

# SONY

## Press Release

### Sony Unveils New Upgraded Gaming Monitors under Gaming Gear Brand “INZONE,” to Maximise Performance and Ability

*Sony’s Gaming Line Offers an Immersive Experience to Help Lead Gamers to Victory*



INZONE M9



INZONE M3

**Hong Kong, May 5, 2023** – As part of **INZONE™**, a gaming gear brand for PC gamers by Sony that sharpens the senses and maximises gaming ability, Sony today announced **INZONE** monitors featuring incredible, high-resolution and high-dynamic range picture. The **INZONE** brand embraces Sony’s expertise as a pioneer of audio-visual technology, delivering features that will immerse gamers into the action with total focus. Designed for extraordinary performance, **INZONE** offers a path to dive into an immersive zone, leading to a victorious ending.

“The market has been expanding with a higher interest in gaming with the spread of esports tournaments and the advancement of gaming entertainment. With Sony’s strong history of high-end audio and visual technology products, we believe this line will offer even more options for those looking to upgrade their current gaming systems. We are committed to contributing to the growth of gaming culture by providing PC and PlayStation® gamers with a wider range of options to enrich lives through gaming. Also, Sony is proud to have a sponsorship with leading global esports leagues, Evolution Championship Series (Evo) 2022 and 2023, PGL DOTA2 Arlington Major 2022 and the VALORANT Champions Tour with our wish for further advancement of gaming culture.” said Yukihiro Kitajima, Head of Game Business and Marketing Office, Sony Corporation.

#### **Gaming Monitors Overview**

The all new **INZONE M9** gaming monitor with HDR offers 4K resolution and high contrast with Full Array Local Dimming, for gamers looking for a better experience when playing games with details in deep blacks and brightness. Gamers can also look forward to a 144Hz refresh rate, IPS and 1ms GtG (Gray to Gray) response time for quicker reactions. Additionally, the **INZONE M3** gaming monitor provides a high refresh rate of 240Hz with 1ms GtG (Gray to Gray) and variable refresh rate technologies, allowing gamers to accurately capture movements of rivals in shooter games.



### **Designed to Fit for Unique Playing Styles**

The unique, low depth tripod stand provides total gaming comfort while optimising desk space for peripherals. With a small monitor footprint, players can easily position an angled keyboard and large gaming mouse pad around or under the display. Other features include adjustable height and tilt, a selection of rear lighting colors<sup>1</sup> and cable management for a clean desktop.



### **Utilities for Gameplay**

Featuring Auto KVM Switch (Auto USB Hub Switch), users can control up to two PCs from a single keyboard, mouse and headset connected to the monitor. With FPS Game Picture Mode, brightness and contrast are optimised to view opponents clearly. Additionally, the Black Equaliser feature allows for uncovering details even in shadows.

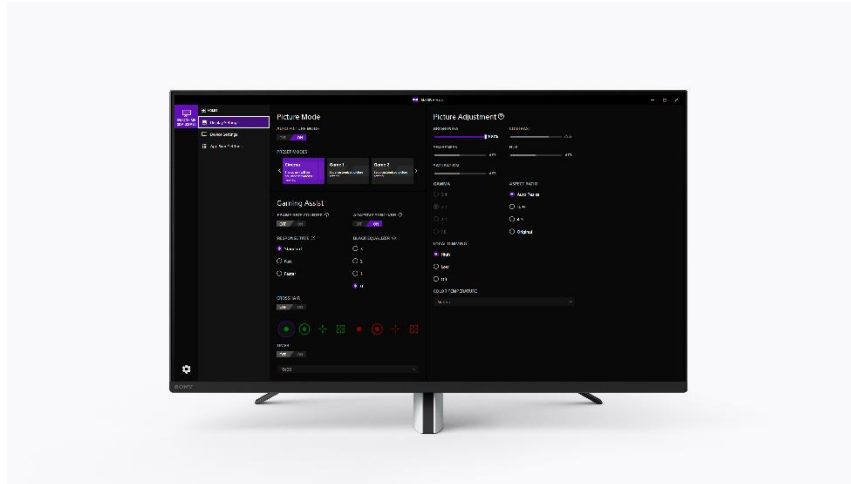
### **Interoperability for Better Gameplay**

#### **Perfect for PlayStation®5**

The **INZONE M9** monitor provides Auto HDR Tone Mapping, which works with PlayStation®5 consoles to automatically recognise the monitor during initial setup and optimises HDR settings. Additionally, the monitor will automatically switch to Cinema Mode when watching movies on PlayStation®5 and Game Mode when playing games.

#### **INZONE Hub PC Software: Personalise Your Gameplay**

Sony's **INZONE Hub** PC software<sup>2</sup> was created to control INZONE monitors and headsets, allowing users to personalise experiences by customising a wide range of operations, including a variety of sound and picture settings.



### Sustainability in Mind

The packaging material of Sony's products is plastic-free<sup>3</sup> and products are not only designed to be stylish but also with the environment in mind.

### INZONE Gaming Monitor Specifications:

#### **INZONE M9: 27-inch 4K/144Hz Gaming Monitor**

- **INZONE M9** boasts 4K resolution and high contrast by Full Array Local Dimming with Display HDR 600 certification and more than 95% coverage of DCI-P3 color space, providing great highlights and deep blacks as well as accurate color reproduction.
- Up to a 144Hz refresh rate, IPS, 1ms GtG (Gray to Gray) response time with variable refresh rate technology such as NVIDIA® G-SYNC® Compatible and VRR in HDMI 2.1 standard.

#### **INZONE M3: 27-inch Full HD/240Hz Gaming Monitor**

- Up to 240Hz refresh rate, IPS, 1ms GtG (Gray to Gray) response time with variable refresh rate technology such as NVIDIA® G-SYNC® Compatible<sup>4</sup>, and VRR in HDMI 2.1 standard.
- Featuring DisplayHDR 400 certification<sup>5</sup>, sRGB99% coverage color space and 1.07 billion color support, providing a vibrant gaming experience with rich colors.



NVIDIA® G-SYNC®

**Availability:**

The [INZONE M9](#) and [INZONE M3](#) will be available from 6 May 2023 at HK\$7,999 and HK\$4,499.

[Please download Sony INZONE M9 and INZONE M3 photos.](#)

**Messages from Sony's partners****Rick Thiher, General Manager of Evo - Evolution Championship Series (Evo) 2022 and 2023**

“To make this announcement as part of the global launch of INZONE is another example of the momentum that is building for Evo 2022. We're delighted to debut new technology for our attendees to experience fighting games with. Partners like INZONE from Sony support our mission of crafting great experiences for our players and fans.”

**Silviu Stroie, CEO PGL - PGL DOTA2 Arlington Major 2022**

"It is an honor for PGL to have a partner like Sony, and we are very excited about INZONE. The last DOTA 2 Major of the season, PGL Arlington Major 2022, will be a pivotal moment for the scene, and we believe that it is the perfect moment for INZONE to break the ice in one of the most competitive tournaments of the year."

**Whalen Rozelle, COO of Riot Games Esports - VALORANT Champions Tour**

“We are excited to have Sony's technology level up the experience at our global VALORANT Esports events. Communication is a critical aspect of VALORANT and this partnership will enable us to bring our viewing audiences deeper into the most exciting moments of our biggest matches. Sony's commitment to innovation will further elevate VALORANT as a leading global esport.”

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> INZONE M9 only

<sup>2</sup> Available in our website (<https://www.sony.net/inzonehub-support>) . Supports Windows 10 or 11.

<sup>3</sup> Coating and adhesive materials excluded

<sup>4</sup> Planning to be certified

<sup>5</sup> Planning to be certified