

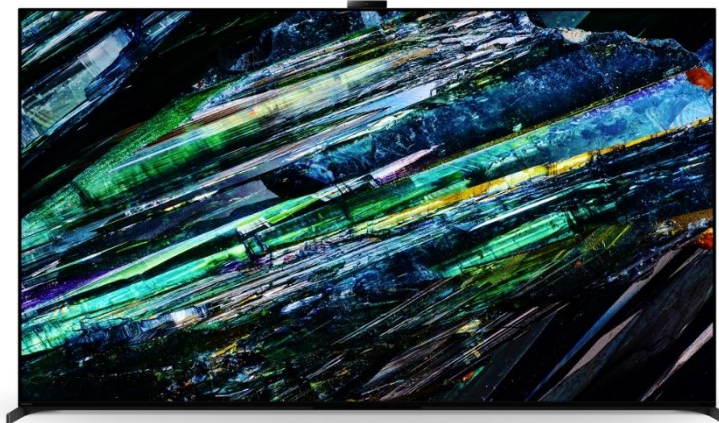
SONY

Press Release

Sony announces new Portable Theatre System HT-AX7 that delivers immersive spatial sound in any room and BRAVIA XR A95L QD-OLED TV & 2023 BRAVIA XR TV Lineup



HT-AX7



A95L

Hong Kong, August 22, 2023 – Sony is excited to introduce the [HT-AX7](#) – a portable theatre system that offers a new way to enjoy entertainment in spatial and room-filling sound, anywhere throughout your home. By simply placing the three speakers around you, you can enjoy a captivating audio experience not only in your living room but also in bedrooms, balconies, or any other space you desire. Today also announced [BRAVIA XR A95L QD-OLED TV](#) and 2023 BRAVIA XR™ TV Lineup, with Cognitive Processor XR™, for the ultimate home entertainment experience. All models are equipped with features to provide consumers with an immersive experience for watching movies, streaming apps, gaming and more.

New Portable Theatre System HT-AX7

- Get cinematic sound anywhere with 360 Spatial Sound Mapping technology
- Transform stereo to surround with Sony's unique upmixer
- Rich room-filling sound for your daily life
- Made for moving around rooms and going anywhere

Cinematic sound anywhere

Immerse yourself in a surround sound experience with Sony's 360 Spatial Sound Mapping technology. 360 Spatial Sound Mapping technology creates multiple phantom speakers at the front, rear, and overhead, enveloping you in spatial sound. You can experience a surround sound sensation similar to being in a movie theatre by simply placing three speakers around you, without the need for any special installations like embedding speakers in the ceiling.



The HT-AX7 also features Sony's upmixer algorithm which can transform stereo into three-dimensional surround sound. The upmixer analyses sound in real-time and separates individual sound objects, redistributing them to create a more immersive listening experience. Activate the sound field effect to experience a surround sound-like effect, even with 2-channel content such as content from streaming services.

Rich room-filling sound for your daily life

By positioning the three speakers in the corners of your room, the HT-AX7 can produce room-filling sound that enhances your everyday activities, from housework to parties, making your favourite music and content even richer. Easily set up without any special configuration, simply position the speakers and turn off the sound field effect for a hassle-free experience. With complete wireless connectivity, you can set it up without worrying about complicated layouts.



Easily portable

With up to 30 hours of battery life¹ and wireless connectivity via Bluetooth® technology, you can easily take the HT-AX7 to any room in your home and connect it to your favourite devices. Unlike traditional home theatre systems that require you to be seated in front of the TV, the HT-AX7's portable design allows you to enjoy content in a whole new way; on any Bluetooth enabled device.



Plus, there are no wires to disrupt your room's layout. The HT-AX7's sleek and versatile design seamlessly blends with any interior decor for a stylish and cohesive look. The detachable rear speakers, with their lightweight design and one-handed portability, can be conveniently placed wherever you like.

No fuss, all fun

The HT-AX7 is also easy to set up using the Sony | Home Entertainment Connect app. Once you download the app, it guides you through the initial setting and troubleshooting, enabling you to have complete control over volume, sound field, and more, all from your smartphone.

Thanks to Bluetooth® technology connecting the HT-AX7 to your device is seamless and the wireless rear speakers are automatically paired to the main unit, so you can place the speakers around your room, press play and get immersed.

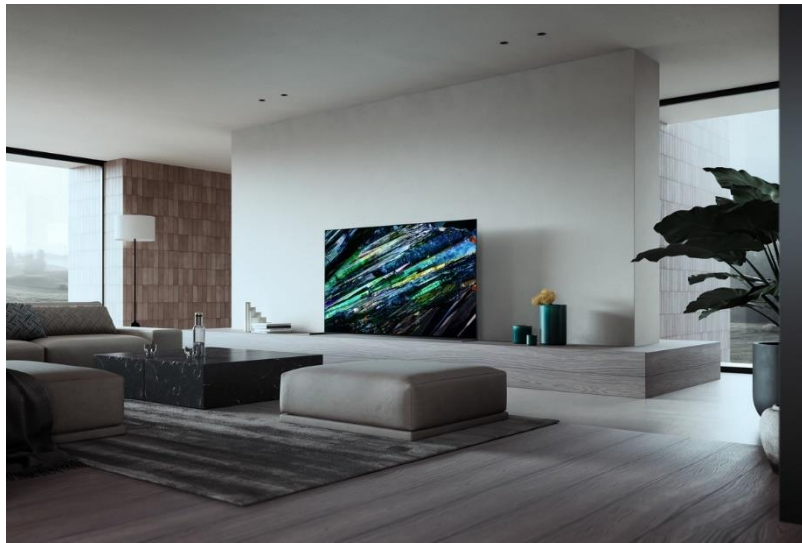
Environment in mind

Sony's home audio products are designed not only for an excellent sound experience but also with the environment in mind. Sony is committed to using less plastic in its products and packaging. The speaker body utilises a fabric material made from 100% recycled PET bottles² and incorporates recycled plastics³. The individual packaging features Sony's proprietary Original Blended Material⁴, which is derived from bamboo, sugarcane, and recycled paper collected from the market. This Original Blended Material has enabled us to eliminate the use of plastic in our packaging.

This all helps to reduce the ecological impact while maintaining superb acoustic performance and a stylish design. To learn more, please visit: <https://www.sony.net/electronics/eco-hav>

BRAVIA XR A95L 4K HDR QD-OLED Google TV

[65" class (64.5" diag.), 55" class (54.6" diag.)]



- **Intelligent and powerful TV processing:** The Cognitive Processor XR replicates how we see the real world to deliver a picture with wide dynamic contrast, detailed blacks, high peak brightness, and natural colours.
- **QD-OLED Screen:** With a QD-OLED screen, enhanced by XR Triluminos Max technology, experience colour performance with approximately 200% brighter than the A95K with enhanced colour brightness.
- **Definitive contrast:** Individually lit pixels produce pure black so movies, shows, and games burst to life on screen with extraordinary detail and depth.
- **Google TV:** See 700,000+ movies and TV episodes, plus live TV¹⁰, all in one place. Google TV brings everyone's favourite content from across apps and subscriptions and organizes them. Searching is easy- just ask Google. Try saying, "Hey Google, find action movies" to search across apps.¹¹
- **Enjoy movies included with BRAVIA CORE:** Enjoy streaming high-quality 4K UHD and IMAX[®] Enhanced movies included with the BRAVIA CORE app, exclusively on select Sony TVs.^{10,8}
- **Perfect for PlayStation[®] 5:** Take PlayStation[®] 5 gaming to the next level with exclusive features Auto HDR Tone Mapping and Auto Genre Picture Mode for optimized picture quality while gaming and streaming.⁶
- **All game settings in one place:** With Game Menu, quickly manage game picture settings and assist functions in a single convenient interface.
- **HDMI 2.1 gaming:** Get the advantage in high-performance gaming with HDMI 2.1 features 4K/120, VRR, and ALLM.¹⁴
- **Enhanced entertainment:** Experience immersive and engaging cinematic content as the creator intended with support for Dolby Vision, IMAX[®] Enhanced, and Netflix Adaptive Calibrated Mode.^{6,10}
- **The screen is the speaker:** With Acoustic Surface Audio+ and Dolby Atmos and DTS:X support, hear true immersive audio with actuators that vibrate to produce sound from the entire screen perfectly matching with what's playing on screen.³
- **More clarity, less noise:** Bring back lost texture and detail, with reduced noise and blur, and see all HD and digital content upscaled to near-4K resolution with XR 4K Upscaling and XR Clear Image.¹⁴

- **Pairs perfectly with Sony soundbars:** Acoustic Center Sync synchronizes the TV speakers with select Sony soundbars to reinforce the center speaker channel for clearer, fuller dialogue and more immersive sound.³
- **Enhanced TV experience with included BRAVIA CAM:** Allow BRAVIA CAM to automatically adjust picture and sound according to the room environment and seating location.⁵
- **All Eco settings in one place:** The Eco dashboard keeps all settings in one place, making it easier to change them individually or in one go. With an Easy Setup Wizard, optimize settings for the environment.

2023 BRAVIA XR TV new models have been announced to round out Sony’s highly anticipated lineup, Besides A95L QD-OLED, A80L OLED, and X90L Full Array LED and with new features including XR Clear Image and Acoustic Center Sync, for a fully immersive at-home theatre experience



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2023 BRAVIA XR TVs have the updated **Cognitive Processor XR**, featuring the all new **XR Clear Image** on select models¹, which improves noise reduction and clarity with motion, reducing blur and creating scenes bursting with action. The **Cognitive Processor XR** enables better backlight control for increased local dimming zones, increased brightness and decreased blooming.

Additionally, each model offers **Acoustic Center Sync**, which synchronizes the TV’s audio system with the center channel of a compatible Sony soundbar turning it into the center speaker for the ultimate, immersive at-home experience.² For consumers looking for an even more immersive sound experience, each model also works with Sony soundbars to offer **360 Spatial Sound Mapping**² which generates

¹ Except for X93L

² To use 360 Spatial Sound Mapping, it is necessary to run the auto calibration on the receiver using the supplied calibration microphone that comes with the receiver. 360 Spatial Sound Mapping can work with passive speakers and compatible wireless rear speakers (SA-RS3S & SA-RS5) but they must be connected to the receiver for the calibration.

phantom speakers and sound field optimization. The **A95L** and **A80L** models feature **Acoustic Surface Audio+™** with actuators that vibrate to produce sound from the entire screen, perfectly matching with what's playing on screen.

The **2023 BRAVIA XR** lineup also allows gamers to take their **PlayStation® 5** gaming to the next level with exclusive features, including **Auto HDR Tone Mapping** and **Auto Genre Picture Mode**, for optimized picture quality while gaming and streaming. Other features include an easy-to-use **Game Menu** where gamers can tailor their settings to their preferences, such as turning on or off **VRR** or **Motion Blur Reduction** with quick access. The **Game Menu** also allows users to increase the brightness in dark areas to easily spot objects and opponents with the **Black Equalizer** and can easily take aim on their opponents with six types of crosshairs. New this year is the ability to customize the size of the screen with the **Screen Size** feature to concentrate gaming with a smaller, focused screen³. The **A95L** model also features **Multi-View**, where users can watch walk-throughs and gameplay guides side-by-side while simultaneously playing their favourite titles.

Additionally, Sony is keeping its commitment to decreasing plastic usage through its [Road to Zero](#) initiative. To reduce environmental impact, Sony is working on multiple aspects of the product life cycle, such as reduction of virgin plastic use, improvement of transportation efficiency and reviewing energy consumption during use. Additionally, the new **Eco Dashboard** included on all 2023 models allows users to easily customize energy saving preferences and settings.

“We are excited to bring a new lineup that continues to bring Sony's best spatial entertainment and gaming experiences with picture and sound,” said Benjamin Ng, Assistant General Manager, Sony South East Asia . “Sony is proud to offer a full suite of home entertainment options for all of our consumers.”

Key BRAVIA XR lineup features:

- **Cognitive Processor XR with XR Clear Image:** The Cognitive Processor XR replicates content the way people see and hear for an incredibly lifelike experience. The latest iteration of the Cognitive Processor XR for 2023 enters a new chapter in its development with advanced XR Clear Image. This technology further reduces noise and reduces blur in motion, creating scenes that burst with life.
- **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 Theatre System or the HT-A7000, HT-A5000 and HT-A3000 soundbars. 360 Spatial Sound Mapping, a new frontier of spatial sound technology, is the latest addition to models HT-A7000 and HT-A5000. 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.³
- **Acoustic Center Sync:** Pairs perfectly with Sony soundbars – Acoustic Center Sync synchronizes the TV speakers with select Sony soundbars and AV receivers to reinforce the center speaker

³ Firmware update for Screen Size feature will be available by 2023.

channel for clearer, fuller dialogue and more immersive sound. When paired with Sony Home Audio products, consumers can expect a truly exceptional at-home movie viewing experience.^{4,5}

- **XR Backlight Master Drive :** Powered by Cognitive Processor XR™, the XR Backlight Master Drive uses a Sony-developed local dimming algorithm delivering extraordinary brightness, impressive dynamic range, deep blacks and beautifully natural colours.
- **Perfect for PlayStation® 5 and new Gaming functions:** Gamers can take their PlayStation® 5 gaming to the next level with exclusive features Auto HDR Tone Mapping and Auto Genre Picture Mode that optimize picture quality while gaming and streaming.⁶ With the newly added Game Menu, it has never been easier to fine-tune gaming settings and assist functions. All the essentials are at the gamer's fingertips for on the fly adjustments. Additionally, the **BRAVIA XR A95L** features Multi View, making it easier than ever to watch walkthroughs side-by-side while the gamer plays their favourite titles.
- **BRAVIA CORE:** The BRAVIA CORE⁷ app is a pre-loaded movie service that comes with five, 10 or 15 movie credits to watch the latest releases and popular classics and additional movies up to 24 months of unlimited streaming, with the purchase of a BRAVIA XR TV. With BRAVIA XR technology, Pure Stream™⁸ and IMAX® Enhanced⁹, content is delivered with stunning visuals and expressive sound quality. Featuring BRAVIA CORE Calibrated Mode, movies will automatically adjust to the optimal picture settings including IMAX® Enhanced mode to create a truly exceptional at-home movie viewing experience. Over time, the app experience will be enriched with new features.
- **Crunchyroll® remote button:** The Crunchyroll remote button¹⁰ gives BRAVIA users one-touch access to one of the world's largest anime libraries, a collection of more than 18,000 hours of anime, comprising more than 44,000 episodes and feature films, translated in multiple languages. Simulcasting is also accessible, so Japanese titles can be watched from abroad following broadcast in Japan.¹¹
- **BRAVIA CAM:** BRAVIA CAM can detect the viewer's position to optimize the picture and sound according to room environment and viewing distance.

⁴ Compatible soundbars: HT-A9, HT-A7000, HT-A5000, HT-A3000

⁵ Dolby Vision and Atmos content compatible with streaming services or compatible content device connected via HDMI input (sold separately).

⁶ To activate Auto HDR 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 on PS5 and enable the feature during initial setup. Auto Genre Picture Mode works when Auto Picture Mode on the TV is set to ON. Both features are supported only when PS5 and TV are directly connected. Applicable models: All BRAVIA XR models, X85K, X80K.

⁷ Purchase an eligible TV and register for BRAVIA CORE™ by February 23, 2026 to be eligible for promotion offers. Available movies subject to change. Terms and conditions apply, for more details see <https://www.sony.net/bravia-core>. 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.

⁸ 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.

⁹ IMAX® Enhanced content enables a full IMAX® Enhanced experience on IMAX® Enhanced Certified BRAVIA TV with compatible streaming services such as BRAVIA CORE, or compatible content devices such as Blu-ray players, connected via HDMI input (sold separately).

¹⁰ Button coverage regions: Americas, Europe and a part of Asia pacific.

¹¹ Features, content, and availability of programming are subject to subscriber status and vary by region. Additional licensing restrictions may apply.

- **Google TV:** See 700,000+ movies and TV episodes, plus live TV¹², all in one place. Google TV brings everyone’s favourite content from across apps and subscriptions and organizes them. Searching is easy- just ask Google. Try saying, “Hey Google, find action movies” to search across apps.¹³
- **Built with sustainability in mind:** During manufacturing, Sony is reducing overall plastic usage by approximately 60%¹⁴, and is cutting emissions by approximately 15% by using smaller and lighter packaging during transportation.¹⁵
- **All Eco settings in one place:** The Eco dashboard keeps all user settings in one place, making it easier to change them individually or in one go. With the Easy Setup option, users can optimize settings for their viewing environment.

New Sony TV Models and Key Features

BRAVIA XR A80L 4K HDR OLED Google TV:

[83” class (82.5” diag), 77” class (76.7” diag), 65” class (64.5” diag.), 55” class (54.6” diag.)]

- **Intelligent and powerful TV processing:** The Cognitive Processor XR replicates how we see the real world to deliver a picture with wide dynamic contrast, detailed blacks, high peak brightness, and natural colours.
- **Acoustic Surface Audio+:** With Acoustic Surface Audio+ and Dolby Atmos support, hear true immersive audio with actuators that vibrate to produce sound from the entire screen perfectly matching with what’s playing on screen.⁴
- **OLED contrast and colour:** XR OLED Contrast Pro and XR Triluminos Pro technologies allow the consumer to feel the beauty of OLED with brightness approximately 110% compared to the previous year's model - the A80K, with immersive depth and realism, pure black, detailed shadows, and billions of accurate colours.
- **Google TV:** See 700,000+ movies and TV episodes, plus live TV¹⁰, all in one place. Google TV brings everyone’s favourite content from across apps and subscriptions and organizes them. Searching is easy- just ask Google. Try saying, “Hey Google, find action movies” to search across apps.¹¹
- **Enjoy movies included with BRAVIA CORE:** Enjoy streaming high-quality 4K UHD and IMAX[®] Enhanced movies included with the BRAVIA CORE app, exclusively on select Sony TVs.^{6,8}
- **Perfect for PlayStation[®] 5:** Take PlayStation[®] 5 gaming to the next level with exclusive features Auto HDR Tone Mapping and Auto Genre Picture Mode for optimized picture quality while gaming and streaming.⁶

¹² Live TV capability not available in Canada

¹³ 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.

¹⁴ The products with 60% reduction are only available with certain models and in certain regions.

¹⁵ The 15% is compared to FY18 models. The ratio may vary by model.

- **All game settings in one place:** With Game Menu, quickly manage game picture settings and assist functions in a single convenient interface.
- **HDMI 2.1 gaming:** Get the advantage in high-performance gaming with HDMI 2.1 features 4K/120, VRR, and ALLM.¹⁴
- **Enhanced entertainment:** Experience immersive and engaging cinematic content as the creator intended with support for Dolby Vision, IMAX[®] Enhanced, and Netflix Adaptive Calibrated Mode.^{4,11,15}
- **More clarity, less noise:** Bring back lost texture and detail, with reduced noise and blur, and see all HD and digital content upscaled to near-4K resolution with XR 4K Upscaling and XR Clear Image.¹⁴
- **Pairs perfectly with Sony soundbars:** Acoustic Center Sync synchronizes the TV speakers with select Sony soundbars to reinforce the center speaker channel for clearer, fuller dialogue and more immersive sound.³
- **Enhanced TV experience with optional BRAVIA CAM:** Allow BRAVIA CAM to automatically adjust picture and sound according to the room environment and seating location.⁵
- **All Eco settings in one place:** The Eco dashboard keeps all settings in one place, making it easier to change them individually or in one go. With an Easy Setup Wizard, optimize settings for the environment.

BRAVIA XR X90L 4K HDR Full Array LED Google TV:

[85" class (84.6" diag.), 75" class (74.5" diag.), 65" class (64.5" diag.), 55" class (54.6" diag.)]

- **Intelligent and powerful TV processing:** The Cognitive Processor XR replicates how we see the real world to deliver a picture with wide dynamic contrast, detailed blacks, high peak brightness, and natural colours.
- **Full Array LED contrast and colour:** With brightness approximately up to 130% compared to the previous year's model - the X90K has precisely controlled backlighting so the viewer can see enhanced contrast and billions of accurate colours, controlled by XR Contrast Booster and XR Triluminos Pro technologies.
- **Google TV:** See 700,000+ movies and TV episodes, plus live TV¹⁰ all in one place. Google TV brings everyone's favourite content from across apps and subscriptions and organizes them. Searching is easy- just ask Google. Try saying, "Hey Google, find action movies" to search across apps.¹¹
- **Enjoy movies included with BRAVIA CORE:** Enjoy streaming high-quality 4K UHD and IMAX[®] Enhanced movies included with the BRAVIA CORE app, exclusively on select Sony TVs.^{6,8}
- **Perfect for PlayStation[®] 5:** Take PlayStation[®] 5 gaming to the next level with exclusive features Auto HDR Tone Mapping and Auto Genre Picture Mode for optimized picture quality while gaming and streaming.⁶
- **All game settings in one place:** With Game Menu, quickly manage game picture settings and assist functions in a single convenient interface.^{14, 16}
- **HDMI 2.1 gaming:** Get the advantage in high-performance gaming with HDMI 2.1 features 4K/120, VRR, and ALLM.^{16,14}
- **Picture and sound precisely aligned:** With Acoustic Multi-Audio and Dolby Atmos support, sound positioning tweeters, in addition to the TVs speakers, elevates the sound so what the user hears matches the picture they see.⁴

- **Enhanced entertainment:** Experience immersive and engaging cinematic content as the creator intended with support for Dolby Vision, IMAX[®] Enhanced, and Netflix Adaptive Calibrated Mode.^{6,10,17}
- **More clarity, less noise:** Bring back lost texture and detail, with reduced noise and blur, and see all HD and digital content upscaled to near-4K resolution with XR 4K Upscaling and XR Clear Image.¹⁴
- **Pairs perfectly with Sony soundbars:** Acoustic Center Sync synchronizes the TV speakers with select Sony soundbars to reinforce the center speaker channel for clearer, fuller dialogue and more immersive sound.³
- **Enhanced TV experience with optional BRAVIA CAM:** Allow BRAVIA CAM to automatically adjust picture and sound according to the room environment and seating location.⁵
- **All Eco settings in one place:** The Eco dashboard keeps all settings in one place, making it easier to change them individually or in one go. With an Easy Setup Wizard, optimize settings for the environment.

Pre-order and Availability

HT-AX7 Portable Theatre System:

The **HT-AX7 Portable Theatre System** will be available at HK\$4,290 from 13 October 2023.

From 22 August to 30 September, 2023, the HT-AX7 Portable Theatre System is 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. Customer pre-ordering HT-AX7 can enjoy extra 1 year extended warranty.

Sony New BRAVIA XR TV:

Model	Price(HK\$)	Availability	Pre-orders
XR-65A95L	42,990	5 September 2023	22 Aug to 4 Sep 2023
XR-55A95L	32,990		
XR-83A80L	129,990	Available now	/
XR-77A80L	59,990		
XR-65A80L	30,990		
XR-55A80L	19,990		
XR-85X90L	64,990		
XR-75X90L	42,990		
XR-65X90L	24,990		
XR-55X90L	16,990		
KD-65X85L	20,490		
KD-55X85L	11,990		
KD-75X80L	21,990		
KD-65X80L	14,990		
KD-55X80L	9,990		
KD-50X80L	7,590		
KD-43X80L	6,790		
KD-55X77L	8,490		
KD-50X77L	6,590		
KD-43X77L	5,990		

A95L series pre-order

From 22 Aug to 4 Sep, 2023, the BRAVIA XR A95L 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 A95L TVs can enjoy below offers

- Free PlayStation®5 (SRP \$4,380),
- Free HT-S2000 3.1 ch soundbar (SRP \$3,990),
- Free WH-1000XM4 Wireless Noise Cancelling Headphones (SRP \$2,890),
- SU-WL850 wall mount (SRP \$1,990) and
- HK\$1,000 Supermarket coupon (65A95L only)

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

Please download Sony HT-AX7 and 2023 BRAVIA TV photos [here](#).

For more information on all Sony televisions, please visit <https://www.sony-asia.com/bravia/gallery>.

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

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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For media enquiries, please contact:

Sony Corporation of Hong Kong Limited
Public Relations and Brand Communications Section
Email: pr@sony.com.hk

¹ When using the sound field effect at a volume of approximately 24, it may be necessary to switch from the factory default settings. Please refer to the Help Guide for instructions on how to make the switch. Please note that the actual duration may vary depending on factors such as the playback content and ambient temperature.

² Polyethylene terephthalate.

³ The recycled plastics may not be used for parts depending on the time of production.

⁴ Coating and adhesive materials excluded.