woofer that has reduced cavity effect by minimizing the depth of its concave shape. The speakers' beveled edges help to further reduce sound diffraction.

### **Immersive Music, Movie and Gaming Capabilities**

Enjoy music the way the artists truly intended with High-Resolution Audio and 360 Reality Audio<sup>3</sup>. 360 Reality Audio immerses users in music as if they were right in front of their favorite artist and can be enjoyed through compatible music streaming services. The A9 also features DSEE Extreme™, which restores the high-range sound of compressed digital music in real-time. Easily access popular music services like Spotify and stream favorite albums and playlists with Bluetooth®, using Chromecast, Apple AirPlay 2 or Spotify Connect. The home theatre system also features voice activation and works with both Google Assistant<sup>4</sup>. Customers can easily add the A9 to their speaker group using the Google Home app.

Whether it's used to watch movies or play games, all the original picture quality is preserved when playing content through the A9. You'll be completely immersed in movies and games that are much more thrilling and realistic as the A9 supports all the latest formats such as 8K HDR, 4K 120fps and Dolby Vision® to create a best-in-class entertainment experience.

### **Best with Sony's TVs**

Paired with compatible BRAVIA™ televisions<sup>5</sup>, the A9 offers the ultimate immersive audio-visual experience with Sony's best picture and sound quality. With Acoustic Centre Sync, users can have even more immersion by precisely matching where the audio is coming from with what's on the screen.

### **Simple Set Up**

The A9 home theatre system is ready to go straight out the box - simply plug it in, connect it to the TV using HDMI and power on<sup>6</sup>. The surround sound system consists of four speakers that are connected wirelessly with the control box, so there's no cables across the living space<sup>7</sup>.

### **HT-A7000 7.1.2ch Soundbar**



## Supreme Surround Sound

The 7.1.2-channel soundbar features two up-firing speakers for overhead sound, two beam tweeters and five front speakers for wider surround and a built-in dual subwoofer for deep bass. Coupled with Vertical Surround Engine and S-Force PRO Front Surround, the A7000 creates virtual surround sound so customers can fully enjoy the thrill of Dolby Atmos® and DTS:X®.

Thanks to Sony's Vertical Surround Engine, the A7000 can position sound in vertical space to create overhead audio without the need for in-ceiling speakers. With S-Force PRO, the soundbar can virtually reproduce the surround sound field, with audio coming from both horizontal directions. Additionally, the A7000's Sound Field Optimization feature utilizes built-in microphones to intelligently measure the height and width of the room, as well as the position of an optional subwoofer and rear speakers, and perfectly optimizes sound to the room's layout.

## Immersive Music, Film and Game Quality

Enjoy music the way the artists truly intended with High-Resolution Audio and 360 Reality Audio<sup>8</sup>. 360 Reality Audio immerses users in music as if they were right in front of their favorite artist and can be enjoyed through compatible music streaming services. The A7000 also features DSEE Extreme™, which restores the high-range sound of compressed digital music in real-time. Easily access popular music services like Spotify and stream favorite albums and playlists with Bluetooth®, using Chromecast, Apple AirPlay 2 or Spotify Connect.

Whether it's used to watch dramatic movies or play action-packed games, all the original picture quality is preserved when playing content through the A7000. It also supports all the latest formats such as 8K HDR, 4K 120fps and Dolby Vision® to create a best-in-class entertainment experience.

## Best with Sony TVs

Paired with compatible BRAVIA™ televisions<sup>5</sup>, the A7000 offers the ultimate immersive audio-visual experience with Sony's best picture and sound quality. With Acoustic Centre Sync, users can have even more immersion by precisely matching where the audio is coming from with what's on the screen. Additionally, when pairing with BRAVIA TVs, the A7000's settings will automatically appear on the BRAVIA TV's Quick Settings Menu and users can control the volume of the soundbar seamlessly with their BRAVIA remote.



## Omnidirectional Block Design

The A7000 and optional speakers have been designed under a common Omnidirectional Block Concept for a fully cohesive look. Its sophisticated rounded edges represent a single solid block

providing wide-spreading sound. The combination of rich material textures emphasizes an affinity to any living room environment

### **Voice Control**

The soundbar also features voice activation and works with both Google Assistant<sup>4</sup>. Customers can easily add the A7000 to their speaker group using the Google Home app

### **Seamless Connectivity**

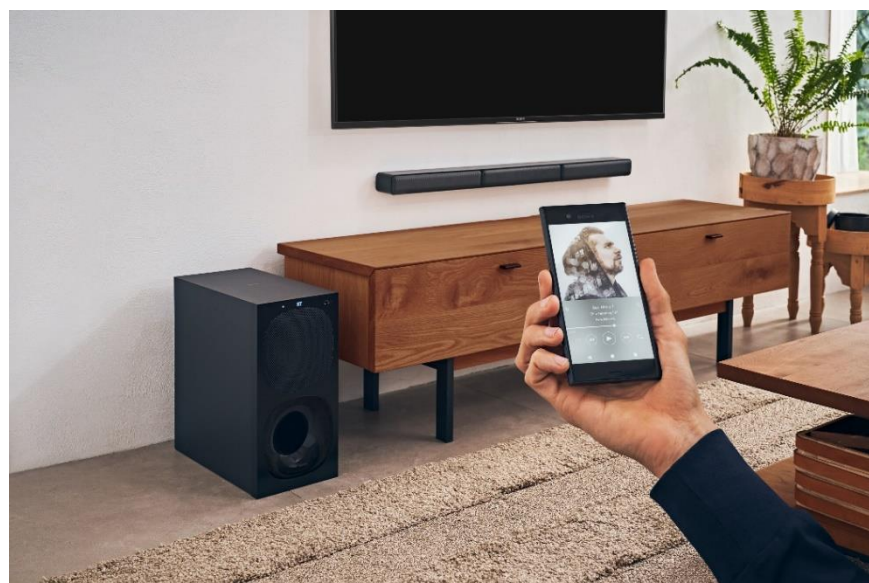
Plug in the A7000, connect it to a TV using the HDMI eARC connection and power on – it's as simple as that. With USB, optical and analogue audio in, as well as HDMI in and out (eARC), users have all the connections they need to enjoy a breathtaking surround sound system.

### **HT-S40R 5.1ch Sound System**



### **Show-stopping sound**

The HT-S40R comes with 600W total power output, 5.1 channel real surround sound and Dolby Audio® technology, bringing powerful sound that puts you at the heart of the action. With 600W of power, a sense of realism and being in the centre of the cinematic experience is heightened, allowing movie lovers to hear every minute detail- bringing every scene to life. Featuring a combination of a soundbar, subwoofer and discrete wireless rear speakers, this Dolby Audio® 5.1 channel real surround sound system envelopes viewers in an aural spectacle of ambience, emotion and drama.

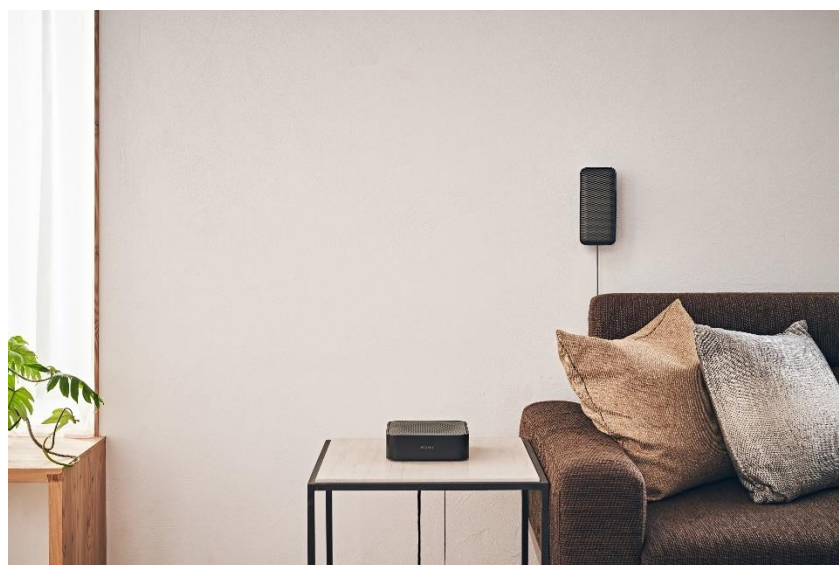


### **Focus less on the clutter, and more on the sound**

With the new HT-S40R you can set up your home theatre system however you'd like with minimum wires. With a wireless amplifier that powers the rear speakers, there are no wires between the front and rear to get in your way. The system can deliver cinema sound without clutter or complexity.

For even fewer wires in your living room, you can send audio to your home theatre system wirelessly with a Sony BRAVIA TV supporting TV wireless connection.

It's not just movies that sound amazing, the HT-S40R is made for music too. You can use Bluetooth® to wirelessly stream music from your smartphone or use the USB port to play audio from a USB device.



### **Looks good in any living room**

The HT-S40R has been made with design at its core. With a slim, compact soundbar, unobtrusive subwoofer and wireless rear speakers, the HT-S40R is designed to fit perfectly with BRAVIA TVs and complement your living room. Plus, the compact soundbar and rear speakers can be wall mounted to fit neatly in your room and you can place the wireless amplifier wherever you like – flat on a table shelf or mounted on the wall.

### **Set up in seconds**

The HT-S40R is ready 'to go' straight out of the box. Simply connect the bar to the subwoofer and the rear speakers to the wireless amplifier, using the supplied cables and connect the subwoofer to a TV<sup>9</sup>. Then sit back, relax and enjoy 5.1 channels of real surround sound. HDMI ARC, optical and analogue input connections are available.

### **Optional sound setting**

The speaker system comes with 4 sound modes; cinema, music, standard and auto sound so that you can choose the one that's right for whatever you're watching or listening to. You can also choose Night and Voice modes when you need them and the subwoofer's volume control to fine-tune your viewing experience.

### **Go Deeper with an Optional Subwoofer and Rear Speaker:**

For even deeper bass, add an optional wireless subwoofer. Having two types of subwoofers allows the built-in subwoofers in the A9 and A7000 to handle bass and vocals with the optional wireless subwoofer focusing on low range sound. For rich bass, add the **SA-SW5** wireless subwoofer with 300W of deep bass from a 180mm driver with passive radiator. Or, opt for the **SA-SW3** wireless subwoofer with 200W of sound from a compact bass reflex subwoofer with a 160mm driver. For

even more cinematic thrills, add the **SA-RS3S<sup>1</sup>** wireless rear speakers with 100W of wider surround sound and wall mount capability.



SA-SW5



SA-SW3



SA-RS3S

### **Celebrated by Professionals**

The HT-A9 home theatre system is well regarded by sound professionals in the film making industry for its ability to recreate the theatrical experience and bring movies to life using the power of 360 Spatial Sound Mapping. For the full video on the endorsement by sound experts, please visit: [https://www.youtube.com/watch?v=mgo\\_9pJfx5s](https://www.youtube.com/watch?v=mgo_9pJfx5s)

### **Pricing and Availability**

Sony's new HT-A9, HT-A7000 and HT-S40R home theatre series, as well as SA-SW5, SA-SW3 wireless subwoofer and SA-RS3S wireless rear speakers will be available as follows.

Models	Suggested Retail Price	Availability
HT-A9	HK\$14,990	End of September, 2021
HT-A7000	HK\$9,990	
HT-S40R	HK\$2,990	
SA-SW5	HK\$5,990	
SA-SW3	HK\$2,990	
SA-RS3S	HK\$2,690	



HT-A9



HT-A7000



HT-S40R

## **Pre-order Offers!**

From August 19 to September 12, 2021, the HT-A9 and HT-A7000 are available for pre-order at all Sony Stores, Sony Store online ([www.sony.com.hk/store](http://www.sony.com.hk/store)) and Sony sales hotline at (852) 2833-5129 as well as authorized dealers. Pre-order offers are as follows.

<b>Models</b>	<b>Pre-order Offers</b>
HT-A9	<b>Offer 1:</b> Enjoy HK\$500 supermarket coupon with purchase of HT-A9 and SA-SW5 <b>Offer 2:</b> Enjoy HK\$300 supermarket coupon with purchase of HT-A9 and SA-SW3
HT-A7000	<b>Offer 1:</b> Enjoy HK\$500 supermarket coupon with purchase of HT-A7000 and SA-SW5 <b>Offer 2:</b> Enjoy HK\$300 supermarket coupon with purchase of HT-A7000 and SA-SW3 <b>Offer 3:</b> Enjoy HK\$300 supermarket coupon with purchase of HT-A7000 and SA-RS3R <b>Offer 4:</b> Enjoy HK\$800 supermarket coupon with purchase of HT-A7000, SA-SW5 and SA-RS3S <b>Offer 5:</b> Enjoy HK\$600 supermarket coupon with purchase of HT-A7000, SA-SW3 and SA-RS3S

For a full list of specifications and information on all Sony home theatre systems:

[HT-A9](#) | [HT-A7000](#) | [HT-S40R](#) | [SA-SW5](#) | [SA-SW3](#) | [SA-RS3S](#)

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>.

###

<sup>1</sup> Only compatible with HT-A7000.

<sup>2</sup> Requires AC outlet.

<sup>3</sup> Requires download of Sony | Music Center app. Subscription to compatible online music service and third-party terms, conditions, account and fees may apply. Compatible services may not be available in certain countries/regions. Please visit [www.sony.net/360RA/](http://www.sony.net/360RA/) to check compatibility of the application and the service.

<sup>4</sup> Google, Google Home and all related logos are a trademark of Google LLC. The Google Assistant is not available in all languages and countries/regions.

<sup>5</sup> BRAVIA Acoustic Centre sync mode works with the Z9J series, A90J series, A80J and X95J series.

<sup>6</sup> With LAN, HDMI IN and HDMI OUT (eARC) you can enjoy a spatial surround sound experience.

<sup>7</sup> Each speaker unit requires AC power outlet.

<sup>8</sup> Requires download of Sony | Music Center app. Subscription to compatible online music service and third-party terms, conditions, account and fees may apply. Compatible services may not be available in certain countries/regions. Please visit [www.sony.net/360RA/](http://www.sony.net/360RA/) to check compatibility of the application and the service. The user needs to update the firmware to more than Ver1.1

<sup>9</sup> For Asia Pacific countries, HDMI cable will be provided.