

SONY

Press Release

Take your home cinema experience to a new dimension with Sony's new HT-A5000 and HT-A3000 Soundbars

Hong Kong, September 28, 2022 – Sony today added to its soundbar range with the introduction of the **HT-A5000** and **HT-A3000**. HT-A5000 soundbar equips with 5.1.2 channel Dolby Atmos® and HT-A3000 equips with 3.1 channel Dolby Atmos® lets you enjoy the thrill of the cinema in your own home thanks to Sony's renowned audio technology, including Vertical Surround Engine and S-Force PRO Front Surround, also delivering an acclaimed 360 Spatial Sound experience ideal for a wide range of customers, that puts you at the heart of your favourite movies and music.



HT-A5000 Soundbar

- Immerse yourself in your favourite entertainment with Sony's revolutionary 360 Spatial Sound Mapping technology for an ultra-wide listening area
- Experience multi-directional sound thanks to Vertical Surround Engine and S-Force PRO Front Surround
- Upgrade your sound experience with optional speakers
- Enjoy a sound experience that adapts to suit your room with Sound Field Optimisation
- Experience an immersive audio-visual experience when connected to Sony TVsⁱ with Acoustic Center Sync

360 Spatial Sound Mapping

The **A5000** gives you access to Sony's revolutionary 360 Spatial Sound Mapping technology when connected to Sony's wireless rear speakers [SA-RS5](#) and [SA-RS3S](#). With multiple phantom speakers all around you arranged in the optimal sound field for your space, it's a new sensation of sound. Experience all the drama of Dolby Atmos® and DTS:X®, and hear every breath, step, and word like you're inside the film.

Great surround sound at your fingertips

The **HT-A5000** features Vertical Surround Engine, Sony's advanced surround sound technology, that lets you experience the excitement of the big screen at home, thanks to the support of audio formats like Dolby Atmos® and DTS:X®. The front speakers and up-firing speakers, combined with Sony's unique signal processing, reproduce "vertical" audio, meaning the **HT-A5000** soundbar can position sound in a vertical space. You can experience overhead sound without the need for in-ceiling speakers and enjoy a realistic, multi-dimensional sound, making film nights with your family even more fun.

The **HT-A5000** also features S-Force PRO Front Surround to make an even wider horizontal sound field. It uses the front X-Balanced Speaker Unit and Sony's unique digital sound field processing technology to virtually reproduce a large and immersive sound field horizontally.



Surround sound perfect for your room

To enjoy an even more personalised and immersive sound experience, the **HT-A5000** comes with Sound Field Optimization. The **HT-A5000**, with built-in microphones intelligently measures the height and width of the room, as well as the position of the optional subwoofer and rear speakers and optimises the sound to perfectly fit to your room layout. With the **HT-A5000**, you can enjoy Sound Field Optimization with or without optional speakers, simply activate the simple calibration process during initial set up or from the home menu.

Enjoy high quality sound

Powerful speakers in the **HT-A5000** work together to deliver clear, wide-ranging sound. The **HT-A5000** comes with a built-in dual subwoofer for deep bass and two up-firing speakers that reflect sound off the ceiling for immersive overhead audio.

The soundbar also features two side beam tweeters that bounce sound off the side walls and expand surround sound to give you an immersive experience that goes beyond the size of your TV.

The up-firing speakers, built-in dual subwoofer and front speakers feature Sony's unique X-Balanced Speaker Unit. The unique rectangular shape maximises the area of the speaker diaphragm, as well as increases the sound pressure for punchier bass and greater vocal clarity.

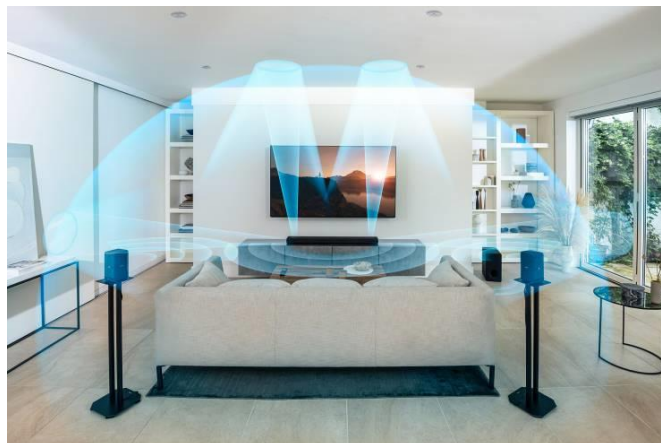
The **HT-A5000** also features DSEE Extreme™, which uses Edge-AI to upscale compressed digital files in real time, which restores the high-range sound that is lost in compression for a richer, more complete listening experience.



Experience music like the artist intended

The **HT-A5000** is also great for music lovers. You can enjoy music the way the artists truly intended with High-Resolution Audio or discover a new way of listening with 360 Reality Audioⁱⁱ for a truly immersive music experience, as real as if you are there at a live concert. You can enjoy 360 Reality Audio on Amazon Music HD, Deezer, nugs.net and TIDALⁱⁱⁱ.

You can listen to music easily on the **HT-A5000**, which works with Spotify ConnectTM, Chromecast built-inTM, Apple Airplay 2, Bluetooth[®] and Wi-Fi. You can stream your favourite music with just a tap on your phone, meaning your whole family can easily enjoy the high-quality listening experience that the **HT-A5000** provides.



Entertainment with added realism

The **HT-A5000** creates vivid scenes full of real-life colour and depth. All of the original picture quality is preserved when played through the **HT-A5000**, so you'll be completely immersed in movies. Gaming and movies are much more thrilling and realistic as **HT-A5000** supports all the latest formats such as 8K HDR, 4K 120fps and Dolby Vision[®].

Enjoy extra deep bass and surround sound with optional speakers

Adding an optional subwoofer to your system to handle low frequencies allows the system to reproduce sound with greater impact and power than before. Three models are available, designed to bring out deeper bass, more voice clarity and extra fidelity in everything you listen to. The **SA-SW5** optional subwoofer features 300W of deep, rich bass from a 180mm driver with passive radiator. The **SA-SW3** optional subwoofer features 200W of sound from a compact bass reflex subwoofer with a 160mm driver. The **SA-RS3S** optional rear speakers deliver 100W of wider surround sound and can also be mounted on to walls.



Best with Sony TVs

Paired with compatible BRAVIA™ TVs^{iv}, the HT-A5000 brings you an immersive audio-visual experience with Sony's best picture and sound quality making the -A5000 the perfect accompaniment to your BRAVIA TV. With Acoustic Center Sync using the cable supplied with the HT-A5000, the TV becomes the centre speaker meaning that action and sound are precisely aligned so your viewing become much more immersive. You'll hear dialogue from exactly where the character is standing in the scene.

Everything links up perfectly when connected to the new range of [BRAVIA TVs](#). With Integrated UI, the soundbar settings automatically appear on the BRAVIA Quick Setting menu^v.

A premium design and easy to use soundbar that is perfect for your home

The **HT-A5000** has a premium minimalist Omnidirectional Block design with sophisticated rounded edges and connects wirelessly to your TV, making it the perfect addition to your front room. Setting it up couldn't be easier thanks to HDMI eARC, Optical-in and USB port. The **HT-A5000** also works with your favourite voice assistants such as Google Assistant^{vi} and Amazon Alexa^{vii}. In addition, just add the soundbar to your speaker group using the Google Home app and all you have to do is speak to your Google Assistant device – whether you want to start playing music, change the volume or many other functions.

For more information about the HT-A5000, please visit:

<https://www.sony.com.hk/en/electronics/sound-bars/ht-a5000>



HT-A3000 Soundbar

- **Immerse yourself in your favourite entertainment with Sony's revolutionary 360 Spatial Sound Mapping technology for an ultra-wide listening area^{viii}**
- **Upgrade and adapt sound to suit your setting, with optional subwoofers and rear speakers**
- **Experience an integrated audio-visual experience when connected to BRAVIA™ TVs with Acoustic Center Sync**

Surround sound at your fingertips

The **HT-A3000** features 3.1 channels, three front speakers including a dedicated centre speaker for clear dialogue and a built-in dual subwoofer for deep bass. Coupled with Vertical Surround Engine and S-Force PRO Front Surround, the **A3000** creates virtual surround sound that comes from multiple dimensions so you can fully enjoy the thrill of Dolby Atmos® and DTS:X®.

360 Spatial Sound Mapping

The **A3000** gives you access to Sony's revolutionary 360 Spatial Sound Mapping technology when connected to Sony's wireless rear speakers [SA-RS5](#) and [SA-RS3S^{ix}](#).

With 360 Spatial Sound Mapping technology, you can feel sound from every direction and distance. Sound Field Optimization uses built-in microphones to ingeniously measure the relative height and position of the soundbar and rear speakers. Based on positional information, it then creates multiple phantom speakers by synthesising sound waves^x. Thanks to this technology, Sony's wide spatial sound field fills every part of the room, immersing everyone present.



HT-A3000 with SA-RS5 and SA-SW3

Optional speakers, your way^{xi}

Adding an optional wireless subwoofer that handles low frequencies allows the system to reproduce sound with greater impact and power than before. Two models are available, designed to bring out deeper bass, more vocal clarity, and extra fidelity in all types of audio content.

You can add the [SA-SW5](#) subwoofer with 300W of deep, rich bass from a 180mm driver with passive radiator or, opt for the [SA-SW3](#) subwoofer with 200W of sound from a compact bass reflex subwoofer with a 160mm driver.

To take your home cinema experience to new heights, add the **SA-RS5** wireless rear speakers with a total 180W of wider surround sound. Featuring up-firing speakers, the **SA-RS5** creates richer and more immersive 360 Spatial Sound as well as built-in battery power or, opt for the **SA-RS3S** wireless rear speakers with a total 100W.



HT-A3000 with SA-RS5 and SA-SW5

Best with Sony TVs

The **A3000** allows you to enhance your home cinema experience further by pairing with compatible

BRAVIA XR TVs. Using the Acoustic Center Sync^{xiii} feature, both the soundbar and BRAVIA XR TV become the centre speaker in the home cinema system. Action and sound become precisely aligned, creating complete immersion. You'll even hear dialogue from exactly where the character is standing in the scene.

Additionally, Acoustic Center Sync works together with the 360 Spatial Sound Mapping setup to deliver a clearer dialogue and more immersive viewing experience than ever before.

Stream your favourite tracks

With the **A3000**, your music truly comes to life. You can discover a new way of listening with 360 Reality Audio^{xiii} that offers an incredibly immersive live concert or studio session experience. You can also enjoy 360 Reality Audio on Amazon Music HD, nugs.net and TIDAL^{xiv}.

On the **A3000** you can easily access popular music services like Spotify and stream all your favourite albums and playlists using Chromecast, Spotify Connect™ or Apple AirPlay 2. You can also stream wirelessly from your smartphone with Bluetooth® technology or use the built-in Wi-Fi to stream music from your own devices.

The **A3000** features DSEE Extreme™, which uses Edge-AI to allow for real-time restoration of all your compressed digital music files. This ensures you can restore the high-range sound that is lost in compression for a richer, more complete listening experience.

Voice control

The soundbar works with Google-assistant with Chromecast built-in or Amazon Alexa enabled devices^{xv xvi}. Just add the **A3000** to your speaker group using the Google Home app to start playing music, change the volume or many other functions using just your voice.

Sleek design

The **A3000** and optional speakers have been designed under a common Omnidirectional Block concept. Its sophisticated rounded edges represent a single solid block providing wide-spreading sound, while the combination of rich material textures emphasise an affinity with any living room environment.

Easy connection

The **A3000** is almost ready to go straight out of the box. Simply connect to your TV using the HDMI eARC connection and power on. With USB, optical in, as well as HDMI out (eARC) and S-CENTER OUT for compatible BRAVIA TVs, you have all the connections you need to enjoy a breath-taking surround sound experience.

For more information about the HT-A3000, please visit:

<https://www.sony.com.hk/en/electronics/sound-bars/ht-a3000>

Pricing, Availability and Pre-sale offer

Sony's new HT-A5000, HT-A3000 as well as SA-SW5, SA-SW3 wireless subwoofer and SA-RS5 and SA-RS3S wireless rear speakers will be available as follows:-

Models	Suggested Retail Price	Pre-sales & Availability	Pre-order offer
HT-A5000	\$7,990	Available in Early November 2022	Free \$300 supermarket coupon
HT-A3000	\$4,990	Pre-sales period: From 29 Sep 2022 to 30 Oct 2022	Free \$200 supermarket coupon
Models	Suggested Retail Price	Availability	Bundle offer
SA-SW5	\$5,990	Available Now	Free \$500 supermarket coupon
SA-SW3	\$2,990		Free \$300 supermarket coupon
SA-RS5	\$4,590		Free \$600 supermarket coupon
SA-RS3S	\$2,690		Free \$400 supermarket coupon

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

[Please download Sony 2022 New soundbar HT-A5000 and HT-A3000 photos.](#)

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

ⁱ BRAVIA™ Acoustic Center sync mode works with the Z9J series, A90J series, A80J and X95J series. Product availability varies by country .

ⁱⁱ Requires download of Sony | Music Centre 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/ to check compatibility of the application and the service.

ⁱⁱⁱ Availability varies by country

^{iv} BRAVIA™ Acoustic Centre sync mode works with the Z9J series, A90J series, A80J and X95J series. Product availability varies by country .

^v Integrated UI works with the following models: Z9J series, A90J series, A80J series, X95J series, X90J series, X85J series, X80J series. Product availability varies by country.

^{vi} Google, Google Home and Chromecast built-in are a trademark of Google LLC. Google Assistant is not available in certain languages and countries.

^{vii} Amazon Alexa and all related logos are trademarks of Amazon.com, Inc. or its affiliates. Amazon Alexa is available in select languages and countries/regions

^{viii} Compatible rear speakers (SA-RS3S, SA-RS5) are required

^{ix} Rear speakers sold separately and may not be available in all countries/regions.

^x The number of phantom speakers differs depending on rear speaker combination.

^{xi} The products may not be available in all countries/regions.

^{xii} BRAVIA Acoustic Centre Sync mode works with the following models: Z9K series, A95K series, A90K series, A80K series, A75K series, X95K series, X90K series, Z9J series, A90J series, A80J series and X95J series. Product availability varies by countries / regions.

^{xiii} 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/ to check compatibility of the application and the service.

^{xiv} Availability varies by countries/regions.

^{xv} Google, Google Home and Chromecast built-in are trademark of Google LLC. Google Assistant is not available in certain languages and countries/regions.

^{xvi} Amazon.com, Inc. or its affiliated. Amazon, Alexa, Echo, and all related marks are trademarks of Amazon.com, Inc. or its affiliates.