

SONY

Press Release

Sony Electronics Introduces 2022 BRAVIA XR TV Lineup, New OLED (QD-OLED) and New Mini LED Models with Innovative XR Backlight Master Drive Technology New SA-RS5 wireless rear speakers and HT-S400 Soundbar with powerful wireless subwoofer

Maximise new panel offerings with Sony's proprietary technologies for the most immersive viewing experience available

BRAVIA XR



Hong Kong, June 13, 2022 – Sony today announced the new BRAVIA XR television series, including MASTER Series A95K QLED (QD-OLED), MASTER Series A90K and A80K 4K OLED models, MASTER Series Z9K 8K and X95K 4K Mini LED models, and X90K 4K LED model.

Powered by Cognitive Processor XR™, our **A95K's new OLED (QD-OLED) panel with XR Triluminos Max**, which delivers our widest colour palette and reproduces naturally beautiful shades and hues. With millions of individual, self-illuminating pixels, the A95K delivers more colours than ever before for an entirely new viewing experience. The Cognitive Processor XR™ also powers the unique **XR Backlight Master Drive** precisely controls our latest generation Mini LED backlight in the Z9K and X95K series for incredible brightness. Enjoy an unprecedented dynamic range with incredibly dazzling lights and deep blacks, as well as beautifully natural mid tones with almost no flare or halos around highlights.

These new innovations help us deliver the best and most immersive viewing experiences, authentically delivering the creator's true intent. When watching movies, viewers can experience our enhanced **Acoustic Surface Audio+™** for OLED models and **Acoustic Multi-Audio™** for LED models, precisely matching the position of the sound with the images on the screen for a truly immersive audio/visual experience. The lineup also includes new features

that customise and enhance at-home entertainment. Together with Netflix, we've released **Netflix Adaptive Calibrated Mode**¹, which automatically adjusts image processing based on ambient light, so users' favourite shows and films look like the creator intended, under any conditions. Additionally, Sony's new **BRAVIA CORE Calibrated Mode** will automatically adjust the image quality on screen to better align with the video creator's original vision². All 2022 BRAVIA XR televisions will be designated '**Perfect for PlayStation®5**'³, which includes two **PS5®** exclusive features – Auto HDR Tone Mapping⁴ and Auto Genre Picture Mode⁵.

“Sony's purpose is to fill the world with emotion, through the power of creativity and technology. By leveraging our product innovation and the creative community, we bring that to life,” said Neal Manowitz, President and Chief Operating Office, Sony Electronics Inc. “It is through working with our partners and the creators themselves that we can support their vision and deliver that to the consumer.”

This year, Sony also introduces a newly developed original camera device, **BRAVIA CAM**⁶, which recognises where users are sitting and optimises the picture and sound accordingly. It includes gesture controls, video chat and many other fun, new experiences waiting to be explored.

With growing demand for even larger TV screens, there is also the risk of greater resource and energy use. However, Sony is committed to sustainability from the development process all the way through to the viewing experience. Sony's "**Road to Zero**" global environmental plan aims to achieve a sustainable society by reaching a zero environmental footprint throughout the life cycle of its products and business activities by the year 2050. With these goals in mind, our 2022 TVs use high recycled plastic content with Sony-developed **SORPLAS™**. By using **SORPLAS™**⁷, we've increased our use of recycled material without sacrificing design and durability and reduced overall virgin plastic use by up to 60%⁸, which equates to approximately 140,000,000 compact discs. Additionally, Sony's **BRAVIA CAM** can recognise when viewers are no longer in front of the TV and dim the display to conserve energy.

2022 BRAVIA XR Lineup Highlights:

- **Cognitive Processor XR™:** Take vision and sound to the next level with Cognitive Processor XR™. Our revolutionary processor on Sony BRAVIA XR™ TVs reproduces content the way humans see and hear for an incredibly lifelike experience. Images are cross analysed and enhanced, especially around the focal point, to give real life depth, extraordinary contrast, and beautifully vivid colours.
- **XR Backlight Master Drive:** Powered by Cognitive Processor XR™, the XR Backlight Master Drive uses a Sony-developed local dimming algorithm to control thousands of tiny, ultra-dense Mini LEDs with absolute precision and independence, delivering extraordinary brightness, impressive dynamic range, deep blacks, and beautifully natural colours.
- **Acoustic Surface Audio+™/Acoustic Multi-Audio™:** For a truly immersive audio/visual experience, these powerful features ensure that sound matches precisely with what's on the screen.

- **Elevate the Experience with Sony's Sound Products:** Sony's new BRAVIA XR TVs are an excellent match for an array of Sony sound products, such as the [HT-A9](#) Home Theater System or the [HT-A7000](#) soundbars. **360 Spatial Sound Mapping**, a new frontier of spatial sound technology, is the latest addition to models HT-A7000⁹. By calibrating sound to the chosen viewing room, the technology creates multiple optimally arranged phantom speakers for a wider and more immersive cinematic sound field. Using the **Acoustic Center Sync**¹⁰ feature, a BRAVIA XR TV plays the center channel role with the home theater system or soundbar as part of the 360 Spatial Sound Mapping setup¹¹, enabling sound to perfectly match what's on the screen.
- **360 Spatial Sound Personaliser:** In combination with BRAVIA XR TVs¹², this technology offers a perfectly optimised spatial sound experience for neckband speakers, like Sony's SRS-NS7, as well as select Sony headphones – all with minimal configuration. Dedicated apps even personalise the cinematic sound field by analysing users' individual ear shape.
- **BRAVIA CAM**⁶: This innovative technology ensures users always have the best seat in the house by optimising picture and sound quality. BRAVIA CAM also offers gesture controls, video chat and many other fun, new experiences.
- **Ambient Optimisation Pro:** Users can connect their BRAVIA XR TV with BRAVIA CAM and enjoy TV like never before. BRAVIA CAM recognises where users are in the room and how far they are from the TV, then adjusts sound and picture settings so they're just right.
- **BRAVIA CORE:** BRAVIA CORE² app is a pre-loaded movie service that allows for redemption of up to 10 current release or catalogue feature films, and up to 24 months unlimited streaming of dozens of more movies with the purchase of a BRAVIA XR TV. With BRAVIA XR technology, Pure Stream™¹³ and IMAX® Enhanced, content is delivered with stunning visuals and expressive sound quality. With **BRAVIA CORE Calibrated mode**, movies will automatically adjust to the optimal picture settings to create a truly exceptional at-home movie viewing experience. Over time, the app experience will be enriched with new features. BRAVIA CORE will be available on BRAVIA televisions in over 75 countries in 2022.
- **Google TV:** Brings together more than 700,000 movies, shows, live TV and more from apps and subscriptions and organises seamlessly. Easily find something to watch with personalised 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 Search¹⁴.
- **Premium Remote:** Our new premium aluminium remote is easy to use and clean, with simplified buttons and a backlight so users can see everything clearly, even in the dark. Never lose the remote behind sofa cushions again; with the Finder function, users can tell the TV to find the remote and the remote will ring.
- **Netflix Adaptive Calibrated Mode:** A new display mode that leverages Sony's BRAVIA XR ambient light sensor to ensure that the artistic intent is preserved in all lighting conditions. Sony's close collaboration with Netflix on this feature means viewers can enjoy Netflix content with precise colours, accurate contrast, and true motion, whether the content is enjoyed in a dark or well-lit environment¹.

- **Perfect for PlayStation®5:** Pair a BRAVIA XR TV with a PlayStation®5 console to get a fantastic gaming experience. Only BRAVIA XR TVs automatically adjust and optimise the picture to the best settings for the PlayStation®5 console, whether it's used for gaming or watching a movie. With immersive picture and sound, users will feel like they're right in the middle of the action. And with 4K/120fps, as specified in HDMI 2.1, our TVs give smooth and clear movement for responsive gameplay.³
- **Commitment to Sustainability:** Sony is committed to sustainability from the development process all the way through to the viewing experience. This year, select models use Sony-developed SORPLAS™, a 99% recycled plastic material that has reduced the amount of virgin plastic used by up to 60%⁷. TV packaging size has also been reduced by approximately 15% and features a significant reduction in ink (approx. 90%) and plastic (approx. 35%).⁸ Additionally, BRAVIA CAM can recognise when viewers are no longer in front of the TV and dim the display to conserve energy. To learn more, please visit: <https://www.sony.net/electronics/eco-tv?press-release>.

New Sony TV Models and Key Features

MASTER Series A95K [65" class (64.5" diag.) and 55" class (54.6" diag.) models] OLED (QD-OLED) TV features:

- **Cognitive Processor XR** understands how humans see and hear, providing a revolutionary experience that completely immerses viewers in their favourite content.
- **XR OLED Contrast Pro** adjusts brightness for higher peaks in glare and deeper blacks in shadow while new **XR Triluminos Max** can access the widest palette of colour to reproduce natural shades with every detail.
- **New OLED (QD-OLED) panel** boosts colour brightness by up to 200% compared to conventional TVs.
- **Acoustic Surface Audio+™** uses special actuators to turn the screen into a multi-channel speaker so the sound matches precisely with what's on screen. The TV includes two large actuators and two subwoofers.
- **Acoustic Center Sync** optimises sound output from the TV and soundbar for a better audio experience.¹⁰
- **BRAVIA CORE Calibrated mode**²
- **BRAVIA CAM**⁶ and **Ambient Optimisation Pro**¹⁵
- Quick access to an array of content and services with **Google TV**.¹⁴
- **Hands-free voice** capabilities.
- **Premium Remote**
- **Dual Style** offers two different viewing formats – 'front position' brings the screen forward for the most immersive experience while 'back position' allows users to set the TV close to the wall, so it blends seamlessly with the room.

For more information about the A95K, please visit: <https://bit.ly/3to3S2k>

MASTER Series A90K [48" class (47.5" diag.), 42" class (41.5" diag.) models] OLED TV features:

- **Cognitive Processor XR** understands how humans see and hear, providing a revolutionary experience that completely immerses viewers in their favourite content.
- **XR OLED Contrast Pro** adjusts brightness for higher peaks in glare and deeper blacks in shadow while **XR Triluminos Pro** enables a wider palette to reproduce each colour with the subtle differences seen in the real world.
- **BRAVIA CORE Calibrated mode**²
- **Acoustic Surface Audio+**TM uses special actuators to turn the screen into a multi-channel speaker so the sound matches precisely with what's on screen. The TV includes two large actuators and two subwoofers.
- **Acoustic Center Sync** optimises sound output from the TV and soundbar for a better audio experience.¹⁰
- **BRAVIA CAM**⁶ accessory compatible and **Ambient Optimisation Pro**¹⁵
- Quick access to an array of content and services with **Google TV**.¹⁴
- **Hands-free voice** capabilities.
- **Premium Remote**
- **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.
- **Flexible two-way stand** provides different stand position options, including a standard position to eliminate distractions and a sound bar position to elevate the TV and integrate a soundbar system. Thanks to the adjustable stand with aluminium center plate, users can place the TV and soundbar on a desktop so it can be used as a gaming monitor.

For more information about the A90K, please visit: <https://bit.ly/3xcigMg>

A80K [77" class (76.7" diag.), 65" class (64.5" diag.) and 55" class (54.6" diag.) models] OLED TV features:

- **Cognitive Processor XR** understands how humans see and hear, providing a revolutionary experience that completely immerses viewers in their favourite content.
- **XR OLED Contrast Pro** adjusts brightness for higher peaks in glare and deeper blacks in shadow while **XR Triluminos Pro** enables a wider palette to reproduce each colour with the subtle differences seen in the real world.
- **BRAVIA CORE Calibrated mode**²
- **Acoustic Surface Audio+**TM uses special actuators to turn the screen into a multi-channel speaker so the sound matches precisely with what's on screen. The TV includes three actuators and two subwoofers. Two of the actuators are dedicated to treble, strengthening sound localisation and surround sound.
- **Acoustic Center Sync** optimises sound output from the TV and soundbar for a better audio experience.¹⁰
- **BRAVIA CAM**⁶ accessory compatible and **Ambient Optimisation Pro**¹⁵
- Quick access to an array of content and services with **Google TV**.¹⁴
- **Hands-free voice** capabilities.
- **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.

- **Three-way stand** provides three stand position options, including a narrow position for a smaller footprint, hero position to eliminate distractions and soundbar position to elevate the TV and integrate a soundbar system.

For more information about the A80K, please visit: <https://bit.ly/3HbFve7>

MASTER Series Z9K [85” class (84.6” diag.) model] 8K Mini LED TV features:

- **Cognitive Processor XR** understands how humans see and hear, providing a revolutionary experience that completely immerses viewers in their favourite content.
- **XR Backlight Master Drive** precisely controls our latest generation Mini LED backlight for extraordinary contrast of high brightness and deep blacks.
- **XR Triluminos™ Pro** and **XR Contrast Booster 20** combine to express billions of colours with exceptional black contrast.
- **X-Anti Reflection** minimises reflection for a distraction-free viewing experience.
- **X-Wide Angle™** technology provides vivid real-world colours from any angle while retaining more colour and brightness.
- **BRAVIA CORE Calibrated mode²**
- **Acoustic Multi-Audio™** uses four frame tweeters at the top and either side of the TV, in addition to front firing speakers and dual subwoofers, to elevate directional sound sources, ensuring pictures and sound are in total harmony for a more cinematic experience.
- **Acoustic Center Sync** optimises sound output from the TV and soundbar for a better audio experience.¹⁰
- **BRAVIA CAM⁶** and **Ambient Optimisation Pro¹⁵**
- Quick access to an array of content and services with **Google TV¹⁴**.
- **Hands-free voice** capabilities.
- **Premium Remote**
- **Minimalist One Slate design** with **Seamless Edge** and a single pane of tempered glass keeps users focused on the picture for a truly immersive big screen viewing experience without distraction.
- **Three-way stand** provides three stand position options, including a narrow position for a smaller footprint, standard position to eliminate distractions and soundbar position to elevate the TV and integrate a soundbar system.

For more information about the Z9K, please visit: <https://bit.ly/39kTstA>

X95K [65” class (64.5” diag.) models] 4K Mini LED TV features:

- **Cognitive Processor XR** understands how humans see and hear, providing a revolutionary experience that completely immerses viewers in their favourite content.
- **XR Backlight Master Drive** precisely controls our latest generation Mini LED backlight for extraordinary contrast of high brightness and deep blacks.
- **XR Triluminos Pro** and **XR Contrast Booster 15** combine to express billions of accurate colours with exceptional black contrast.
- **X-Anti Reflection** minimises reflection for a distraction-free viewing experience.
- **X-Wide Angle™** technology provides vivid real-world colours from any angle while retaining more colour and brightness.
- **BRAVIA CORE Calibrated mode²**

- **Acoustic Multi-Audio™** uses sound positioning tweeters to ensure high frequency sounds come from the right place in the scene, precisely matching what's on screen. In addition to front-firing speakers, these sound positioning tweeters manage sound positioning in high tone areas for enhanced realism, while left and right subwoofers deliver powerful bass no matter where the TV is placed.
- **Acoustic Center Sync** optimises sound output from the TV and soundbar for a better audio experience.¹⁰
- **BRAVIA CAM⁶** accessory compatible and **Ambient Optimisation Pro¹⁵**
- Quick access to an array of content and services with **Google TV¹⁴**.
- **Hands-free voice** capabilities.
- **Minimalist One Slate design** with **Seamless Edge** and a single pane of tempered glass keeps viewers focused on the picture for a truly immersive big screen viewing experience without distraction.
- **Three-way stand** provides three stand position options, including a narrow position for a smaller footprint, standard position to eliminate distractions and soundbar position to elevate the TV and integrate a soundbar system.

For more information about the X95K, please visit: <https://bit.ly/3x1Es6x>

X90K [85" (84.6" diag.) 、 75" (74.5" diag.) 、 65" (64.5" diag.) 及 55" (54.5" diag.) models] 4K LED TV features:

- **Cognitive Processor XR** understands how humans see and hear, providing a revolutionary experience that completely immerses viewers in their favourite content.
- Combined with the precision of a **Full Array LED** panel, **XR Triluminos Pro** and **XR Contrast Booster 10** deliver supreme realism with deep blacks and intense brightness with **wider colour gamut**.
- **BRAVIA CORE Calibrated mode²**
- **Acoustic Multi-Audio™** includes two sound positioning tweeters, in addition to traditionally placed TV speakers, that enable sound to follow the action for a truly immersive experience. Independent amps are controlled separately to precisely manage sound positioning of these speakers in high tone areas, enhancing sound pressure and stability for more realism.
- **Acoustic Center Sync** optimises sound output from the TV and soundbar for a better audio experience.¹⁰
- **BRAVIA CAM⁶** accessory compatible and **Ambient Optimisation Pro¹⁵**
- Quick access to an array of content and services with **Google TV¹⁴**.
- **Standard Remote** features a simple, easy-to-use design that is effortless to clean.
- **Minimalist One Slate design** with flush surface maximises the screen and minimises the bezel, so users stay focused on what's important – the picture.
- **Two-way stand** provides different stand position options, including a standard position to eliminate distractions and a soundbar position to elevate the TV and integrate a soundbar system.

For more information about the X90K, please visit: <https://bit.ly/3NIV5Ac>

For more information on the new Sony television models, please watch Sony's BRAVIA XR announcement video [here](#) or visit the [BRAVIA XR website](#)

Sony Electronics Broadens Availability of 360 Spatial Sound Experience with Upgrade to HT-A7000 Premium Soundbars



Sony Electronics announced a software upgrade for the premium HT-A7000 soundbars, which will add the customer-loved **360 Spatial Sound Mapping capabilities** that first premiered in the HT-A9 home theatre system in 2021¹⁶. Customers can access this innovative feature when connecting their soundbar to Sony's new **SA-RS5 wireless rear speakers**, launching Jul 2022, or the currently available SA-RS3S wireless rear speakers.

With Sony's revolutionary **360 Spatial Sound Mapping technology**, customers can feel sound from every direction and distance. Using **Sound Field Optimisation**, the soundbar uses built-in microphones to ingeniously measure the relative height and position of the soundbar and rear speakers. 360 Spatial Sound Mapping technology then creates multiple phantom speakers by synthesising sound waves based on positional information. Thanks to this technology, Sony's wide spatial sound field fills every part of the living space, so everyone gets the same sound experience, wherever they are in the room.

Customers can enhance the experience further by pairing with a compatible [BRAVIA™ XR television](#). Using the **Acoustic Centre Sync**¹⁷ feature, both a soundbar and BRAVIA XR TV become the centre speaker in the home cinema system as part of the 360 Spatial Sound Mapping setup^{19,20}, enabling sound to precisely match what's on the screen for clearer dialogue and a more immersive experience.

Add SA-RS5 optional wireless rear speakers for a richer and more immersive 360 Spatial Sound experience



Sony's new **SA-RS5¹⁸ wireless rear speakers** deliver optimal sound quality and wide directivity for 360 Spatial Sound in combination with a compatible soundbar. They feature up-firing speakers for richer and more immersive 360 Spatial Sound as well as built-in battery power¹⁹ for up to 10 hours of playtime.

SA-RS5 Wireless Rear Speakers' Key Features:

- **Create immersive and clear sound:** Up-firing speakers reflect sound off the ceiling for more immersive overhead audio. Both wide directivity woofers and soft dome tweeters create a rich, expansive soundstage that offers exceptional clarity. Dual passive radiators enhance low-end tones, giving bass a boost.
- **Long-lasting battery life²⁰:** With up to 10 hours of battery life when fully charged, the speakers offer flexible installation to fit any living room setup. They can be charged out of sight and easily powered up to automatically make a wireless connection with a compatible soundbar. It's quick and easy with no need for messy cables. If in a hurry, just 10 minutes of charge will give 90 minutes of use²¹. SA-RS5 rear speakers also feature AC power connections for dual use.
- **One touch sound calibration:** The SA-RS5 comes with OPTIMISE buttons and dual microphones in each speaker. Activate Sound Field Optimisation by pressing the OPTIMISE button on the unit and the speakers, combined with a compatible soundbar, will intelligently measure the distance between the speakers and ceiling using dual microphones.
- **Easily integrated speaker design:** These speakers are designed using an Omnidirectional Block concept to match Sony's compatible soundbars. The cylindrical shape represents a single solid block and their flat rear surface fits perfectly against a wall.

Enjoy Rich Surround Sound and Clear Dialogue with Sony Electronics' HT-S400 Soundbar and Powerful Wireless Subwoofer

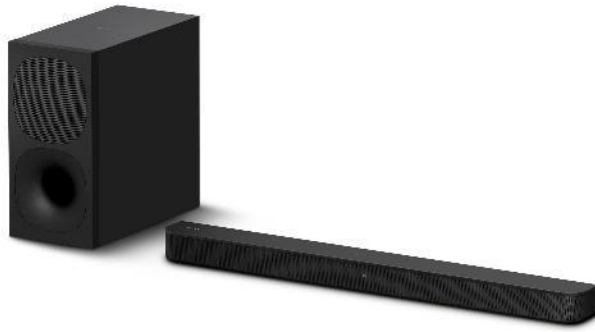


Introducing technologies and initiatives that create new value to fill the world with emotion

Sony Electronics today announced the HT-S400 2.1ch soundbar, bringing cinematic surround sound to any living room. Whether it's used to watch the latest movie, stream a favorite show, or listen to music, the HT-S400 delivers a powerful audio experience thanks to its S-Force PRO Front Surround technology, clear dialogue features and powerful 330W total power output.

Surround sound made simple

The HT-S400 lets users hear sound from all around thanks to high-quality Dolby® Digital with Sony's own virtual surround sound technology S-Force PRO Front Surround. It puts viewers right in the action of their favorite movies by emulating cinema-style surround sound. By using front speakers only, Sony's unique digital sound field processing technology virtually reproduces the surround sound field.



Enjoy clearer sound and dialogue with X-Balanced Speaker Unit and Separated Notch Edge

The front speakers include an X-Balanced Speaker Unit, which feature a unique rectangular shape that maximizes the diaphragm. It also reduces driver excursion while maintaining sound pressure, resulting in less distortion and greater vocal clarity.

The Separated Notch Edge on the X-Balanced Speaker Unit improves vertical amplitude symmetry, which is essential for clear sound quality. It achieves this by using strategically placed cuts on the edge, which help to control the stress inside and outside the edge of the diaphragm. With these two features, customers will never miss a word during a high-octane action sequence or subtle, tense moment of conversation.

Rich bass sound

The soundbar comes with a powerful wireless subwoofer with a large 160mm speaker unit to deliver a deeper, richer bass sound. This wireless subwoofer boosts the impact of everything users watch and listen to; feel the deep rumble of thunder and heavy bass beats.

Effortless BRAVIA™ integration

Connecting the HT-S400 to Sony's BRAVIA TV is quick and easy. Thanks to an integrated user interface, the soundbar settings automatically appear on the BRAVIA TV's Quick Settings menu for easy control of sound settings and volume²² with BRAVIA's remote control.

To minimize cable clutter, the HT-S400 soundbar has been built to receive audio wirelessly from a BRAVIA TV for an easy, wireless connection²³.

A pleasant and intuitive user experience



The soundbar has been designed to deliver an intuitive user experience thanks to its simple remote control that combines a comfortable hand-fit design with easy operation. It also provides easy access to Voice mode for clearer dialogue and Night mode for when users want to watch TV without waking the house.

The ease of use is also found through the convenient OLED display window on the soundbar, which offers at-a-glance status information on remote control functions, including input source, volume, and sound settings.

Sustainability in mind

Sony's products are designed not only for excellent sound quality but also with the environment in mind. Sony's originally developed recycled plastic, which is used in the subwoofer rear panel of the HT-S400, required many years of research and design to ensure the sustainable materials would meet Sony's strict audio requirements. Incorporating these materials reflects Sony's commitment to reducing the environmental impact of its products and practices²⁴. To learn more, please visit: [<https://www.sony-asia.com/electronics/sustainable-audio>].

For a full list of specs and information, please visit: <https://bit.ly/3mCZXLn>

Pre-order and Availability

From Jun 13 to Jul 31, 2022, the BRAVIA XR A95K, A90K and X95K 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 new Bravia TVs can enjoy one-year Premium Services free of charge, meanwhile enjoy the special price HK \$2,490 for additional purchase on HT-S40R 5.1ch Home Cinema with Wireless Rear Speakers (SRP: HK \$2,990).

Pricing and Availability

Sony New BRAVIA XR TV and Soundbar Availability and Pricing:

Models	Prices (HK\$)	Availability	Pre-orders
65A95K	\$49,990	August 2022	13 Jun 2022 – 31 Jul 2022
55A95K	\$29,990	August 2022	
48A90K	\$14,990	August 2022	
42A90K	\$13,990	September 2022	
65X95K	\$45,990	August 2022	
77A80K	\$94,990	July 2022	/
65A80K	\$32,990	July 2022	
55A80K	\$23,990	June 2022	
85Z9K	To be announced	To be announced	
85X90K	To be announced	September 2022	
75X90K	To be announced	July 2022	
65X90K	\$26,990	July 2022	
55X90K	\$20,990	July 2022	

65X85K	To be announced	August 2022
55X85K	To be announced	August 2022
50X85K	\$10,490	June 2022
43X85K	\$7,990	June 2022
43X81K	\$7,490	May 2022
75X80K	\$26,990	June 2022
65X80K	\$18,990	June 2022
55X80K	\$10,490	June 2022
50X80K	\$7,990	June 2022
43X80K	\$6,990	May 2022
32W830K	\$3,990	May 2022
HT-S400	\$1,990	June 2022
SA-RS5	\$4,590	July 2022

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

For more information on all Sony soundbars, please visit
<https://www.sony.com.hk/en/electronics/home-cinema/t/sound-bars>

[Please download Sony 2022 New Bravia TV and soundbar photos.](#)

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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>.

Sony Hong Kong's 60th Anniversary

Sony Hong Kong is going to commemorate its 60th Anniversary this year. We have always adhering to Sony's purpose "Fill the world with emotion, through the power of creativity and technology", and have following the direction of development "People-oriented" as our business philosophy. To celebrate this milestone with Sony Fans and express gratitude to our customers' warm support, a series of activities will be launched. We will continue to "inspire" and "connect" people with our innovative products and fill the world with emotions. Please stay tuned for our upcoming activities on Sony Hong Kong Facebook page.

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¹ Netflix streaming membership required. 4K Ultra HD availability subject to your Netflix subscription plan, internet service, device capabilities, and content availability. www.netflix.com/termsfuse

² Purchase an eligible TV and register for BRAVIA CORE™ by 02/23/24. Number of titles, credits & redemption/viewing period & selection differ per TV model & subject to change. For eligible TVs and terms and conditions: <https://www.sony.net/bravia-core>. BRAVIA CORE streaming membership reqd. Network services, content, and operating system and software of product may be subject to separate or third-party terms and conditions and changed, interrupted, or discontinued at any time and may require fees, registration and credit card information.

³ Input lag time measured via 4K/120fps game HDMI input, may differ by real-time usage environment or specific conditions. Game title supporting 4K/120fps required.

⁴ Auto HDR Tone Mapping - Software updates on both PlayStation®5 console and TV available by automatic update or user-initiated update. To activate Auto Tone Mapping, must enable feature when pairing TV and PS5 for the first time; or will need to disconnect TV and PS5, perform factory reset and enable the feature during initial setup. Feature is supported only when PS5 and TV are directly connected. Applicable models: All BRAVIA XR models, X85K, X85J, X80K, X80J, X900H.

⁵ Auto Genre Picture Mode - Software updates on both PlayStation®5 console and TV available by automatic update or user-initiated update. This function works when Auto Picture Mode on the TV is set to ON and is supported only when PS5 and TV are directly connected. Applicable models: All BRAVIA XR models, X85K, X85J, X80K, X80J, X900H.

⁶ Other than video chat, other BRAVIA CAM features available via firmware update. Except Z9K series and A95K series, BRAVIA CAM is optional and separately to sell with other series.

⁷ The recycle rate refers to flame-retardant materials. The recyclable material used on the TV may differ depending on size.

⁸ Percentage compared to FY18. The products with 60% reduction are only available with certain models and in certain regions.

⁹ The software update of 360 Spatial Sound Mapping on HT-A7000 will be available in 2Q 2022.

¹⁰ BRAVIA Acoustic Center Sync mode works with the following models: Z9K series, A95K series, A90K series, A80K series, X95K series, X90K series, Z9J series, A90J series and A80J series. Product availability varies by country.

¹¹ Optional wireless rear speakers (sold separately) are required for HT-A7000. Optional rear speakers may not be available in all countries and regions.

¹² 360 Spatial Sound personalizer requires the supplied transmitter (WLA-NS7)] and a BRAVIA XR TV model sold separately.

¹³ User must setup broadband network environment. By default, Pure Stream setting is turned OFF and must be turned ON in BRAVIA CORE settings. BRAVIA CORE offers streaming between 30Mbps-80Mbps once user turns ON Pure Stream. To access Pure Stream at 30Mbps, user must have a minimum internet speed of 43Mbps over Wi-Fi. To access highest quality Pure Stream available at 80Mbps user must have minimum internet speed of 115Mbps over Wi-Fi. Subject to user's network operator's video streaming restrictions, BRAVIA CORE automatically selects the best bitrate as following with adaptive streaming functionality based on the internet speed available.

¹⁴ User must accept Google Terms of Service (<http://www.google.com/policies/terms/>), Play Terms of Service (https://play.google.com/intl/en-US_us/about/play-terms/index.html) and Privacy Policy (<http://www.google.com/policies/privacy/>) to use TV. User must connect to a Google account to use certain advertised features, including voice to activate linked apps, and install certain apps and operating software during setup. Use of TV without connecting to a Google account allows only basic TV features and certain apps. Wireless connectivity requires 802.11 home network (802.11n recommended). Network services, content, operating system and software of this product may be subject to separate or third-party terms and conditions and changed, interrupted or discontinued at any time and may require fees, registration and credit card information. Apps must be compatible with TV. App availability varies by region and device. Google TV is the name of this device's software experience and a trademark of Google LLC. Google is a trademark of Google LLC.

¹⁵ Feature requires future firmware update.

¹⁶ Compatible rear speakers (SA-RS3S, SA-RS5) and a software update on the soundbar are required to enjoy 360 Spatial Sound by 360 Spatial Sound Mapping technology. Software update available now, soundbar network connection required for OTA (Over-The-Air) software update.

¹⁷ BRAVIA Acoustic Centre Sync mode works with the following models: Z9K series, A95K series, A90K series, A80K series, X95K series, X90K series, Z9J series, A90J series, A80J series and X95J series. Product availability varies by country.

¹⁸ To use the SA-RS5, compatible soundbar (sold separately) is required: HT-A7000

¹⁹ Built-in battery charging time will take about 4 hours (when using supplied AC adaptor). Actual charging time may vary from the time above due to the surrounding temperature and usage conditions.

²⁰ The battery life may differ from the stated time depending on usage conditions such as volume, type of sound source, connected model, ambient temperature of the device, etc.

²¹ When using supplied AC adaptor.

²² Integrated UI works with the following models. Z9K series, A95K series, A90K series, A80K series, X95K series, X90K series, X90S series, X85K series and X80K series. Z9J series, A90J series, A80J series, X95J series, X90J series, X85J series and X80J series (these series require software update to the latest version). Product availability varies by country. HDMI connection is required

²³ As for Wireless connection via Bluetooth®, BRAVIA™ supporting Bluetooth® A2DP (Advanced Audio Distribution Profile) is needed. Applicable TV models: <https://www.sony.net/bluetooth-connection/>.

²⁴ The recycled plastics may not be used for parts depending on the time of production.